

Heimtextil 2015

The dralon® brand was again present at the most important fair for home textiles in Europe, this time in a newly designed stand, which highlighted both the raw fiber from Dormagen as well as fabrics in different styles from our downstream customers. The fair itself was considered a successful event, with an increase of 3% in the number of visitors compared with last year. The mood amongst the producers of home textile goods, especially those in Europe, is of optimism towards the development of the market in 2015 as they see a growing interest in their products. Many visitors from all over the world stopped by at the dralon stand to get general information about the dralon® fibers and brand, to discuss specific issues regarding all kinds of topics ranging from technical aspects to sustainability policies, or to seek assistance in order to find a supplier either of yarns made with dralon®, or of finished products that feature the dralon® fiber. We were delighted to be able to give more information about our company and our products, as well as to help connect several of our direct and indirect customers with new potential buyers.

