



*By Karl Kunkel*

# At the industry's most stylish show

Lots for mattress makers to see at Interzum Cologne

CoverStory



Cutline

“I think FR will be big in Canada and other countries,” said Matjaz Bozic, IBI Kranj general manager.

Monks International, based in Belgium, is seeking to help third-world suppliers of fibers and introduced its Max Havelaar Fair Trade guarantee that a certain portion of its ticking collection is produced with fair-trade certified cotton. Through the program, farmers receive a

guaranteed price for their cotton crops, as well as a premium earmarked to finance and develop social projects, such as schools. The Havelaar foundation was named after the protagonist in the 1860 novel Max Havelaar, who protested the abuse of coffee growers in Java. At Interzum Monks focused on natural materials in its tickings, introducing fabrics made with cashmere, bamboo and soy.

Priotex, a jacquard fabric manufacturer in Israel, introduced a range of jacquard tickings using fibers such as cotton, rayon, acrylic, polyester, polyester FR and other yarns. Priotex emphasized its abilities to produce unique, custom-designed fabrics to accentuate a mattress manufacturer's distinct message and look to consumers.

## Fast Facts

**Show** Held May 9-12 in Cologne, Germany

**Visitors** 50,000 people from 137 countries

**Exhibitors** 1,361 companies from 61 countries

**Fame claim** World's largest home furnishings components and machinery show

**New this year** Shorter, four-day schedule running Wednesday to Saturday and relocation of the show to Koelnmesse's northern halls