

Picanol reports an increase in Turkish market share

Picanol presented its latest weaving solutions at ITM 2009 for weavers who want to get the most out of their fabrics, Picanol weaving solutions provide the platform for staying ahead. The Turkish market has also been impacted by the worldwide recession and credit crunch. Picanol nevertheless succeeded in these difficult conditions to increase its market share from 20 to 35%, which indicates that investors are putting more trust in Picanol as a reliable partner for their weaving activities, rather than choosing for low budget solutions. Since the OptiMax market introduction in 2007 Picanol installed over 300 units in Turkey. In 2008 also the first OMNIjet and GT-Max were delivered to Turkish customers.



Erwin Devloo of Picanol.

Picanol develops, produces and markets high-tech weaving machines and also offers products and services to its customers such as training, upgrade kits, parts and service contracts. Picanol markets accessories via GTP (Global Textile Partner).

Picanol weaving machines are a synthesis of technological know-how and experience built up over more than seventy years. Picanol devotes a substantial part of its annual turnover to R&D.

The electronics and mechatronics in the new Picanol machines are the most advanced in the industry today.

Service and support

Picanol has introduced a new performance partnership concept that guarantees a win-win situation for both sides.

The customer and Picanol share common goals: the customer wants to improve his output, while Picanol wants to ensure that the customer obtains maximum benefit from Picanol's high quality of design and manufacture, in order to secure investments in Picanol machinery.

To this end, both parties work together to increase the total first-quality output of the customer's weaving mill.

A key aspect of the program is that the results have to be measurable: the improved performance is defined in terms of average machine efficiency and output of A-grade fabric per unit of time.



Picanol Omni 8002P 340.

Weaving accessories

GTP, Global Textile Partner, delivers world wide top accessories for better weaving performance. Steel Heddle, Burcklé and Te Strake Textile are the reference in their respective product range (heddles, droppers, reeds and air insertion components). The GTP weaving accessories are continuously updated and upgraded to fit perfectly on all looms, and are a guarantee to achieve better fabric quality, higher productivity and energy savings.

Six types of top-class machines

Picanol offers six types of weaving machines: the OptiMax, GT-Max and GTXplus with rapier technology, and the OMNIplus 800, TERRYplus 800 and OMNIjet with airjet insertion technology. Together, these machines cover the full spectrum of textiles normally encountered, including apparel, household and technical fabrics. The high degree of digitization of

all these machines together with their Sumo main drive ensures lower weaving cost, higher quality of the article produced, greater flexibility and exceptional ease of operation in comparison with other weaving machines. The Picanol machines also enable weavers to produce even quite small runs profitably, in response to the changing demands of the textile market.

Letting you get the most out of weaving

With its product range, Picanol definitely offers the right platform to strengthen the weaver's hold on the market and put him ahead of the competition. The company's baseline **"You are always ahead"** emphasizes this. Picanol has translated its eagerness to put its customers ahead into five criteria that often make the difference between profit and loss for them. These are the five areas of constant concern to the weaver, every day:

- ❖ Market conditions, which are changing ever more quickly;
- ❖ Material costs, which are becoming more and more difficult to control;
- ❖ Energy costs, which are constantly rising;
- ❖ Delivery times for fabrics, which are getting shorter all the time;
- ❖ The talent of mill employees, which can all too often not be deployed to the full.

All Picanol weaving machines have been designed to let weavers meet with these criteria in the best possible way. That is why they enable weavers to get the most out of weaving.

Courtesy: Picanol.



Picanol GT Max 6R190.