

## Emitex: firmly trusts in innovation

**The exhibiting companies are closing the latest details regarding their participation in the International Trade Fair of Suppliers for the Garment Industry, which will open its doors the next April 9 in Costa Salguero Center of Buenos Aires.**

The most important event of the textile industry in the region offers a new edition with all the news and trends of the market. The companies of the sector show their constant trust in new technologies, in improving the production processes to go on being competitive, even in such difficult times as the current one.

**Zoo Logic** adds Dragonfish Color y Talle, the leading management system in the garment sector, new developments that widen the advantages of desktop software. This year, together with Mercado pago, it launches the possibility of paying through the QR system. "The users of Mercado Libre and Mercado Pago applications can pay in the stores that have our system and have this option enabled. Besides, our customers will receive the money in their accounts immediately", says the Commercial Manager of the company, Sergio Boghossian.

For the first time, **All Moda**, the young company of fashion design and commercialization in trims, exhibits the trends in women garment for the 2019-2020 season and a whole line of trims for children clothes. In time, it gives a free conference on Wednesday 10 at 3 p.m. in the trade center auditorium regarding the main themes of its collection: Gen Z, Romantic & Chic and 70's Zafari Look.

"The trim universe is an integral part of the development and image of finished products. For this reason, we would like to integrate ourselves to the added value chain of our customers, by contributing ideas and creative solutions from the fashion trends", highlights Geraldine Lura, the company's head.

On its part, the company **Sign Publicidad** presents two new printers for the textile industry: the revolutionary Mimaki TS300P-1800 that offers sublimation printing with state-of-the-art technology and the innovative Tx300P-1800 that can print directly in almost any type of natural or artificial fabric.

**Sun Transfer** offers its whole collection of thermo-transferable labels for underwear, sports, children and baby clothes and the automatic machines Roll-to-Roll for applying labels in coil, thus guaranteeing high speed and precision.

**Epson** launches the new model SureColor F2100. Rossana Gil, Sales Manager, highlights that “the equipment offers a full solution of direct textile printing. It is ideal for printing T-shirts, sweatshirts and merchandising materials”. This one joins the existing SureColor F9370 and SureColor F6200 that make up a digital textile printing solution since “every aspect of the SureColor range SC-F Series is designed in order to reproduce a crucial part of a perfect supply within a full color printing solution.”

### **A long-term investment**

Exhibitors tell their reasons to take part of it and the expectations they have in relation to the new 2019 edition.

“Positioning our company and win more customers” is among our main aims of **All Moda** in the event, according to its Director, Geraldine Lura.

On its part, Nadia Kruk, Marketing Head of **Sign Publicidad**, states that the exhibition “allow us to get into the business ecosystem and show our original proposals to our target audience, since it is the only textile exhibition in Argentina.”

In its first participation, Gabriel Sánchez, Director of **Proveedurías Artigas** adds that “Emitex is a window to Argentina and the world, in which we can show our policies focused in quality and service. It is part of driving an era change in which innovation and the wish of a more prosperous future are fundamental pillars.”

Emitex will take place on April 9 - 11, 2019 in Centro Costa Salguero, Buenos Aires, Argentina.

The exhibition is only for businessmen and professionals of the sector. With an invitation: free of charge. People under 16 years will not be admitted, even if attending with an adult.

### **Further information:**

[www.emitex.com.ar](http://www.emitex.com.ar)

### **Press information and photographic material:**

<https://emitex.ar.messefrankfurt.com/buenosaires/en/prensa.html>

### **Links to websites:**

[www.facebook.com/IndustriaTextilExpo](http://www.facebook.com/IndustriaTextilExpo) | [www.twitter.com/TextilExpo](http://www.twitter.com/TextilExpo) | [www.instagram.com/industriatextilexpo](http://www.instagram.com/industriatextilexpo)

Emitex  
International Trade Fair of Suppliers for  
the Garment Industry  
Costa Salguero Center  
Buenos Aires, April 9 - 11, 2019

### **Additional Information on Mundo Textil**

It is the only magazine specialized in the suppliers of the Textile and Clothing Industry of Argentina. For more than 15 years it has effectively communicated to the sector. It has participated in the organization of sector exhibitions from their creation and it forms active part of the most representative textile industry institutions. In its digital and paper format, it covers all Latin American countries and has more than 15,000 readers per edition.

### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at 30 locations, the company generates annual sales of around €715\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\*preliminary figures 2018

### **Background information on Messe Frankfurt Argentina**

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader. The purpose of the fairs is to promote actual business meetings to boost activity in regional markets, in the domestic market and in turn prompt the development of the technological pole in each area. The current portfolio of shows of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Moto Show, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia, Arminera and Electronics Home, among others.

For more information, please visit our website at [www.argentina.messefrankfurt.com](http://www.argentina.messefrankfurt.com)

Emitex  
International Trade Fair of Suppliers for  
the Garment Industry  
Costa Salguero Center  
Buenos Aires, April 9 - 11, 2019