

## PRESS RELEASE

The Clean Show  
Georgia World Congress Center  
Atlanta, Georgia

USA, November 12, 2020

Contact:  
Ali Rosenberger  
Tel. +1 770 984 8016 x2428  
[ali.rosenberger@usa.messefrankfurt.com](mailto:ali.rosenberger@usa.messefrankfurt.com)  
[www.cleanshow.com](http://www.cleanshow.com)

### **The Clean Show Remains Dedicated to Industry Wellness, Postpones Clean 2021 to Summer 2022**

Atlanta, GA – November 12, 2020 – Messe Frankfurt has announced that the 2021 edition of The Clean Show will be postponed due to the continued global impacts of COVID-19. The next edition will be held July 30 through August 2, 2022 in Atlanta.

After months of strategic conversations with Messe Frankfurt's global leadership, partner associations and representatives from the show's key exhibiting groups, the team has decided that pushing the show and its subsequent edition is in the best interest of the industry as a whole.

The decision will affect at least the next two editions, with Clean 2023 also being moved to now take place in August of 2024.

"Although this has been a tough decision to make, we are confident that moving The Clean Show will allow us to provide the quality experience and return on investment our exhibitors and visitors have come to expect from Clean," said Greg Jira, Show Director for The Clean Show.

The decision to move the show has been met with a positive response from exhibitors:

"I have been very pleased with the response from Messe Frankfurt to understand the issues the exhibitors face in light of the world changing event of COVID-19," said Jeff Frushtick, Chairman and CEO of Leonard Automatics. "I feel that Messe has been very open with their conversations and very understanding of the exhibitors' issues in this very troubling time," he said.

Engelbert Heinz, Managing Director for Kannegiesser, served as an advisor during the decision-making process and endorsed the move to 2022:

“We have always valued our relationship with the Clean Show and are proud to have established such a prominent role in the event,” said Heinz. “While postponing the show is regrettable, we believe it is in the industry’s best interest. Our entire company will look forward to the opportunity to meet face-to-face again in Atlanta in 2022, “ he added.

Another key exhibitor representing the industry, Jesper Munch Jensen, Chief Executive Office of JENSEN-GROUP, also showed his company’s support for the postponement:

“The Clean Show has traditionally been a very important platform that allows us to showcase and demonstrate our industries’ leading automation equipment,” said Jensen. “We appreciate Messe Frankfurt taking the global scheduling concerns of the manufacturing sector into consideration, and we stand behind Clean in their decision to move the next show to 2022.”

As the show pivots to the new dates, the team will release communication around important changes and deadlines for exhibiting companies and individuals planning to attend. In addition, Jira said to “stay tuned,” as the team is working on alternative opportunities for the industry to do business until meeting in person again in 2022.

Recognized as North America’s largest exposition for laundering, dry-cleaning, textile care services, supplies, and equipment, The Clean Show attracts store owners, plant operators, technicians, institutional laundry managers, distributors, consultants, buyers, and other industry professionals to see the newest and most technologically advanced products the industry has to offer. In addition to exhibits, the show offers educational seminars on the latest technology, business management, sustainability, and more.

The Clean Show is organized in collaboration with five industry-leading associations: Association for Linen Management (ALM), Coin Laundry Association (CLA), Dry-cleaning & Laundry Institute (DLI), Textile Care Allied Trades Association (TCATA), and Textile Rental Services Association of America (TRSA). Apart from Clean Show, Messe Frankfurt organizes trade

fairs and conferences for the textile-care sector in all major economic regions of the world. Visit <http://www.texcare.com/brand> for more information.

Thank you for your coverage and support of The Clean Show. For further information, images or interview inquiries, please contact Ali Rosenberger: [ali.rosenberger@usa.messefrankfurt.com](mailto:ali.rosenberger@usa.messefrankfurt.com).

**Stay connected:**

Facebook: <https://www.facebook.com/thecleanshow/>

Twitter: <https://twitter.com/TheCleanShow>

Instagram: <https://www.instagram.com/thecleanshow/>

LinkedIn: <https://www.linkedin.com/company/the-clean-show>

###

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organizer with its own exhibition grounds. With more than 2,600\* employees at 30 locations, the company generates annual sales of around €733\* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organizing and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* preliminary figures 2019

Messe Frankfurt North America is a subsidiary of Messe Frankfurt and is headquartered in Atlanta, GA. Messe Frankfurt North America produces and manages 10 shows within the United States, Canada and Mexico. In addition to The Clean Show, the North American portfolio of events includes Texworld USA, Apparel Sourcing USA, Home Textiles Sourcing Expo, Techtextil North America, Texprocess Americas, INA PAACE Automechanika Mexico City, Waste & Recycling Expo Canada, Festival of Motoring US and PROCESS EXPO.

For more information, please visit our website at <http://www.us.messefrankfurt.com>.