



# DOMOTEX USA as America's most innovative and international floor covering event

The inaugural edition of **DOMOTEX USA** launched from Feb.28 to March 2. was attended by 282 exhibitors from 25 countries, who showcased their latest products across 89,400 square feet of exhibition space in Atlanta, USA. More than 57 percent of the show's exhibition space featured North American flooring suppliers and 43 percent of the square footage was dedicated to international exhibitors.

"DOMOTEX USA highlighted the passion and innovation of the world's floor covering manufacturers in an intimate and artfully curated space in the Georgia World Congress Center," said Larry Turner, president and CEO of Hannover Fairs USA (HFUSA), the organizer of the event.

### Pre-Show plant tour offers retailers unique experience

HFUSA organized a tour of four Dalton, Georgia-area flooring facilities, including Shaw Industries' manufacturing facility.

The Dixie Group headquarters & creative facility, Engineered Floors SAM

plant and Beauflor USA's sheet vinyl facility was also part of the full-day tour.

Attendees experienced from start to finish the manufacture of several products showcased at DOMOTEX USA, including Shaw's COREtec brand of waterproof luxury vinyl tile flooring, Dixie Group's new carpeting products across its Dixie Home, Fabrica and Masland lines, Engineered Floors carpet fiber production technologies and Beauflor's crafted sheet vinyl and proprietary textile backing, Blacktex.

### DOMOTEX USA donates \$10,000 to aid industry workers

During the show's opening night reception, DOMOTEX USA presented a \$10,000 donation to the Floor Covering

Industry Foundation (FCIF) to further the 501(c)3 charitable non-profit organization's outreach to floor covering industry workers battling life-altering and catastrophic medical conditions. Charlie Dilks, FCIF's board chairman and chief product officer of CCA Global Partners, accepted the donation on behalf of the charity.

### Exhibitor highlights and product launches

Exhibitors expressed amazement and satisfaction with the steady flow of qualified attendees and found the new show to be easy to navigate, well planned and executed.

"I like the overall quality of DOMOTEX USA and suppliers exhibiting



across the show floor,” said Franck Taubert, group export commercial director of Alsapan, a French manufacturer of laminate and resilient flooring. “We were very pleased with the big floor covering distributors who visited our booth. The difference between other North American industry events and DOMOTEX USA is this show is for attendees who are specifically interested in purchasing floor covering products,” he added.

During DOMOTEX USA 2019, Shaw Industries, a member of the show’s advisory board, showcased its COREtec and Anderson Tuftex brands. The company highlighted the Anderson Tuftex new Unleashed collection of pet friendly carpets and hardwood products. The carpeting in the collection is made with STAINMASTER® PetProtect® carpet. Anderson Tuftex also featured its wide and long plank hardwoods as part of the Unleashed collection. “Shaw is thrilled to support the inaugural show and to showcase our high quality, boutique brands. We did make new retailer contacts and expect to secure new business as a result of our participation at the event,” said Carrie Edwards Isaac, vice president of marketing and consumer strategy for Shaw Industries residential division. “The beauty of the wide variety of customers we’ve connected with during the show is that they were interested in both our hard and soft collections,” she said. Shaw exhibited its COREtec brand at DOMOTEX Hannover in January.

**Education spotlights digital marketing and brand leadership**

During the show’s two-day Growth Sessions conference, industry thought leaders and digital marketing experts offered key takeaways, case studies and creative approaches to the predominantly flooring retailer audience. FloorForce sponsored the first day of Digital Growth discussions. The day’s discussions offered measurable tools for finding, understanding and connecting with targeted flooring customers through digital channels.

The Branding and Marketing Growth Sessions highlighted how retailers can create brands that really resonate with their customers. Important takeaways

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were how to get intentional about the branding process and how to think through brand positioning, brand essence and the brand promise. The Insider Talks held on the show floor for all attendees featured top industry professionals who discussed topics ranging from the state of the flooring industry to tips for flooring installation and repairs.



**Emily Morrow Home Design Panel**

Emily Morrow Home hosted a design panel and luncheon that specifically addressed the changing landscape of interior design. The discussion highlighted each panel member’s design focus and favorite Emily Morrow Home hardwood style. Insights on current and future trends also were discussed.

**Inaugural show attracts qualified attendees**

The inaugural show secured 5130 registered visitors, attracting retail professionals, wholesalers, distributors, OEMs, interior designers, contractors and installation professionals. About 70 percent of the first show’s attendees are located in the Eastern U.S.

DOMOTEX USA 2020 will take place at the Georgia World Congress Center in Atlanta, Ga. from February 5-7. ♦