

[Home](#) » [Features](#)

EXPOdetergo International Ready for October Event

Organizers say show comes at key moment as first international textile care event in Europe after pandemic

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MILAN, Italy – [EXPOdetergo International](#), an international exhibition dedicated to machines, services and products for laundry, ironing and textile cleaning, will take place Oct. 21-24 at [Fiera Milano](#) Rho, in Halls 1 and 3.



EXPOdetergo International 2022 will take place Oct. 21-24 at [Fiera Milano](#), Rho, Italy, in Halls 1 and 3. (Photo: EXPOdetergo International)

The 2022 edition of EXPOdetergo International comes to the market at a key moment, organizers say, adding that this is the first international event in Europe for the industry after the pandemic, a period that while boosting the sector's role as an essential service and contribution to wellbeing has significantly altered the existing balance between supply and demand.

Sustainability, digitization and sanitization are the three keywords around which organizers say the event has been arranged.

With more than 200 companies already participating, organizers say EXPOdetergo International 2022 will provide a comprehensive view of the vast selection of products available on the market today in terms of technologies, products and services for textile maintenance.

The selection will include dry and water-based washing machines; ironing machines; professional detergents; management systems and 4.0 solutions; complete and automated lines; and textiles (bedding and table linen), with fine fabrics and linens for rental for hotels, spas and restaurants.

"The market's enthusiastic adherence testifies to the vitality of a sector that makes an important contribution to common well-being, thanks to the guarantee of hygiene offered when we wear our clothes, but also when we go to a restaurant or stay at a hotel," says Paolo Pizzocaro, **Fiera Milano**, exhibition director of the event.

"At the same time, the numbers we are declaring today confirm the credibility of an event like EXPOdetergo International, recognized globally as an event not to be missed. The world comes here to see what's new in the sector because it is here that the market can do business and network."

"The large number of companies that have already formalized participation is undoubtedly extremely significant," adds Marco Sancassani, president of EXPOdetergo International.

"Such a massive participation ... is in fact a sign of the great vitality of this sector, of its resistance and the desire to get back into the game, which I am sure will find full fruition in an unprecedented edition of the exhibition."

Organizers say that focused exclusively on new and highly innovative products, the result of investments in R&D in recent years, EXPOdetergo International is the place where the excellence of the sector will be and, as always, the event will allow numerous machines to be seen in operation.

Organizers share that the location is closest to the underground and easy to reach from the city, but it is also accessible by train and from the main airports in Lombardy.

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