

## BTMA: Textile machinery industry's repeating pattern of success

Event at a time of general gloom and uncertainty, business is holding up remarkably well for the BTMA's member companies, most report export sales continuing to rise year on year. The BTMA (British Textile Machinery Association) is the not-for-profit body that for over 70 years has acted as an interface between UK textile machinery companies and international textile manufacturers. It's a 'shop window' for its members - a key resource for improving sales, and particularly exports. Any British company whose business includes products or services related to textile manufacture is able to join the BTMA ([www.btma.org.uk](http://www.btma.org.uk)).

### Lessons in survival

There are several lessons other UK manufacturers could learn from the BTMA members, according to the BTMA's director, Alan Little. One is to have an industry body battling for the sector. Alan Little can cite many instances of UK companies winning contracts as a direct result of an initial enquiry to the BTMA by a manufacturer who had never previously worked with a UK supplier. 'There are good opportunities out there, but potential customers won't automatically think British first,' says Alan. 'It's the BTMA's task to persuade them of the advantages, and we know from experience that if a company gets good service from its first UK supplier, it will consider other UK companies for other needs.'

### Innovation and resilience

UK textile machinery companies also have innovation and resilience in their DNA. Much textile production, once so important to British industry, went overseas long ago, forcing UK textile machinery companies to adapt or go under. As a result, BTMA members tend to be flexible, responsive and independent-minded companies who have seen rocky times before and have learned how to survive them.

And UK companies have to accept that the world isn't changing - it has changed. Alan Little again: 'To succeed, you have to be a realist. We know that countries such



Alan Little, BTMA Director

as China and India are not emerging markets anymore - they are the markets. They're in command and we have to compete for their business.'

### Quality leads

One area in which BTMA members compete supremely well is quality. The UK is now a world leader in quality control, testing and monitoring systems and expertise - all vital to global textile manufacturers competing for orders from major retailers.

'BTMA member companies are often the source of the quality standards everyone is chasing,' says Alan Little, 'and many manufacturers are almost fanatical about quality control and process improvement, because they know it will make or break their reputations internationally.'

These companies make ideal partners for BTMA members with the right products and expertise - and that shared commitment to improved performance creates lasting and productive relationships.'

### 2011 BTMA Directory: available now

All BTMA member companies are showcased in the 2011 BTMA Directory, which is being released ahead of schedule so it can be available at ITMA Asia +CITME (Shanghai, 22-26 June 2010).

Regarded for many years as an essential reference tool within the international textile industry, the 2011 edition achieves new and much higher standards of user-friendliness.

The former hard copy format is still available on request, but the primary BTMA Directory format now is CD, with much improved indexing for easy click-through to the information required. This will enable potential customers of BTMA members to access vital information far more quickly and efficiently. This will be a significant benefit, both to textile manufacturers and to BTMA members. Copies of the Directory on CD are available on request from the BTMA.



All-new BTMA Directory now available on CD and can be collected at ITMA Asia +CITME 2010.

## Richard Hough: Calendering and squeezing rollers

Richard Hough Ltd. manufactures a specialist range of calendering and squeezing rollers for the world's textile industry.

### Applications for RHL's rollers

**Calendering:** Universal textile calenders, schreiner calenders, friction calenders, embossing calenders, bonding and nonwoven calenders, geo-textile calenders.

**Squeezing/de-watering:** Mangles, padders, stenters, dyeing ranges, loose stock fibre processing

**Syncast Polyamide Rollers:** Richard Hough Ltd. has developed its own hi-tech polyamide textile calender roll product known as Syncast. This is an state-of-the-art solution for many textile calendering and embossing applications. Excellent resistance to surface damage ensures minimum maintenance and a very long service life. Syncast can be supplied as complete roll or the Syncast sleeve can be supplied to the customer's required specification. Syncast rolls can be produced up to 7m face length and 1m diameter with parallel or crowned profile. Syncast sleeves are spun cast on industry leading equipment, fully annealed and ultrasonically checked guaranteeing optimum quality and performance.

**Cotton Calender Rolls:** Cop Cotton calender rolls are produced to the highest quality and are specified by the world's leading calender manufacturers. Richard Hough Ltd. has 3500 tonne hydraulic presses ensure the maximum cotton roll density, which ensures the highest calendering performance and roll service life. RHL cotton rolls achieve the optimum surface finish on woven and knitted, natural and synthetic fabrics.

**Roberto Squeezing Rolls:** Roberto high expression squeezing rolls are exclusively manufactured by Richard Hough Ltd. Roberto rolls are a high-performance replacement for conventional rubber or PU squeezing rolls, with significantly improved expression and greatly improved service life over rubber and PU. Roberto's squeezing performance (20-50% greater expression than rubber/PU rolls) is achieved through a combination of the squeezing action and powerful capillary suction.



## James Heal launch innovative new Martindale product range

HEALS will introduce their latest technological innovation in abrasion and pilling testing - the Martindale 900 Series™.

The 900 Series includes the Midi-Martindale™ Model 905 - an industry first with 5 stations, which, in comparison to other 4-head instruments in the market, gives users the best quality at lower costs to suit their requirements. For higher capacity testing, the 9 station Maxi-Martindale™ Model 909 has been developed, and is the only 9-head instrument in the market which offers full, comfortable access to all abrading tables from the front - without removing the top plate. Through a user-friendly and ergonomic design, finger grips are incorporated to facilitate (when required) the removal of the top plate.

Other new features include easy change between abrasion, pilling and straight line motions; key pad user interface with audible voice control; low power consumption; easy-to-use software plus a stylish and modern design - making HEAL'S Martindale 900 Series™ fit for purpose in any testing laboratory. The 900 Series can be used for a wide variety of applications, including: Fabric Abrasion, Fabric Pilling, Glove Abrasion, Sock Abrasion, Leather (Ball Plate) testing; and is also suitable for wet and high friction tests.

Innovation is at the core of HEAL'S operation, and is what drives new product development to enable them to respond to customer and market needs, as Elliot Rich, HEAL'S Sales Director explains:

"In response to customer demand, we have enhanced and redeveloped our Martindale models and accessories, creating a new range that combines the best in style, quality and functionality; bringing users to the next level in abrasion and pilling testing. The 900 Series represents HEAL'S latest investment in product design, and reflects our ongoing commitment to moving technology forward to benefit customers worldwide".



Maxi-Martindale™ 909 (9 Station).

## Oerlikon Fibrevison Ltd – Monitoring Excellence

Fibrevison is a UK based technology company that specialises in dynamic measurement of textile yarns, with market leading products in On-Line Monitoring, Sensors as well as Instruments for both At Line and Laboratory testing.

Established in Macclesfield, England in 1995 under Managing Director Malcolm Hinchliffe together with a dedicated team of engineering personnel, all of whom have long experience in the synthetic fibre industry. Fibrevison's key competence is the ability to bring together process application knowledge together with sensor technology, signal processing expertise and software to provide both OEMs and End Users with the market leading and cost effective products for all synthetic fibre measurement, monitoring and dynamic testing applications.

### The products - On-Line Monitoring

Fibrevison's On-Line Monitoring products all share the same system architecture with distributed electronics and an advanced graphical user interface with multilingual capabilities. Additional features included plant integration with a Multi Machine Controller and Data Export.

**Fibrevison® FibreTQS:** Original multi parameter On-Line Monitoring system for application across all types of synthetic yarns processes including: (i) POY and FDY, measurement of all key parameters including Spin Finish Mean and Variation, Interlace Level and Variation and Broken Filaments/Slubs, (ii) Air Texturing (ATY), measurement of Bulk Level, Bulk Variation and Denier Change, (iii) BCF, measurement of Bulk Level and Interlace and (iv) for Spandex, measurement of Denier Variation and Broken Filaments.

**Fibrevison® Unitens:** The industry standard product for DTY Tension Monitoring - now available on all types of DTY machines in the market, either direct from Fibrevison, or from key OEMs. A new product, Unitens Plus supplements these products by providing Interlace Monitoring and optionally Broken Filament Monitoring together with the industry standard Unitens Tension Monitoring to offer further benefits.

**Fibrevison® Fraytec:** The original Broken Filament Monitoring system has now been upgraded to Fraytec FV, providing the well known capabilities of Fraytec MV with the advanced software features of fibrevison's software in addition to optional features to digitally capture and quantify all filament events and monitor Interlace level.

### The products - Sensors

Fibrevison's sensor products are designed for high volume OEM applications and in addition to the products below, Fibrevison develop and manufacture sensors for specific applications.

**Fibrevison® Tensotex:** A range of sophisticated Tension sensors for applications from the fine denier and ultra low tensions up to technical yarns with tension levels up to 4,000cN.

**Fibrevison® CapTex/ Fibrevison® Optotex:** Fibrevison's range of Yarn Break Sensors based on both capacitance and optical technology to suit the full range of processes.

### The products - Instruments

Unique instruments providing, both laboratory yarn characterisation and At-Line QC.

**Fibrevison® MicroSCAN:** A compact portable battery powered unit that offers extremely accurate 'At-Line' measurement of Spin Finish and Interlace.

**Fibrevison® LabTEX:** A range of laboratory dynamic testing instruments for product characterisation and QC and Product characterisation, applications include: Interlace Level, Interlace Retention; Package Unwinding; Broken Filaments; and ATY Quality.

## Autofoam Systems Ltd.

Developer and manufacturer of the AutoFoam Standard Applicator for fabric finishing and dyeing. Autofoams Systems Limited recently introduced a model fitted with a traverse pipe for fabric back-coating applications. With sales offices in Taipei, Hong Kong, Shanghai and Guangzhou, the company also has a distributor sales office in Japan, and agencies in Korea, Pakistan and India. The mainland China and Taiwan regions are supported by its own engineers, while there is also a trials and development laboratory based in Bengbu city not far from Shanghai, equipped with a narrow width AutoFoam applicator/coater and a full sized AutoFoam generator and control system.

AutoFoam Systems are made in Europe. The foam generators and foam control systems are made in Northern England, and the applicators/coaters are made in Belgium. These systems have been installed worldwide, including the China/Asia region, which accounts for around 50% of current turnover. The product has been especially successful in denim applications. Future plans include patenting of four new foam applications developments, three of which originate from the China development facility. ♦