

**PRESS RELEASE**  
13 November, 2014

N09111410517

## **CEE-TEX 2014: MEETING POINT FOR GROWTH & BUSINESS OPPORTUNITIES**

*The first CEE-TEX event has shown its potential as a platform for strengthening the collaboration and position of Professional Textile Care (PTC) in Central and Eastern Europe (CEE-region). With the attendance of the region's leading organizations, over 8 hours of notable presentations, and an abundance of plans for further collaboration the inaugural CEE-TEX has proven to be a great success.*

With some 200 attendees—representing PTC companies, suppliers, associations, as well as individual professionals and experts—the event offered ample opportunity for networking, exchanging information and discussing future plans.

### **Green laundry**

The program was centered around best practice information on how to achieve excellence in daily operations and demonstrated the latest trends and technologies. Highlights of CEE-TEX 2014 were the exhibition, National Conference and CEE-TEX summit, addressing green laundry, EU regulations, energy and water savings, the economic outlook, financial support for sustainable investments, and certification. The potential for the CEE companies was perhaps best captured by Mr. Varró of Hungary's Top Clean, who elaborated on becoming 5<sup>th</sup> in the European Award Best Practices Textile Cleaning.

### **New business models**

Speaking topics during the inaugural CEE-TEX summit covered sustainability, energy savings, technology solutions, new business models and e-learning. Additionally, the summit facilitated country introductions and roundtable discussions—a CEE's first!

TTE, CINET and TMTE heartily thank the national sponsors Procter & Gamble and Hohenstein and international sponsors Dow|Safechem, Christeyns, Union, Fimbimatic and Realstar for their enthusiasm and contributions.

### **Organisation**

CEE-TEX 2014 was organized by the Hungarian Textile Cleaning Association (TTE) and CINET in cooperation with TMTE, it was supported by national associations and organisations from Hungary, the Czech Republic, Slovakia, Moldova, Romania, Poland, Serbia, Slovenia, Croatia and Bulgaria.

The next CEE-TEX event will take place in 2015. Further information will be made available later this year.

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**CINET**, the International Committee of Professional Textile Care, is the umbrella association pooling national organizations for the professional textile care industry.