



## JOIN BEIRHOLM & CRÉADORE AT TEXCARE 2024

Thrilled is an understatement! This year, Beirholm & Créadore will present our largest stand to date. The theme?

### BEAUTIFUL ON THE OUTSIDE POWERFUL ON THE INSIDE

This year is different. This year, you will see our new and *beautiful* design concepts for hotels, restaurants and healthcare. On top, you will experience the *power* and performance built into our textiles. Our Lab Room experience grants you a sneak-peek into the DNA of our textile engineering where you can see how we develop performance textiles, from fibre to finished product.

Beyond the brand-new Lab Room experience, our stand boasts 5 hotel rooms, 1 healthcare area with 3 beds, 1 hostel room, and 13 table settings. Here, you will find all our new and inspiring performance textile concepts styled in Modern, Classic, and Heritage interiors. We also display our brand-new Boutique Hotel concept, Hostel concept, and concepts for public- and private Healthcare.

### OUR HIGHLIGHTS:

#### The Lab Room Experience:

A behind-the-scenes experience of how we develop our durable performance textiles to increase laundry efficiency and output.

#### Increase your Return on Investment with textile technologies:

See our latest BeirTex® and Pixel® technology developments – technologies that will increase the return on your textile investment.

#### More Circular Textiles:

Discover our upgraded, more circular and future-proof performance textiles made with a high share of recycled content.

#### Textiles with reduced CO2-impact:

Get an introduction to the CO2-emissions of your textiles – from fibre to laundry. Learn how to reduce the emissions. At little to no extra costs.

#### New Design concepts:

Get inspired by our latest design concepts which will help you differentiate your textile assortment from competitors and gain market share.

See you at Texcare 2024 the 6-9th of November in Hall 8.0, Stand G40.

Your Beirholm & Créadore team

**Beirholm**  
Context Engineered Textiles

**CRÉADORE**  
We upgrade your brand standards

### PS:

If you have made it this far reading our entire *invitation*, you'll be amongst the first to know that we've hired the best bartenders, baristas, and Mexican finger-food. Come by for a drink and a snack!