

## Dürkopp Adler at the Texprocess

New presentation on the occasion of the trade fair premiere



The exhibition site in Frankfurt: Here the Texprocess 2011 will take place.

**Dürkopp Adler counts on the Texprocess. At the new leading international trade fair for the processing of textile and flexible materials taking place in Frankfurt from May 24th to 27th, 2011, the specialist for sewing technology located in Bielefeld will be present with a booth of more than 400 m<sup>2</sup>. The new leading fair is held parallel to the established Techtextil.**

„On the basis of the combination with the Techtextil we hope to realize a better quality of informa-

tion, especially for potential visitors from overseas markets“, says Friedbert Schulz, Head of Marketing of Dürkopp Adler AG. „The very comprehensive range of products exhibited makes the fair considerably more interesting for international guests.“

On booth B90 in hall 5.1 Dürkopp Adler will show numerous exhibits from the segments „Apparel“ and „Medium Heavy Duty“, among them some “real premieres” presented to the trade visitors for the first time. New is also



the fair slogan „Meet your friends“. “A trade fair motto should underline the self-image of an enterprise“, explains Friedbert Schulz. „Any artificial marketing slogan will unmask itself soon. For many years the maxim of Dürkopp Adler has been “We care” because we regard ourselves as partners and friends of our customers. In this spirit we want to welcome our friends in Frankfurt. Let us look ahead again after these difficult economic times. Join us and meet your friends.”

**Meet your friends at Dürkopp Adler**

## The Texprocess 2011 at a glance

Leading international trade fair for the processing of textile and further flexible materials from May 24th to 27th, 2011

### Opening hours:

May 24th to 26th, 2011:  
9:00 h to 18:00 h  
May 27th, 2011:  
9:00 h to 17:00 h

### Venue:

Frankfurt Fair,  
Frankfurt/Main

### Admission prices:

Day ticket  
in advance 20 EUR /  
box office 30 EUR  
Permanent ticket  
in advance 35 EUR /  
box office 55 EUR  
Reduced admission price  
17 EUR

### Online tickets / Redeeming a voucher:

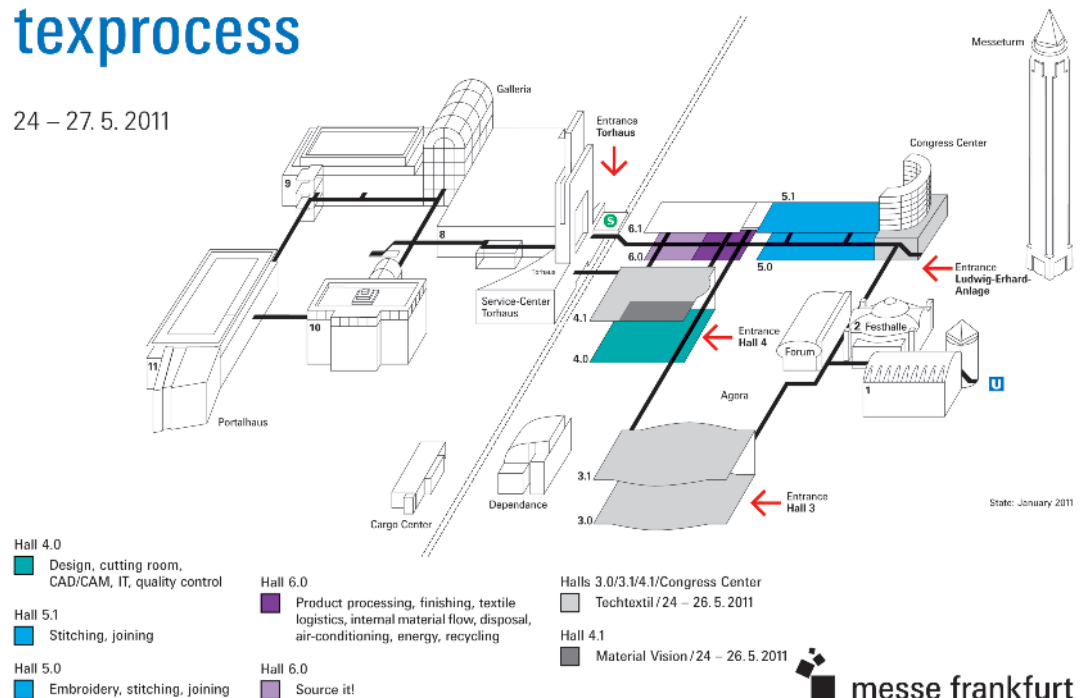
The ticket for the Texprocess is also valid for the Techtextil. The ticket entitles the holder to use local public transportation free of charge. Online tickets at advance rates and redeeming of vouchers under [www.texprocess.com](http://www.texprocess.com).

### Techtextil:

Information on the Techtextil, international trade fair for technical textiles and non-woven fabrics, held in parallel from May 24th to May 26th, 2011, under [www.techtextil.com](http://www.techtextil.com).

## texprocess

24 – 27. 5. 2011



The slogan is also reflected by the design of the booth the centre of which is characterized by a large communication area. At the Texprocess Dürkopp Adler invites its guests to enter into conversation.

### New leading trade fair as successor of the IMB

The prospects for the premiere of the Texprocess are good: 75 percent of the exhibition area has already been rented, the range of products for the processing of textile and further flexible materials is definite. At the Texprocess the exhibiting companies will present for the first time their innovations and hightech solutions for the textile-processing industry, and the international technological market leaders from Ger-

many, Italy, Japan, China, Korea and Taiwan will be among the exhibitors.

The Texprocess in Frankfurt has strong partners on board. It is supported by the VDMA Garment and Leather Technology. Further associations on the provider side are CSMA (China Sewing Machinery Association) and SPE-SA (Sewn Products, Equipment & Suppliers of the Americas). Apart from the association GermanFashion the visitors' side is now also represented by the DTB (Dialogue Textile/Clothing). The international parent organizations Euratex (European Textile and Apparel Confederation) and IAF (International Apparel Federation) will give an understanding of the benefits of a Texprocess visit via their national member associations.

As of 2011, the Texprocess will be held every two years parallel to the Techtextil. The range of products shown includes the whole supply chain from cutting and preparation through sewing, embroidering and assembling up to finishing, IT and textile logistics.

Parallel to the Texprocess the Techtextil, international trade fair for technical textiles and non-woven fabrics, takes place from May 24th to 26th, 2011. More than 1,200 exhibitors from 45 countries provide a worldwide and central marketing and sourcing platform for the manufacturers and users of technical textiles and non-woven fabrics with their unlimited technical range of applications. Furthermore, a comprehensive conference programme shows the innovative strength of the branches involved.

## Dürkopp Adler intensifies the segment „Apparel“

### The four pillars of the apparel sector

Apart from increasing its market shares in the “Medium Heavy Duty” segment Dürkopp Adler wants to further consolidate its position on the sector of outer garments. In this connection the company counts on a four-pillar model supported by numerous product offensives. “In the field of piped pockets, eyelet buttonholes, sleeve setting and trousers production we dispose of a very good image”, says Markus Bachmann, Head of Product Management of the sewing technology specialist in Bielefeld. “With our new machines we will offer trend-setting solutions in these segments.”

At the Texprocess Dürkopp Adler will present a completely new sleeve setting solution, which makes the inserting of sleeves as easy as never before combined with an extremely high seam quality. An outstanding feature of the new solution will be the innovative design: machine arm, base plate and machine stand are made all of one piece for the first time.

For many years Dürkopp Adler has been the market-leading provider of eyelet buttonholers. With the revised machine class 580-141 a new benchmark is set, especially with regard to productivity and seam safety. By means of technical upgrades and software optimization the cycle times could be further shortened.

As far as the sewing units for piped pockets are concerned, Dürkopp Adler focuses on a harmonized platform with technical optimizations and a reduced variety of parts. Moreover, there will be improved fully automatic corner knife stations for slanted pockets. Another technical high-



With the machine class 580-141 a new benchmark is set, especially with regard to productivity and seam safety.

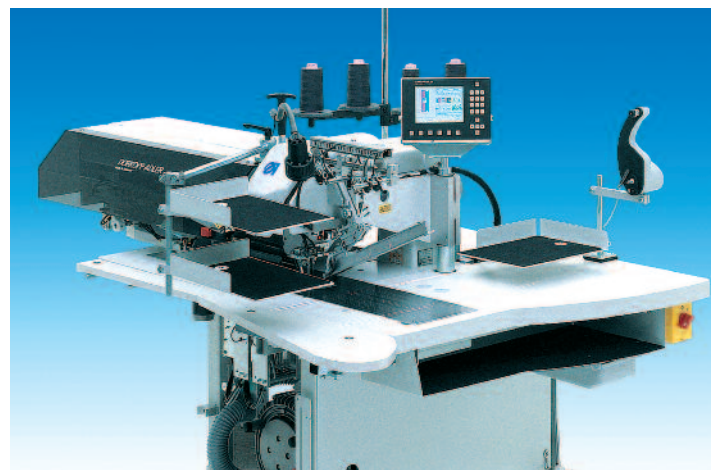
light is the pressureless lowering of transport clamps.

After the complete integration of Beisler into Dürkopp Adler the position of the brand has been strengthened. Beisler has always been and will continue to be the benchmark for the automated production of trousers. A unit for piped pockets with new corner knife station and thread advancing device will be shown at the Texprocess.

The four-pillar model will be a central highlight on the Dürkopp Adler booth at the Texprocess. The product innovations will be of special interest to the producers of high-quality applications. „In this interesting market Dürkopp Adler has been playing a leading role for decades“, knows Markus Bachmann. „The new

models will continue this tradition. Our customers have high demands on technology and quality. Dürkopp Adler has always

been and still is the manufacturer of sewing technology being able to realize these two attributes perfectly.“



As far as the sewing units for piped pockets are concerned – here class 745 -, Dürkopp Adler focuses on a harmonized platform with technical optimizations and a reduced variety of parts.



## „We need new impetus“

Friedbert Schulz, Head of Marketing of Dürkopp Adler AG, about the expectations of the company with regard to the new leading trade fair Texprocess



*Why does Dürkopp Adler participate in the Texprocess?*

Dürkopp Adler is one of the key drivers behind a change from the IMB to the Texprocess. With many well-known names of our trade we shared the view that the time has come to give new impetus to the world's leading clothing machine fair. Now as ever, most of the new technologies of our industry are developed in Europe. A good reason for a lea-

ding fair with a new location, a new orientation and a new concept of communication.

Thus, the manufacturers of clothing machines involved take the initiative for the continued existence of the fair beyond the next years. With respect to the

approx. 1,200 employees in our European factories we also try to fulfil our responsibility to safeguard these jobs together with their infrastructure.

*What does DA expect from the Texprocess?*

On the basis of the combination with the Techtextil we hope to realize a better quality of information, especially for potential visitors from overseas markets. The very comprehensive range of products exhibited makes the fair considerably more interesting for international guests. The last Techtextil two years ago was already attended by around 12,700 visitors. We assume that both events will mutually profit from rising numbers of visitors. All renowned manufacturers of the trade will be present as exhibitors. They all know about the importance of the change from the IMB to the Texprocess and invite their customers directly to the new fair. In our opinion this will have a further positive influence on the number of guests. And just for these visitors – our customers – the event is finally made.

*Which target groups do you intend to contact there?*

For a long time Dürkopp Adler has been demonstrating a clear commitment towards two main target groups. And things did

not change even during the crisis. Just like a human being stands more safely on two legs we will continue to rely on various target markets. In the apparel industry the brand Dürkopp Adler is associated with high-quality clothing. This is supported by Beisler as a specialist for automated production of trousers, by the way located in prominent position on our booth. Moreover, we are, of course, known as the supplier as such of innovative sewing technology in the upholstery and automotive industry. And not to forget the fact that we are supplier for demanding shoe producers, too. Many manufacturers consider us as “the producer” of high-quality machines “made in Europe” also in this field.

*Dürkopp Adler has chosen the trade fair motto „Meet Your Friends“. How did you get the idea?*

A trade fair motto should underline the self-image of an enterprise. Any artificial marketing slogan will unmask itself soon. For many years the maxim of Dürkopp Adler has been “We care” because we regard ourselves as partners and friends of our customers. In this spirit we want to welcome our friends in Frankfurt. Let us look ahead again after these difficult economic times. Join us and meet your friends.

## „We regard ourselves as partners and friends of our customers“

*At the Texprocess Dürkopp Adler will present numerous machines for clothing applications. Does the company concentrate on the segment „Apparel“ again?*

During the last years the M-Type has perhaps been in the focus

there are fashion trendsetters, there are also technical trendsetters.

segment. Dürkopp Adler has always been good for a surprise, and the

in the success of a company, too, but without market-oriented products all these measures will be in vain. The importance of a solid and precise product planning should never be underestimated. That's why we attach special value to a product marketing in close coordination with the target markets. In order to be able to comply with this forward-looking task even better we have positioned our team more widely, last not least in view of the long-standing partnership with our external distributors. We want them to be successful with our products. Only then we can be successful in the long run as well.



Customers and sales partner are in the focus of Dürkopp Adler

of attention. But nevertheless there was a rather higher tendency to increase the expenditure in favour of the development of clothing machines. Now we can show part of the fruits of our work. We are truly proud on this and we will demonstrate it on a prominent position at the Texprocess.

*You talk about a great success with the M-Type. How important is the segment "Medium Heavy Duty" for Dürkopp Adler?*

I would like to say with a twinkle in my eye: „Success is addictive; so we want still more“. But seriously, we know we are not alone in the market and arrogance is the last thing we want to embody. Just like

During recent years this position was held by us and we want it to stay that way. Our chairman of the board Werner Heer would answer now: "Where we are is the front." There is no stagnation; others will come and make use of our ideas. It is always easier to imitate something already existing than to invent something new. We will not disappoint our customers even in this

best ideas are those nobody will expect. Just as our saying goes: "We care".

*You have extended the product marketing. Which objectives do you want to achieve by this measure?*

The future of an enterprise is decided via its products. No doubt, pricing, sales structure and marketing activities are significantly involved

*Has Dürkopp Adler been able to draw strength from the crisis?*

Like many other enterprises also Dürkopp Adler has suffered a lot from the world economic crisis. But apart from all that saving and despite being forced to adapt ourselves to the changed conditions we have always been looking ahead. Backed by our shareholders we managed to keep the development on a level which allows us to get started again with new strength. A production structure with locations in Germany, the Czech Republic and Romania makes it possible to offer high technology at fair prices. As far as standard machines are concerned, our future production joint venture in China will be a real support to us as of the third quarter of 2011, especially in Asia.

## Imprint

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