

TRENDBOOK

Media Information 2017/2018

Technical Textiles 2018/2019

Innovations • Trends • Markets

Present your
company in the
new TRENDBOOK
2018/2019

Start up the future –
with Technical Textiles
with the 4 leading themes:

- Production
- Mobility
- Life
- Re-Vision

Publication date: June 2018

Powered by

**Technical
Textiles**

Innovation, Technology, Application

Textile
Technology

New conception, new contents

The 5th TRENDBOOK Technical Textiles will appear in June 2018 with a new, changed concept – both in English and in German.

The proven basic structure of the 3-part Trendbook will remain, but the contents will be reinterpreted.

This will be as follows:

- In the section Trends & Forecasts the 4 leading themes
- Production (production processes, 3D printing, environmentally friendly materials & processes)
 - Mobility
 - Life (mega-cities, medicine)
 - Re-Vision/Re-Cycling (recycling, upcycling)
- will be put in focus.

Within these 4 subject blocks, the leading themes as well as their importance for the areas of fibers, technical textiles, nonwovens and finishing will be highlighted.

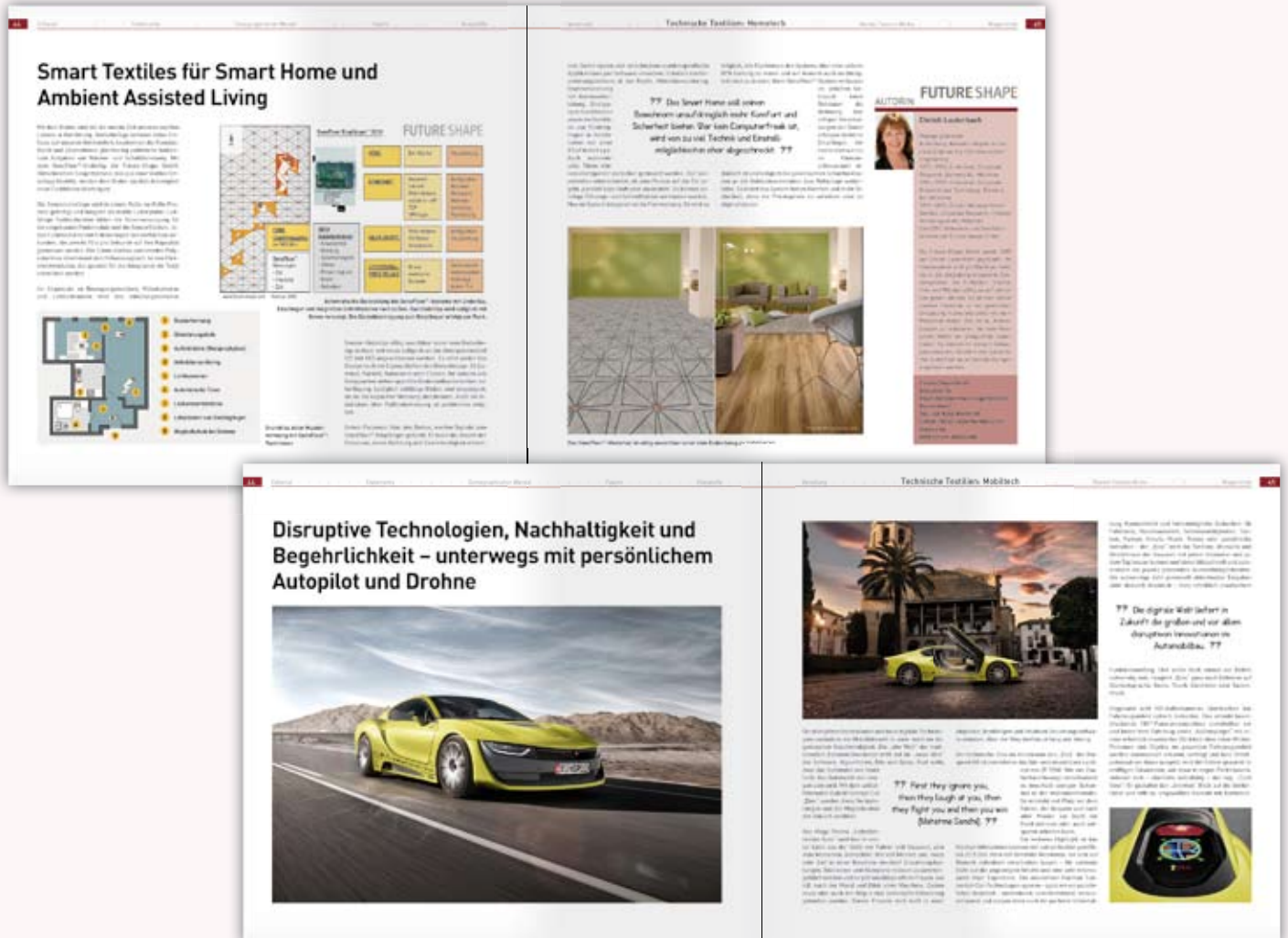
This means: **In the trend leading theme blocks the textile segments will be featured.**

Furthermore, start-ups with a textile focus will be presented.

NEW Editorial Part TEAMWORK:

This is where a company can present a project which it has undertaken with a partner. This can take the form, for example, of the combination of mechanical engineering, technology, fiber and fabric. A further example could also be the presentation of a cooperation in the direction of the end-user.

AIM: Representation of the affinity of the dynamic sector of technical textiles and its partners for individual solution approaches.



Media Data 2017/2018

Brief description: International compendium for the entire management level of producers and suppliers, as well as the users of technical textiles.

Languages: English and German (2 books)

Publication date: June 2018

Format: 280 mm wide and 250 mm high with ring binding

Layout: Innovative work reference

Volume: over 300 pages

Print run: 2,000 copies (1,000 English/1,000 German)

Recipients: Personalized recipients / decision-makers

- **Producers and suppliers of technical fibers and textiles:** 450 copies
- **Users:** 900 copies
 - Work safety, automotive, construction, chemical, electro, fibers, filtration, plastics processing, agriculture, mechanical engineering, medical/hygiene, smart clothes, sporting goods and nonwovens industries: 550 copies
 - Associations: 50 copies
 - Research institutes: 50 copies
 - Ministries: 50 copies
 - Universities and polytechnics: 100 copies
 - Consulting engineers: 100 copies
- **Circulation:** 650 copies

Copy price € 149

Also sold at trade fairs and congresses

Advertising format: Only for second cover page in the type area 240 mm wide and 215 mm high in the bleed 265 mm wide and 246 mm high + 3 mm bleed

* An agency commission is excluded as the entire implementation is undertaken by the publishing house

Your Contacts

Sales

Dagmar Henning
+49 69 7595-1722 • dagmar.henning@dfv.de

Heidrun Dangl
+49 69 7595-2563 • heidrun.dangl@dfv.de

4-page company profile in English and German (2 books): € 5,360 plus VAT

- Very simple: you send us text and picture material – we do the layout. You will, of course, receive a proof copy for your approval.
- The company profiles are divided into "The Company", "The Focus", "The Product Range" and "The Innovations" **with reference to the 4 leading themes** (maximum of 4,000 characters).
- Technical data and company: Name, location, sites, year of establishment, turnover, number of employees, business areas, brands, product groups, target groups, reference customers
- Contacts: max. 4 (name, position, contact data, photo, short statement)
- Photo and quote from the CEO
- 3 to 5 photos of products, applications, models, finishing processes or company buildings

Deadlines:

- Publication date: June 2018
- **Submission** of text and photos for the company profile in English and German by **mid-March 2018**



20% discount
for booking a company profile in the TREND-BOOK Technical Textiles 2018/2019 by Dec. 20, 2017

Editor-in-Chief Textile Technical Publications

Claudia van Bonn
+49 69 7595-1393 • claudia.vanbonn@dfv.de

Publishing Director Technical Magazines

Rainer Miserre
+49 69 7595-1291 • rainer.miserre@dfv.de

Powered by

