

## Novelties and glimpses of Textile Asia 2009

### ZSK displays latest Multihead 56 head embroidery machine

ZSK Stickmaschinen GmbH's ZBFA 5606 the world's biggest multihead embroidery machine with 56 heads, an enormous embroidery field and six colours was undoubtedly one of the star exhibits at Textile Asia 2009. Represented by AHS Textile Machinery, the enormous and efficient machine attracted visitors.

Its head-spacing of 24/4 or 48/4 is almost tailor-made for the typical Pakistani production. Moreover, the ZSK ZBFA machines operate with true Automatic Head-Selection for extraordinary designs and can be upgraded with different devices like sequin, boring and cord/loop.

The company's success is based on a winning combination of creativity and flexibility on the one hand, and precision and technology on the other, while production is continuously adapted to market requirements.

PTJ spoke to Mr. Irfan Abu-baker of Saleem Trading Co., Karachi, one of the first companies to purchase ZSK ZBFA 5606 in Karachi. Mr. Abu-Baker elaborated on the features of this machine that compelled him to make his decision.



Mr. Hafeezurehman of AHS with Mr. Irfan Abu-baker of Salim Trading in front of the ZSK 56 head machine displayed at Textile Asia

"This is a highly reliable and robust machine. With this machine high outputs are possible. Besides high production the quality that can be achieved, four sided embroidered borders are possible with this machine for dupattas which in my opinion no other multihead machine in the market can do." The machine does boring which until recently was possible in Schiffli machines only. This is the age of competition and the 56 head machine's production cost of production is less than half of other machines.

There is a huge demand for embroidered fabric in the domestic market of Pakistan. Women's suits and scarves with intricate embroideries are ever in demand and in fashion.

### Electromec Engineering Services

Established in 1997, Electromec Engineering services offered different products for all kinds of Industrial Automation. They represent LG (LS) industrial systems to fulfill Pakistan's industry need as inverter, Servo Drive, PLCs, HMI, Software Development, Custom Panel making and as well as complete machines.

According to Mr. Tauseef Alam, the Electromec Engineering's participation in Textile Asia met the expectations. The industry is looking for better service and the automation of old machinery is a viable option since new investments are scarce due to the economic situation. The industry according to Mr. Tauseef Alam can greatly benefit by optimising their existing plant and equipment.



Electromec Engineering stand at Textile Asia.

With latest technology at very reasonable cost with performance guarantee along with unbeatable backup services, Electromec Engineering Service is considered as one of the leaders in their field.

### AVM Chemical Industries

Established in 1996, AVM Chemical Industries, was conceived out of a vision to provide maximum customer satisfaction through innovative chemical products that are AVM Chemical Industries' hallmark. AVM manufactures a wide and dynamic range of international quality chemicals and textile auxiliaries for their customers in Pakistan.

Mr. Shoaib Tiki, Director, AVM Chemicals said, "We had a very good response. The visitors were coming but new enquiries are not generated. Our customers were discussing with us regular business at the exhibition. The industry is looking for better finishing solutions and chemicals. On the whole I would say that the size of Textile Asia exhibition is reduced this year to three halls due to the adverse economic situation which is affecting everyone."



AVM stand at Textile Asia

He added, "I would say that this is the time our products such as silicon softeners and PU coating are what the industry requires for improving the quality that the finished textiles. We are quite hopeful that the results of Textile Asia exhibition will be good as this is the opportunity for the manufacturers like us to educate the industry to meet the new and difficult situation successfully with the help of right solutions."

### SDL Atlas showcased innovative textile testing equipment

The SDL Atlas Group of companies offered the largest range of textile testing, laboratory products and services available from a single source. SDL Atlas and their local representative NAZ International succeeded in getting the word out about their innovative textile testing equipment and brought in several new customers from among visitors. SDL ATLAS's stand attracted many visitors, all of whom were high level decision makers in their respective companies. SDL Atlas highlighted following products at Textile Asia 2009:

1. Moisture Management Tester.
2. Rotawash Color Fastness Tester.
3. ICI Pilling Tester.
4. Martindale Abrasion and Pilling Tester.
5. Universal Testing Machine.
6. ColorChex Color Viewing Booth.
7. ColorChex N7 Viewing Booth.

SDL Atlas has strengthened its operations in China by entering into a joint venture with Intertek to incorporate their Saqf equipment services divisions into SDL Atlas. This brings the benefits of offices and service centres in Shenzhen, HongKong, Shanghai and Beijing.



Naz International booth at Textile Asia.

## Datacolor displays new line of spectrophotometers

Datacolor, a global leader in digital color management technology, at Textile Asia 2009 introduced a new line of portable sphere spectrophotometers with Wifi and Bluetooth capabilities to allow users to share color standards and measurements everywhere they do business including remote job sites, factories, or from their vehicles. The new Datacolor® Check® II, Check II Plus, and Check II Pro have the ability to store up to 30,000 measurements and organize them in its industry-unique folder system by customer, color, or process. The highly-accurate Check II system works in tandem with all of Datacolor's benchtop-series spectrophotometers including the Datacolor 600® and Datacolor 650® used by Master Batchers and Textile Dye Houses around the world.

Features include Bluetooth and Wi-Fi Data Transfer; on-board Palm T/X with touch-screen stylus interface; three methods of 555 Shade Sorting (L\*a\*b\*, LCh, and CMC) for easy sorting of fabric lots; Chinese Language OS and input; and LRV measurements for UK building standard BS 8300:2001-2005.



Datacolor Check® II puts the power of a sophisticated desktop color QC system in the palm of your hand. Check II incorporates the indices, tolerance methods and graphs of Datacolor Tools software with the industry-leading performance of Datacolor's SP2000 spectral analyzer.

## Adaptive Control Automation Solutions

Adaptive Control Solutions was founded in 1999 by a team of textile automation specialists. The team along with their American partners Adaptive Control Inc. made it their aim to introduce to the industrial automation market controllers totally based on PC technology.

The Adaptive Group of companies have seen their turnover and market share



Mr. Arshad Mohiuddin of Technical Colour Solutions and Mr. David Walker of Adaptive Control Automation Systems.

rapidly increase as more and more manufacturing units embrace the flexibility that PC technology offers.

According to David Walker, Sales Director, Adaptive Control Automation Systems the company was started ten years ago by the past employees of Beacon Control. The primary market for Adaptive Control initially was the processing industry in the US where we supplied the industry PC based monitoring systems. At present our key market for non textile business is UK while for the textile industry, the market is still the US as well as the South and Central America.

"Pakistan is a potentially important market and through the help and hard work of our agents, we have secured our first order with Renfro Crescent." Renfro US is the leading suppliers of socks to all major brands have shut down production facilities in the US and distributed their production all over the world. In Pakistan they have collaborated with Crescent group.

"We have a great product to offer Pakistan that is PC based and is not formidable. The customer's IT department is already quite familiar with the hardware and software of our system through which we make the production machinery processes visible. Since only industry standard software is used, the equipment blends itself well with any type of machines whether batch, continuous or even service machinery.

It can monitor the efficiency of boilers or water treatment plants or effluent treatment plant. It is important as there is no point in trying to increase the efficiencies of a dye house if the services can't keep up with the production. Our equipment can be installed on all types of machinery so that a plant runs more efficiently." Mr. Walker concluded.

## Novozymes®: The world leader in bioinnovation

Novozymes is the world leader in bio-innovations. Together with customers across a broad array of industries, they create industrial bio-solutions, which both improve their customers' business and also the use of the planet's resources. With over 700 products used in 130 countries, Novozymes bioinnovations improve industrial performance and safeguard the world's resources by offering superior and sustainable solutions for tomorrow's ever-changing market place. In Textile Asia 2009 Novozymes highlighted wide range of enzyme solutions.

PTJ editors caught up with Mr. Shujaat Alvi, Country Head Novozymes during Textile Asia exhibition. "We are not only limited to textile industry but provide enzymatic solutions for varied industries including animal feed, bio catalyst sealed foods, dairy detergents, fruits and vegetables fuel and ethanol leather, personal care, starch industry, sugar industry, textile industry and many more" Mr. Alvi elaborated on what makes Novozyme the market leader with more than 43% market share.



Shujaat Alvi Country Manager Novozymes

"We are focused only on enzymes. The focus of our company is business which ultimately is making the world a better place. Globally we have about 5500 employees. Although being a relatively small company if you compare us to the giants of the corporate world we are growing significantly every year. The food industry and flour mills are the two biggest industries for Novozymes globally.

But in textiles our market share is also significant. In textiles the scope of our product lies wherever there is room for quality improvement depending upon the particular sector of textile industry. For example there is a very high penetration more than 90% where everyone in the sector is aware of the enzymes and the

role they can play in improving the overall quality.

Bio scouring which is a replacement of traditional chemical based scouring by enzymatic scouring is an area of very low penetration where we can grow. It is a difficult concept for people to understand. It may be quite a while before one can observe the result of a well bio scoured product.

We have launched a great new product called **Cellusoft Combi** which is an innovative new product is a unique, cutting-edge enzyme solution from Novozymes. It carries out hydrogen peroxide removal and biopolishing in one step, and can be added to the dyeing process, significantly increasing production throughput and saving operational spending, including energy, water and effluent.

Cellusoft Combi changes the rules of processing by shortening a two-step process to a simple one-step process and allows biopolishing to take place during the dyeing operation.

This product was launched late last year and we have already received a number of orders and several dye houses are now converting to combi. This will surely save them money and this is something they can understand quite well in these difficult times. Bio combi is product which pays for itself.

## Ali Industries displays new Overhead Cleaner

Ali Industries based in Sheikhpura are one of the leading manufacturers of overhead cleaners and spare parts for textile machinery since 1981. With the efforts and continuous innovation, tier star product blowmaster has now reached international quality standards as vouched by their numerous customers.

Because of vast experience in the field of overhead cleaners and textile machinery spare parts Ali Industries have installations in mills all over Pakistan. Textile Asia 2009 was a successful event for Ali Industries. One of the main products highlighted at Textile Asia was Blowmaster 06 pipe Model R. 002 (B). Ali Industries is represented in Pakistan by Five Star Enterprises.



Blowmaster 06 pipe, Model R. 002 (B).

## Seit Elettronica's cutting edge laser technology for embroidery machine

Seit Elettronica is a Company is a thirty year old company based in Treviso near Venice Italy. They make high technology and high quality laser machinery for many different sectors but specializing in lasers for embroidery machines.

They have been producing this particular technology for more than ten years and make lasers for embroidery machine manufacturers such as Tajima and Oerlikon Saurer.

Their other business is machinery for optical industry jewellery and dental sector machines.

Commenting on the global recession and crisis Mr. Claudio Codello mentioned, "I believe that the worst is already over. In many countries the business is starting again. In particular in the United States which is one of the biggest markets for us. The crisis basically started from there. So when we see signs of recovery in the US, it is a very good sign for us. Business in South America is also moving again now. And there are of course opportunities in China and India which are two important markets for textiles. I see recovery in the near future."



Gabriele Rudatis, Amir Ali Rashid, of Almurtaza and Claudio Codello, President, Seit Elettronica

His comments on Pakistani market for Seit Elettronica, "Pakistan for us is a new country where we are confident that the situation will change for the better. Pakistan's industry is dependent on the recovery in the Europe and the United States. I think it is important to be here in this exhibition because if Pakistani industry wants to retain their customers they have to invest in the technology. Quality is most important in this case. Only with the latest and the best technology can they expect to compete with countries such as China and India"

Seit Elettronica is represented in Pakistan by Almurtaza Machinery Corporation.

## Juki® displays world class technology at Textile Asia

Outstanding strategies and systems for customer interface are an essential part of JUKI's current program to grow. On the technical level they continue to strengthen their capabilities in the fields in which they already excel, such as the SMT Systems business, based on industrial sewing machine technology.

Juki® with its agent Al-Murtaza Machinery Company participated at Textile Asia 2009 successfully. Mr/ Konishi Hiroki, President Juki Singapore was present during the exhibition.



Konishi Hiroki, President, Juki Singapore PTE Ltd.

## MS-210E Series – Computer controlled Cycle Machine with input function

In addition to the substantial improvement of seam quality and operability, the machine demonstrates flexible responsiveness to diverse kinds of materials. The machine achieves uniformly tensed seams with increased accuracy:

Market-proven active tension has been introduced to the needle thread tension controller. With the active tension, pinpoint changes in the needle thread tension during sewing are enabled.

The needle thread tension, therefore, can be set in conjunction with the material thickness and can be corrected according to the direction of sewing on a stitch-by-stitch basis through the operation panel.



AMS-210EHS-1306

## IRO ROJ present weft accumulator technology

IRO ROJ presented their weft accumulator technology at Textile Asia exhibition for Rapier and Airjet looms. IRO ROJ are well known brands in Pakistan in their field and they are indispensable for the organised weaving industry in Pakistan. IRO ROJ are represented in Pakistan by Shan Associates, Faisalabad. Mr. Stephen Summers Gill, Area Manager IRO ROJ and



Rana Sohail Ahmed, Shan Associates with Summers Gill and Ulf Cleasson of IRO ROJ

Mr. Ulf Cleasson Chief Technical Person IRO ROJ were present on the occasion of Textile Asia exhibition.

IRO is the world leader in the area of manufacturing weft feeders which are used in shuttle less weaving and knitting machines. High speed of today's looms require that weft accumulator should be used to ensure smooth production and quality of fabric.

PTJ spoke to Mr. Summers Gill about their participation in Textile Asia

"We are disappointed that there are not enough weaving companies at Textile Asia exhibition. However the training seminars that we organised with our representative Rana Saleem went extremely well in Faisalabad and Karachi. In fact the response was much better than we expected. Venue of the seminars chosen were technical universities and institutes for textiles. This sends a good message to the industry that these events will be an opportunity for learning."

## Electro Dynamics Works (Puma)

Mr. Hamza of Puma gave the following comments regarding their participation at Textile Asia. "Our products deal with the power solutions for the industry. Without adequate power the efficiency and productivity of businesses and industry suffer tremendously. That is where we come into the picture and help our customers to resolve power related issues."



He elaborated, "Textile Asia has been a good show for us. Many of our customers visited the stand and good business enquiries were generated which we believe will bear fruit in the near future."

## Intertek providing vital testing, inspection and certification services to textile industry of Pakistan

Intertek is an internationally recognized multinational company present in 100 plus countries providing are testing inspection and certification services. Mr. Imran Javed, Manager Business Development shared his thoughts about his company's goals and objectives in relation to Pakistan on the occasion of Textile Asia 2009.

Regarding the strict quality requirements and demands of the buyers he commented, "We have to keep in view that buyers requirement are getting more stringent every day. Not only are they more quality conscious, but also very much concerned about environment and the health. Stringent regulations have been passed by the US and also the European Union".

"Intertek is providing a number of international buyers and retailers testing and certification services for their global requirements. We are providing such services to giants such as Target, Next, Debenhem, Tesco and Arcadia. Our testing laboratory in Karachi is accredited with Next and Arcadia. Our labs are equipped with state of the art equipment of companies such as SDL, James Heal among others. We ensure that the products exported are meeting the requirements of the buyers tested to check if the parameters mandated by the buyers have been achieved".

Mr. Imran Javed further mentioned, "We are also doing audits for the social compliance during the production cycle to ensure that child labour is not utilized and the workers are paid fairly"

Regarding the strength of Pakistan's textile industry, he acknowledged that the backbone of Pakistan's economy is the textile industry but unfortunately we are below the level of performance in view of the immense potential of our textile industry. Yarn and fabrics are being exported while highly labour intensive industries like garments are ignored".

He elaborated, " However it is promising to note that the textile industry has started to be proactive and in many cases the exporters ensure that quality and social compliance parameters are met as an internal requirement rather than being imposed upon by the buyers. The quality has also improved a great deal in general. You would be surprised to know that after closely observing the Chinese, Indian, Sri Lankan and Bangladesh industries, I am proud to say that Pakistan in terms of quality is at par with the Chinese companies, while others lag behind us. Pakistani workers are skilled and can give very high production provided they are not underpaid and financially burdened"

Although our manufacturing cost is low and our products are competitive, the



Mr. Imran Javed , Manager Business Development and Ms. Saima Latif , Quality Officer at Intertek booth at Textile Asia.

buyers are hesitant to deal with Pakistan because of the political situation, negative image and inadequate marketing of our products". I am pleased to mention that we are doing our part in countering these adverse issues faced by our industry."

"Many buyers who want to start working with new suppliers are matched with suitable partners in Pakistan. We provide this service entirely on a complimentary basis for customers worldwide. Our company publishes a newsletter informing and educating the industry of the new standards and requirements. In the near future we are also planning a series of seminars on different vital and relevant topics to generate awareness. International experts will provide valuable insight to the industry which will help them to survive and thrive in today's harsh market conditions. Intertek Pakistan is committed to the success and sustainability of Pakistani Textile Industry".

## Atlas Copco positive about future of Pakistani textile industry

Atlas Copco is a world leading provider of industrial productivity solutions. The products and services range from compressed air and gas equipment, generators, construction and mining equipment, industrial tools and assembly systems to related aftermarket and rental.

In close cooperation with customers and business partners, and with more than 130 years of experience, Atlas Copco innovates for superior productivity. Pakistan Textile Journal editors met Mr. Altan Kacar and Mr. Nasir Jamal of Atlas Copco during the exhibition to get their views about the exhibition and the Pakistan's textile industry.



Mr. Altan Kacar, with Mr. Nasir Jamal, Business Line Manager, Atlas Copco Pakistan

According to Mr. Altan Kacar, Business line Manager, "Pakistan is an important market for us and Atlas Copco is the world renowned name in its field and it is also the best known brand in Pakistan. Until recently we have been working in Pakistan through our agents but we are fully present in Pakistan with our local operations. Our agents are dealing in the capacity of 2kw to 90kw and we are dealing with equipment above 90kw."

Regarding participation of Atlas Copco at Textile Asia he said, "We are present at Textile Asia because we believe in the future of Pakistan's textile industry. In the past Bangladesh and China took away a significant market share from Pakistan as their cost of production was significantly lower making their products competitive. I strongly believe that Pakistan again is coming back in the picture,"

Elaborating on that he said, "We have met many people in Textile Asia exhibition who have witnessed a growth in their business even in these circumstances. In my opinion this growth will continue to take place in the efficient industrial units. They will need to realise the importance of the right investments which will ensure their survival. Furthermore regional security issues should be taken very seriously in order to attract investments in Pakistan."

## "Pakistan is lagging behind in high value addition garment sector" Joseph Jin Overseas Account Manager SUNSTAR

Pakistan is very good in cotton fabric and denim production the raw materials for the garment industry. The quality is good and Pakistani fabrics are very competitive in price.

We belong to the stitching and sewing industry and our company Sunstar produces all kinds of sewing machines which are running successfully in Pakistan. I would like to mention that textiles and leather in Pakistan are excellent but the quality of stitching is falling short of the international high quality requirements.

That is why factories and the workers sometimes do not have the knowledge of production of high value garments. We have the machines which are most useful for the ready made garment industry in Pakistan. With automation and high value addition better export prices can be achieved in which Pakistan is lagging behind the competition.

I think all factories in Pakistan should have proper technical managers and also the person who can advise. Let me explain how complicated technical gar-



ments can be. Motor bike clothing can have eighteen different processes which need to be followed diligently. Pakistani textile industrialists / owners need to find specialists who can guide them in making the best possible investments. I have visited the sewing and garment training institutes in Lahore and Sialkot. They mainly teach only very simple techniques of sewing.

At Textile Asia we have on display our regular range of machines. I would like to mention that our machines are sophisticated and reasonably priced than our competitors because in Korea the IT Industry is very developed and the leading computer components and micro chip manufacturers such as Samsung are also from Korea. Sunstar is represented in Pakistan by Ittehad Machinery Group.

## Abbas Apparel Machinery displays garment technology

Abbas Apparel Machinery specializes in machinery and plant for textiles, garments (jeans, trousers, shirts, ladies wear), knitwear (polo shirts, T-shirts, tops and bottoms), leather garments, leather products, shoes, socks, lingerie, gloves, home textiles, other textile similar products with a strong service department of machine technicians and electronic engineers, most of whom have received overseas training.

Following principals of Abbas Apparel were present at Textile Asia

1. Gerber Technology (US) Computer Aided Design, Manufacturing and Production Systems for the Cutting Rooms of Clothing and Soft Goods Industries.
2. M&R (US)
3. Tonello Srl (Italy)
4. AMF Reece (Czech Republic)
5. Vi.be.Mac (Italy)
6. In Huyun Precision Co. (Korea)

According to Mohsin Ali Rasheed, Abbas Apparel, this year the participation of Abbas Apparel in Textile Asia is below their usual level due to the global textile crisis.



Abbas Ali Rasheed, John McCall of Gerber Technology and Mohd Ayub

The industry according to Mr. Mohsin Rasheed, is not yet ready for large scale investments. The genuine buyers and investors are missing at the show this year. However, he appreciated the efforts of the organisers to organise a show in such adverse conditions.

This exhibition according to Mr. Rasheed will give a positive signal to the rest of the world about the viability of the textile industry of Pakistan as many foreign exhibitors can be seen at the show despite travel advisories in the US and European countries against travel to Pakistan.