**Berger Textiles Showcases Full Range of Textile Solutions at FESPA Middle East 2024**

***Choice of High-Performance Soft Signage Materials with 100% Recycled Options***

**Booth 2-B6**

**Berger Textiles, Krefeld Germany, 24th January 2024 –** Berger Textiles,a leading global supplier of textiles for wide format digital printing, interior decor and apparel, will spotlight its full Soft Signage solutions portfolio for the first time at FESPA Middle East 2024 (Dubai Exhibition Centre, 29-31 January 2024).

Attendees at this year’s event will have the chance to discover Berger Textiles’ complete portfolio for the soft signage industry with a focus on three key products: Samba, Lumina and Mozaik. All three are available in their original versions or with 100% GRS certified recycled yarns, delivering on the company’s commitment towards a more circular business.

**Samba® and Samba® Green**

* Setting industry standards since its launch, this textile is easy to handle and delivers an excellent display of contrasting colours. Airtight, crease resistant and water repellent, it is well known and loved by customers internationally.
* Retaining all the outstanding characteristics of the original Samba® textile while offering a more sustainable choice for the industry, the yarn for Samba® Green is made of recycled plastic bottles, boasting a 54.6% reduction in CO2 emissions at the production stage.

**Lumina® and Lumina® Green**

* The award-winning Lumina textile can be printed on directly by sublimation. Its tightly woven fabric ensures exceptional colour brilliance when viewed in transmitted light. Combined with its extensive colour gamut, this makes it perfect for lightbox applications. The fabric’s crease resistance further allows it to be conveniently shipped in a folded state while remaining crease-free. Lumina® Green yarn is made from recycled plastic bottles while offering all the performance characteristics of the original.

**Mozaic® and Mozaic® Green**

* Leveraging Berger Textiles’170 years of experience, this latest generation of blockout material brings together a unique knitted structure and proprietary coating. This combination delivers high scratch-resistance and high stretchability, allowing it to be installed even in demanding trade fair environments and perfectly stretched to the size required, without creasing. Mozaic is also available with 100% recycled yarns as Mozaic® Green.

In addition to its Soft Signage range, Berger Textiles will also showcase its functional architectural Home & Fashion ranges at the show, all presented through its unique simple and visual [periodic table catalogue](https://youtu.be/mgZcXA_lHPU), which clusters products according to their intended applications.

Marco Pirronello, Business Development Manager, Middle East, said “We’re excited to showcase our comprehensive range of high performance textiles at FESPA Middle East 2024, underpinning our commitment and further strengthening our already strong presence via a network of dedicated resellers in this region.

Bringing quality and flexibility, our unique textiles and soft signage solutions can open new opportunities for designers and installers looking to achieve greater visual impact in their installations.”

ENDS

**About Berger Textiles**

Berger Textiles is a specialist provider of digitally printable textiles and accessories, with a comprehensive and expanding range of products for Soft Signage, Home & Fashion and Architecture, sold worldwide via a global network of sales partners. With 170 years of experience, Berger Textiles today aims to be the most innovative textile supplier for the digital printing world, from the market-leading Samba® brand to the latest sustainable solutions.

**For more information contact:**

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