

**EXPODETERGO INTERNATIONAL 2018:
AN UNPRECEDENTED SHOWCASE OF INNOVATION
AND AN EXCLUSIVE MARKET OBSERVATORY**

With its exhibitor space almost sold out, major previews from the big players and two unpublished studies by Cerved on the world of dry and industrial wet cleaners, whose results will be presented during the show, EXPOdetergo International affirms its position as the sector's global point of reference

Milan, 27 March 2018 - A commodities-based offering with outstanding market representation, including machines and technologies which have never been seen before, the most innovative and useful services for professionals, and - for the first time - an observatory dedicated entirely to the market of interest: scheduled for **October 19 to 22, 2018 at Fiera Milano**, EXPOdetergo International is preparing its eighteenth edition with confirmation of great news and interesting novelties.

Confirmation comes from the numbers, once again. In fact, out of 17,000 available square metres, **more than 15,000 have been sold, and to date approximately 200 companies have confirmed their presence.**

And so, while waiting for the imminent "sold-out", the sales campaign carries on, the characteristics of the exposition offerings are getting more and more clearly defined, to keep in line with a market in constant evolution.

Innovation, efficiency and low environmental impact emerge as the key words for the next edition of EXPOdetergo International. At this major appointment, thanks also to exclusive previews, only new products can be assessed, so as to offer professionals the best machines, services, and products for washing, ironing and cleaning the textiles available on today's market.

On show, in fact, there will be completely automated, large treatment lines, which are very careful about energy consumption; compact washing machines which can hold more than one hundred kilos of laundry; RFID labels for garment recognition and sorting, which reduce the number of lost items; machines which can iron more than one hundred shirts an hour, with significant savings; zero-impact detergents.

Beyond the interesting exhibition offerings, the show promises to be an **essential observatory of the changing market**. In fact, during the upcoming edition two interesting studies will be presented, to take stock of the situation in two markets which are different one from the other, while both being active and dynamic, such as **industrial wet cleaners and dry cleaners**.

Commissioned by EXPO DETERGO from Cerved, an important Italian market analysis Institute, the two studies - **developed exclusively for EXPOdetergo International** - will be a precious tool for exploring the state of the art of the two most important areas in the sector, to stimulate new ideas among all the players in the sector, and to help entrepreneurs, professionals, sales people and operators in the cleaner-related industry to identify new, promising paths for their own businesses.



Mostra internazionale specializzata delle attrezzature, servizi, prodotti
e accessori per lavanderia, stireria e pulizia dei tessuti e affini in genere
*Specialized international exhibition of equipment, services, products
and accessories for laundry, ironing, cleaning of textiles and allied products*

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19-22 OTTOBRE _OCTOBER 2018

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Therefore, in the interest of innovation and a serious commitment to development, the next edition of EXPOdetergo International promises to be the most important event of recent years.

Starting in April professionals in the sector can preregister on the website www.expodetergo.com and request a pass at the entrance.

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