

Amorim Revestimentos and Gierlings Velpor at Heimtextil 2008 – "Style is more than an attitude"

Press Release

From 9 to 12 January, Amorim Revestimentos and Gierlings Velpor were at Heimtextil 2008 in Frankfurt, one of the world's leading fairs for home and hotel industry textiles.

Held in the Frankfurt Fair and Exhibition Centre, with the motto "Style is more than an attitude", Heimtextil 2008 hosted over 2800 exhibitors from 65 countries, presenting their products to over 86,000 international visitors.



Amorim Revestimentos and Gierlings Velpor shared a 27 m2 stand, the high number of visitors and the quantity and quality of sales reflecting the market success enjoyed by the two companies.

As well as the displays and special exhibitions with plenty of surprises to offer, Heimtextil 2008 included lectures, seminars and textile trend forecasts for the hotel industry. The organisers also provided marketing services, such as Contract Creations Signet (signs indicating suppliers to the hotel industry) and the Contract Guide (a list of textile suppliers to the hotel industry). The fair was complemented by the Online Contact Forum, allowing exhibitors, clients and visitors to remain in permanent contact throughout the event.