

## Clean Show sold to Messe Frankfurt

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**Messe Frankfurt has finalized a deal with the Clean Show Executive Committee (CEC) to purchase the largest trade fair for textile care in the Western Hemisphere. The Clean Show is held every two years rotating throughout the US. As a part of the acquisition, the five industry associations that are involved in the sale will maintain their close involvement and Messe Frankfurt aims to continue the Clean Show success story in the future.**

The Clean Show, which was awarded a fastest 50 award this year in all three major categories, attracted over 11,000 trade visitors and 481 exhibitors to Las Vegas in 2017. The first edition as a part of the Messe Frankfurt portfolio of textile-care fairs will be held in New Orleans from 20 to 23 June 2019. Future events are planned for Atlanta and Orlando in 2021 and 2023 respectively.

Messe Frankfurt will organise the Clean Show in cooperation with the former owners, five US trade associations that include:

- Drycleaning & Laundry Institute (DLI),
- TRSA, the Association for Linen, Uniform and Facility Services (TRSA)
- Coin Laundry Association (CLA),
- Association for Linen Management (ALM),
- Textile Care Allied Trades Association (TCATA).

Joseph Ricci, Clean 2019 Chairman of the Clean Executive Committee and President of TRSA, says, "Based on its success organizing international events for the textile-care sector, Messe Frankfurt has the expertise and experience, as well as relationships with key exhibiting partners, to ensure the continued growth and development of the Clean Show."

The purchase of the Clean Show will elevate the portfolio of trade fairs organised by Messe Frankfurt for the laundry, dry cleaning and textile service businesses. Texcare International, the leading trade fair for the sector, has been held in Frankfurt am Main since 1956. Over recent years, the network has been expanded to include trade shows in China and the United Arab Emirates, as well as conferences in growth markets under the heading 'Texcare Forum'. The strategy of Messe Frankfurt

enjoys the support of long-standing partners of the four-yearly Texcare International: VDMA Textile Care, Fabric and Leather Technologies and the German Textile Cleaning Association.

Discussing the strategic expansion, Dennis Smith, Managing Director Messe Frankfurt North America, says, "With the Clean Show, we have purchased America's biggest trade fair for textile care and gained another module for our worldwide network of events for the textile-care sector. We now hold trade fairs in all major economic regions and offer synergistic effects for both exhibitors and visitors."

Well known US-based management company, Riddle and Associates, led by industry veteran, John Riddle, will manage the 2019 event on behalf of Messe Frankfurt.

### **The Messe Frankfurt portfolio of events for the textile-care sector**

In addition to Texcare International, Messe Frankfurt has been holding Texcare Asia since 1998. The Gulf Laundrex presented by Texcare is held annually in Dubai. These events are rounded off by numerous Texcare Forums, which bring local buyers together with international manufacturers.

### **Press releases & images:**

[www.messefrankfurt.com/journalists](http://www.messefrankfurt.com/journalists)

[www.texcare.com](http://www.texcare.com)

[www.cleanshow.com](http://www.cleanshow.com)

### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)