

## PRESS RELEASE 2D

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### CEE-TEX 22 to 24 September 2016;

*New PTC Business cases; Practical solutions for customer satisfaction*

CINET is preparing the third edition of the CEE-TEX Summit in a joint initiative with Nega Tekstila, the new PTC association of Serbia, host of this year's Summit. The event is organized in collaboration with 9 other associations from the CEE region.

The aim of the CEE-TEX Summit is to further strengthen the cooperation and overall position of Professional Textile Care (PTC) in Central and Eastern Europe (CEE).

As the date for CEE-TEX is approaching, we would like to share the preliminary program.

CEE-TEX invites industry professionals with an interest in the CEE region to visit CEE-TEX. It will be an interesting opportunity to network and learn about the newest trends and technologies, to achieve a sustainable industry and increase operational, energy and cost efficiency.

#### **Flashback: CEE-TEX Summit 2015 - Brno, Czech Republic**

At the show in Brno the presentations and discussions were to a large extent focused on market characteristics & trends as well as improved efficiency for the companies. Of the total market (400 PTC companies) some 20 have already implemented RFID benefits are acknowledged.

The Czech association APAC was the host for the event, they cooperate intensively with TZU, the national technical textile institute. Together they offer advice and training to individual companies and employees in the PTC industry. Together with APAC the CEE-TEX Summit was a great step towards a successful concept for PTC development in Eastern Europe.

*More information is available on: [www.CINET-online.com](http://www.CINET-online.com)*

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