

Great success at the Texprocess

Dürkopp Adler in the focus of interest



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The Texprocess as the leading international trade fair for the processing of textile and flexible materials celebrated a successful premiere. Also the manufacturer of sewing technology Dürkopp Adler located in Bielefeld arrived at a very positive conclusion about the exhibition. The new concept of the enterprise to focus not only on the products but also on the customers and distributors convinced the trade visitors well and truly.

„Of course, we have run a certain risk when deciding on a new location for the leading fair of the branch”, said Werner Heer, Spokesman of the Managing Board of Dürkopp Adler AG and continued: “But the premiere of the Texprocess proves that this step has been worthwhile for the whole branch and last not least also for Dürkopp Adler.”

The approx. 400 m² large booth of Dürkopp Adler in hall 5.1 convinced by a successful mixture of

technical and emotional approach. The dominating element was a huge illuminated wall showing an oversized seam intended to focus the attention of the viewer on what is essential. Friedbert Schulz, Head of Marketing of Dürkopp Adler: „We put an immense effort in realizing something seemingly simple as a seam in perfect quality“.

A further remarkable characteristic of the presentation was the large area of communication. A

third of the booth was reserved for personal encounters and exchange of experience – the perfect implementation of the new fair slogan “Meet your friends”.

Numerous innovations were to be seen

Of course, Dürkopp Adler presented state-of-the-art sewing technology at the Texprocess. 37 exhibits were shown, more than 50 percent of them from the segment

Highlights of the Texprocess

DA 580-141-01



Based on one of the top-selling buttonhole machines of the world, a new machine doing without a needle thread clamp was shown. Due to alterations of buttonhole cutting, a higher top speed and a software combined with a new mechanical configuration the performance could be increased by up to 25-30%.



DA 650

A very special highlight was the new sleeve setting machine. The casing is manufactured all of one piece. Due to differently programmable pressures on the material two transport belts facilitate the sewing of curves essentially. This offers considerable handling advantages, especially when setting sleeves with narrow radii in ladies' outerwear.

“Apparel”. Here the specialist for sewing technology placed the focus on its three core competences: eyelet buttonholes, piped pockets and sleeve setting. A very special highlight on the Dürkopp Adler booth was the new sleeve setting machine class DA 650 the casing of which is manufactured all of one piece. Due to differently programmable pressures on the material two transport belts facilitate the sewing of curves essentially. This offers considerable handling advantages, especially when setting sleeves with narrow radii in ladies’ outerwear. Best sewing results are achieved by means of programmable thread tension and most accurate fullness distribution by belt feed, even when processing very different materials.

Moreover, the brand Beisler moved into the foreground again with its special trousers program.

Also the segment “Industrial” came up with numerous novelties, particularly in the field of upholstery and automotive. One of the highlights was the high-end flat bed machine class DA 867-190146. This machine convinced the jury of the Texprocess Innovation Award in such a way that the product was granted an award for exceptionally innovative features.

In the special focus: The new online shop sew24.com

Also the new online shop for



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Highlights der Texprocess

DA 512



At the Texprocess the new automatic bartacker DA 512 and its sister model DA 532 for attaching buttons with lockstitch were presented for the first time. Both automats are characterized by the purely electromechanical equipment. None of the functions requires compressed air; everything is driven by generously dimensioned step motors.

DA 281



Following the legendary Dürkopp 211 the high-speed sewing machines from Bielefeld have been subject to constant further development. With the DA 281 it is desired to win many new customers. Minimum lubrication, direct drive, lowest thread tension and foot pressure to be adjusted from the front should make it possible.

wear and tear parts sew24.com celebrated its premiere at the Texprocess. With this new offer enterprises from the sewing industry are given the possibility to buy high-quality wear and tear parts for external brands online from Dürkopp Adler. Genuine Dürkopp Adler spare parts are not sold in the online shop. They can be ordered via the worldwide network of distributors as before. "The response of our partners and even that of our competitors has been impressive", says Thomas Brinkhoff, Manager Parts Business / Back Office at Dürkopp Adler AG. "With sew24.com we have created a platform previously unheard of."

Texprocess with a fulminant start

The exhibition trio Techtextil, Texprocess and Material Vision has convinced the international trade: With 16,000 visitors the Texprocess had a successful premiere. Techtextil and Material Vision counted 24,500 visitors (2009: 23,902, FKM survey).

In Frankfurt/Main a total of 1,561 manufacturers from 60 nations presented the trade visitors from 107 countries their world firsts in the field of technical textiles and nonwovens as well as for the production and processing of garment textiles – a trade fair combination unprecedented so far.

„This is a top result. Our new textile power house has convin-

Also the new online shop for wear and tear parts sew24.com celebrated its premiere at the Texprocess.

ced the visitors from all over the world: 95 percent of them were satisfied with the offer of the exhibition trio. And more than half of the decision-makers came from abroad. Never before have we seen such a high level of internationality in this segment", says Detlef Braun, General Manager of the Frankfurt Fair.

Most of the visitors came from the "core of Europe", Eastern

Europe, Asia and North Africa. With 1,207 exhibitors this year's Techtextil presented itself as worldwide premium event for technical textiles and nonwovens to be used in nearly every sector of industry. At the Texprocess 330 manufacturers showed machines and units for the processing of textile and further flexible materials in Frankfurt for the first time.

"The international exhibition

trio Techtextil, Texprocess and Material Vision came just at the right time: The branch is growing – and so is the demand of innovations as regards technical textiles as well as new technologies for the production and processing of textiles. German enterprises are leading in many of these sectors and made use of our new platform to gain further customers", Braun continues.

Highlights der Texprocess

Beisler 1365-5-2-3



Beisler has significantly influenced the production of trousers by its special products. With the machine for piped pockets, the overlock unit (see picture), the sewing station for topstitching the left fly piece as well as the short seam aggregate for trousers flies and wing pockets Beisler showed a representative selection of its product portfolio.



DA 868-290341

What has been absolutely exotic some years ago - threads up to Nm 8/3 and stitch lengths up to 12 mm - is almost standard with the heavy-duty variants from Bielefeld today. Now an XXL hook has still been added as an extra. The designers of the end customers will be pleased being able to realize seams in thick buffalo leather with perfect decorative stitches.

„The momentum speaks in our favour“

Interview with Werner Heer, Spokesman of the Managing Board of Dürkopp Adler AG



How high was the risk for you as a renowned exhibitor to change over to a new location and a new fair?

Of course, we have run a certain risk when deciding on a new fair with a new location. But we were convinced of the concept of the Texprocess from the very beginning. In my opinion the close connection with the established fairs Techtextil and Material Vision has minimized the risk considerably. And I think the success of the fair and the presentation of Dürkopp Adler speaks for itself.

How do you judge the success for your enterprise?

I consider the success under various aspects: How are our new product developments received in the market? How much importance is attached to our enterprise by the visitors and partners? What is the prevailing mood within the branch? During the days in Frankfurt I always had the feeling that Dürkopp Adler occupies a very good position in a market environment positively oriented towards the future again. Our new developments received an excellent response. And our new interesting

online offer sew24.com has been a real surprise for our visitors and competitors. Therefore I am extremely satisfied with our presence at the Texprocess.

You mentioned a positive mood within the market. Does this mean the turnaround for the sewing technology branch?

You have to be careful with such a statement. The last ten years have shown very clearly how sensitive the sewing technology branch reacts on changes and crisis situations. We deliver machines for a market which is dependent on the general economic situation like almost no other branch. This refers to all segments where we are active. The past two years have been a very hard time. But now the momentum speaks for us. Dürkopp Adler has the right products for which there is a rising demand. I am very content with this development because it shows that we have made the right decisions in a very difficult situation.

With „Meet your friends“ Dürkopp Adler has not only developed a new fair slogan, but also realized a new design of the booth. Did the concept work?

Highlights der Texprocess

DA 867-190146



As far as flat bed machines are concerned, the DA 867-190146 is holding a leading position at present. It eliminates quality problems existing since the invention of the thread trimmer. This machine convinced the jury of the Texprocess Innovation Award in such a way that the product was granted an award for exceptionally innovative features.

DA H867- 190362-70



A not too small sensation is hidden behind the letter „H“ in front of the designation. With a clearance of 700 x 157 mm under the machine arm and 25 mm under the sewing feet much space is available for voluminous workpieces. A machine from the heavy-duty segment, but with features and performances normally offered by medium-heavy duty machines only.

Yes, definitely. Apart from the new products we wanted to place the relationship with our partners and customers in the focus of the fair presentation. And we managed to do that. I, for my part, enjoyed the pleasant atmosphere of the large communication area very much. This was really the

right place for more detailed conversations than the usual fair small talk.

„We are a strategically well-positioned enterprise“

Has it also been possible to initiate new business relations?

We are content also with the economical aspect of the fair presentation. Particularly with Chinese customers and partners we have conducted very constructive conversations with very specific intentions. We consider this as very positive because the Chinese market has not always been an easy matter for Dürkopp Adler in the past. Our technological competence and the great tradition of our brand are now falling on fertile ground over there. Whenever efficient and at the same time high-quality sewing is concerned, we are one of the most important contacts. And that's the way it should be.

So Dürkopp Adler received a positive impetus from the Texprocess?

We are on the right path. Our products and ideas are well received. And innovations like sew24.com show that Dürkopp Adler is a strategically well-positioned enterprise which is always thinking ahead. In addition, we dispose of a highly moti-

vated team that knows what it is doing and what to do next. Dürkopp Adler is an enterprise with a high technological competence. We have solutions for the requirements of our time and know what to prepare for the future. I think all this has been registered by the visitors of our booth at the Texprocess. And, truly, they liked it.

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Highlights der Texprocess

DA 911-211



Two new variants of the programmable pattern stitchers were shown. One of the machines had been prepared for sewing of belts with varying widths. The second variant with a sewing field of max. 600 x 200 mm is mainly intended for manufacturers of automotive interiors. Both units use the sewing technology of the M-Type.

DA 550-867



From immediately electronical thread tensions and short thread trimmers are available also for tearing seams. Contrary to simple solutions this high-tech aggregate continuously monitors the sewing thread tension during the sewing operation. In case of deviations from the predetermined values the software indicates a fault and the error message is recorded.