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Brushware industry in focus as FEIBP, ABMA and BolognaFiere wrap up the new World Brush Expo to resounding success

Bologna, 24 May 2024 – After an eight-year break, the European Brushware Federation (FEIBP), together with American Brush Manufacturers Association (ABMA) in partnership with BolognaFiere are honoured to have kicked off the World Brush Expo 2024 at the BolognaFiere Venue.

Visitors from over 76 countries had a chance to dive deep into state-of-the art technology and products from across the brushware industry, including technical brush, paintbrush, paint roller, hygiene brush, oral care brushes and mop industries. More than 3.000 professionals enjoyed networking and exhibitions over the course three days.

Alessandro Acquaderni (SITBRUSH), President of FEIBP, stated: “We are amazed to see our partners and friends come together in Bologna for the brand new World Brush Expo. Once again, the brushware industry showed the immeasurable power of connections and the vital role our sector plays. While we look forward to hearing the feedback from the participants, we are reassured of the quality of the exhibitions and innovations presented over the last two days.”

Chris Monahan (Brush Fibers), President of ABMA, agreed: “I consider the World Brush Expo to be a tremendous success and a testament to the great partnership between ABMA and FEIBP. Seeing how engaged and receptive the visitors and exhibitors were to showcase what is best about our industry, we are eager to start working on the next edition of the event right away.”

"As BolognaFiere we are proud to have been able to host for the first time in our Quarter an event dedicated to the world of brushes and we particularly want to emphasize that, in terms of the percentage of international visitors that it has recorded, World Brush Expo 2024 is probably among the top events not only among those held in our Quarter but also at the Italian and European level," so said Antonio Bruzzone CEO of Bolognafiere Spa.

The World Brush Expo was one of the most internationally attended expos at BolognaFiere with over 75% of visitors from abroad and more than 200 exhibitors presenting their technologies and products, according to the venue.

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The European Brushware Federation (FEIBP), founded in 1958, represents brush manufacturers in Europe, encompassing sectors such as Household, Personal Care, Paint, Technical and Hygiene Brushes. Dedicated to advancing industry standards, FEIBP fosters growth and collaboration among its members

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