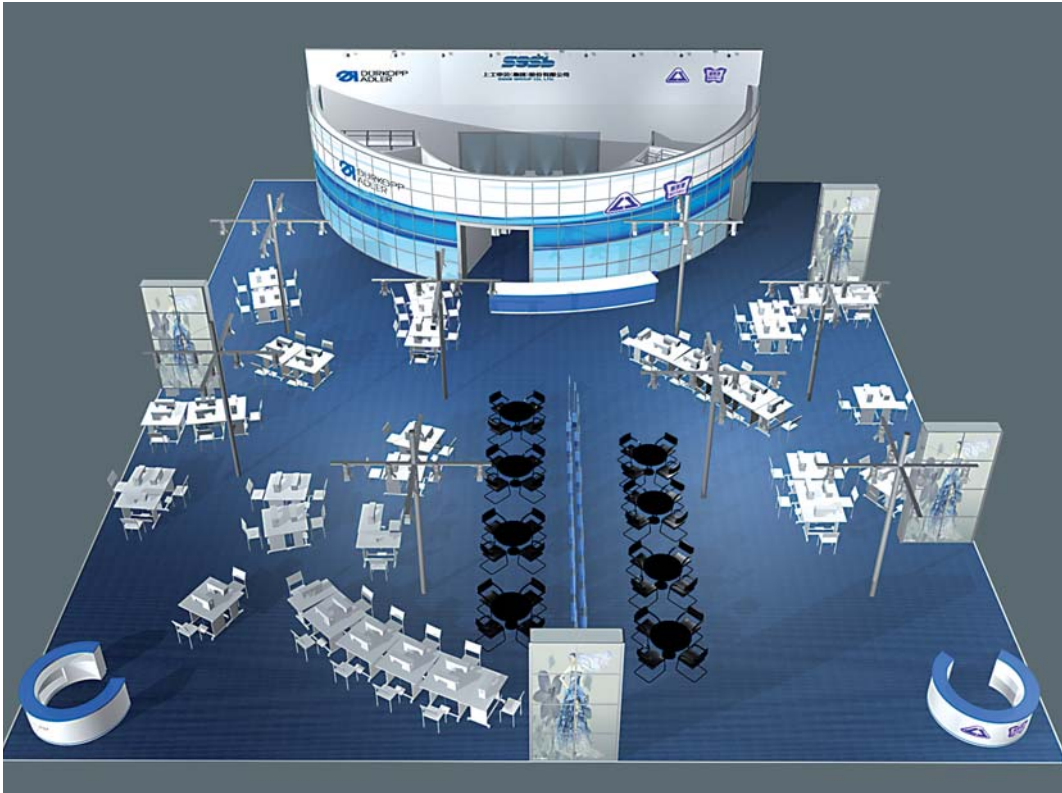


## High significance of the CISMA 2011

Dürkopp Adler and Beisler present 39 exhibits



Together with its majority shareholder SGSB Dürkopp Adler presents itself on approx. 800 m<sup>2</sup>

The visitors of the CISMA 2011, one of the most important trade fairs for sewing technology worldwide, will not get around Dürkopp Adler. The manufacturer of sewing technology located in Bielefeld will present itself together with its majority shareholder SGSB on an area of approx. 800 m<sup>2</sup>.

“The CISMA is our most important trade fair in the Asian region”, says Werner Heer, spokesman of the managing board of Dürkopp Adler AG. “For this reason our booth Ao 2 is optimally positioned directly at the entrance of the first exhibition hall”, Heer continues. Dürkopp Adler will show 39 ma-

chines from the segments “Apparel” and “Medium Heavy Duty”.

### Novelties will be presented

A very special highlight on the Dürkopp Adler booth will be the new sleeve setting machine class 650.

The first thing the visitor will notice is that 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. 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.

### Focus on Beisler

One reason for Dürkopp Adler to place the brand Beisler in the foreground again is the high innovative strength and the technological leadership. Like no other brand Beisler stands for the automated production of classical trousers. Especially in Asia there is a continuously increasing demand for automation. Apart from the subject “piped pockets” the manufacturers are looking for solutions to ensure quality in view of the high fluctuation of operators. With the machine for piped pockets (100-68-01), the sewing station for topstitching the left fly piece (1931-5) as well

## Highlights of the CISMA



### 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 is 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.

## Successful start of sew24.com

Since the start of sew24.com, the new Dürkopp Adler online portal for spare parts for external brands, more than 30,000 interested parties have visited the platform. Despite the run on it the web page is working perfectly. All orders could be processed without any problems. "We are extraordinarily satisfied with this development", says Thomas Brinkhoff, Manager Part Business/Back Office of Dürkopp Adler AG. "Due to sew24.com we have become one of the largest hook suppliers in Europe", he continues.

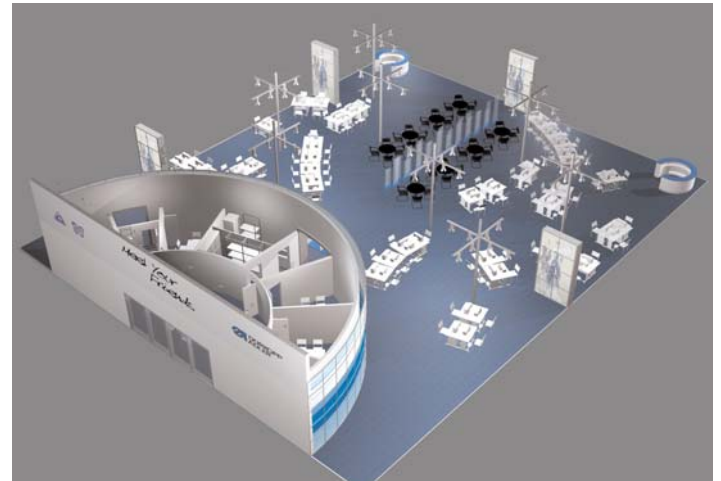
Also the customers' response has been thoroughly positive. "Ordering is quick, easy and safe – and exactly this is appreciated by the visitors of the portal", explains Thomas Brinkhoff. At the same time questions are asked concerning other spare parts as well as sewing technology applications. For this reason the range of information will be further extended on sew24.com.

Therefore Brinkhoff considers sew24.com to be on the right track. "We have achieved a high level of awareness after a short time already and we will continue to extend this success."

as the short seam aggregate for trousers flies and wing pockets (2112-5) Beisler will show a representative selection of its product portfolio.

## Highly important to Dürkopp Adler: the CISMA

The CISMA is one of the leading international trade fairs for sewing technology. Since 2005 the event takes place every two years in the „Shanghai New Int'l EXPO Center“. On an area exceeding 100,000 m products from all relevant segments of sewing technology are presented. More than 1,000 exhibitors from all



Dürkopp Adler and Beisler will show 39 machines from the segments "Apparel" and "Medium Heavy Duty".

over the world are expected to participate in this event being held from September 27th to

30th, 2011. In the year 2009 over 30,000 guests visited the trade fair in Shanghai.



The Shanghai New Int'l EXPO Center. On an area exceeding 100,000 m products from all relevant segments of sewing technology are shown.

## Highlights of the CISMA

### DA 512



At the CISMA the new automatic bartacker DA 512 and its sister model DA 532 for attaching buttons with lockstitch will be presented in China 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.

## Large order from Bangladesh

### East West banks on Dürkopp Adler and Beisler

**The leading manufacturer of classical men's suits East West Industrial Park in Bangladesh-Gazipur places further orders with Dürkopp Adler and Beisler. After the successful set-up of two automated trousers lines and the extension of the jacket lines in the year 2010 already, Dürkopp Adler and Beisler have received an order for two further trousers lines and four further jacket lines in 2011.**

The decision in favour of Dürkopp Adler and Beisler had various reasons. On the one hand the enterprise in Bangladesh attaches great importance to quality "Made in Germany". On the other hand Dürkopp Adler and Beisler are the only suppliers in the world able to offer a complete, fully automated trousers line in combination with engineered sewing stations. "In this segment we occupy a market-leading position", says Karin Brinkmann, Area Sales Manager Asia at Dürkopp Adler. „Especially the flexible application of the Beisler trousers sewing units has convinced the customer to equip also the new production lines with Beisler machines", she continues.

Among others the order also includes the new twin-head overlock unit class 1365 which can additionally be provided with a third sewing head. This allows a further increase in efficiency when processing the trousers hem. By means of the separate step motor control for the differentiable top and bottom feed it is possible to distribute fullness in the lining without any problems. For difficult-to-process fabrics like stretch material-relevant programs are available. To guarantee displacement-free sewing the lining is fused to the upper fabric. Then the material is positioned and the sewing operation starts. The material is automatically guided, sewn and transported to the second sewing head where the side seam is serged fully automatically. 700 pairs of complete trousers with knee lining can be sewn with class 1365 in approx. 480 min.

Apart from the first-class technical equipment some further factors have led to the fact that Dürkopp Adler and Beisler have become trustworthy partners of East West. "We offer to support our customers with high-quality expert advice combined with application know-how", says Karin Brinkmann. Moreover, the opera-



Mr. Rashid of East West (left) and Mr. Hasan of sales partner DAD (right)

tion plans and the layout for machine positioning were elaborated by the traditional company in Bielefeld. "In consideration of all factors we have taken over the complete project planning of the trousers and jacket lines", explains Karin Brinkmann.

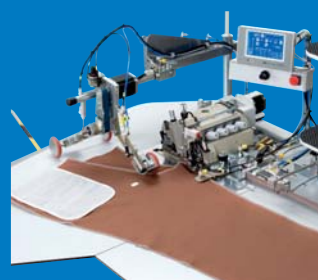
The order is executed by the sales partner DAD INTERNATIONAL (BD) LTD. Technical support is provided by the Dürkopp Adler Service Point Asia under the direction of Wolfgang Schantz. The

Service Point Asia has been founded in 2006 and is a real success story. Due to the improved service structure of the world's most important region in the field of sewing technology the turnover in Asia could be increased. The support with regard to the launch of new Dürkopp Adler products by the company's own staff guarantees high sales assurance and is at the same time a statement for the innovative strength of the enterprise.

## Highlights of the CISMA

### Beisler 1220-5

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.



### Beisler 1281-5-1

The sewing unit 1281-5-1 have been designed for closing seams as e.g. trousers side seams and inseams, jacket or skirt lining seams. Sewing unit 1281-5-1 is equipped with a preparation table with mouse and reverse device. Its high performance is based on the overlapped working method and the high sewing speed of the integrated sewing head.

## “Our products fit”

Interview with Jevons Pan, CN Manager Dürkopp Adler



*How important is the CISMA in Shanghai for Duerkopp Adler in Asia and especially for China?*

The CISMA is by far the greatest exhibition for our target industry in

Asia. Besides the traditionally strong participation of Chinese sewing machine producers, the show will be a door to enter the Asian markets also for Dürkopp Adler. Chinese customers are even more oriented to personal contacts than

Europeans. A participation is an absolute must for a company aiming to be successful in China. In consequence of the strong presence of Chinese exhibitors we are glad to be together with the brand Shang-Gong on a stand with a respectable

size. The premium positioning is also reflected by our booth located directly at the entrance of hall 1 – one of the best places available.

*What expectations do you have concerning the CISMA?*

## Highlights of the CISMA



**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.



**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.

## “We do not all, but what we are doing we do good”

The year 2011 was a very good year for the Chinese sewing machine market, especially in comparison with 2008 and 2009. But as well as China led the worldwide positive trend after the financial crisis, we notice a slight slowdown actually. Our customers have become more cautious. Parallel to this the interest rates are rising and the export is not yet on the same level. All together not an ideal prerequisite for the sale of sewing machines, but the perfect time for the CISMA. Here we may create a new market demand by means of innovative products.

*There are a lot of sewing machine manufacturers in China. What are the most valuable USP's of Duerkopp Adler in your opinion?*

There are roughly two market segments:

1. Standard machine producers copying/modifying successful models with the need to sell large numbers to write black figures.
2. Specialized producers for special market segments maintain and even increase their market share with a limited number of innovative models.

For sure, Dürkopp Adler belongs to the second category. We are well represented in high-value garments and on the automotive or upholstery sector.

*The Chinese market seems to be difficult. What is the strategy of Duerkopp Adler to be one of the most important players?*

This may be answered with one sentence: "We do not do everything, but what we do, we do well". This may sound a little bit self-confident, but it hits the core of Dürkopp Adler's way of thinking with respect to China. Large scale numbers are no longer our target. This is, of course, contrary to the policy of some other Chinese producers.

*The sewing machines of Duerkopp Adler are known for high quality and leading technology. Are these attributes important for the Chinese market as well?*

In the worldwide mainstream China is known as a country for cheap products. This is not the whole story. The economic success of the last years has created a group of consumers know-

ing the difference between cheap copies and original quality very well. This applies to consumer goods as well as to industrial investment. As far as consumer goods are concerned, the motive force is the acceptance by a certain class of population, while durability, productivity and constant output are required with regard to investment goods. Here our products fit like a key into a lock.

*Labour costs in China are rising. Does this have an effect for the choice of sewing machines?*

We are facing a salary cost increase of up to 25% in certain provinces this year. Although on a low basis, this disturbs the calculations of the producers nevertheless. Therefore the use of automatic sewing equipment pays off in a shorter time. Furthermore, the working places of the sewing industry stay in a competition to putatively more pleasant and better paid working places in the metal and electronic industry. Automatic sewing is more independent of the qualification of workers.

*Does automation still play a major role in sewing technology?*

Yes, the role in China will be more and more important. On our booth we will take this fact into consideration. One of our focuses will be the automation in the production of trousers (Beisler) and we will show the newest top units for high output and constant quality in the medium and heavy duty segment.

### Imprint

#### Editor:

Dürkopp Adler AG  
Potsdamer Straße 190  
33719 Bielefeld  
Tel +49 (0) 521 925-00  
Fax +49 (0) 521 925-2646  
www.duerkopp-adler.com  
marketing@duerkopp-adler.com

Responsible for the editor:  
Friedbert Schulz

Editorial staff and production:  
ps konzept –  
agentur für kommunikation,  
Eicksen 55  
32479 Hille-Rothenuffeln  
www.pskonzept-online.de

## Highlights of the CISMA

### 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.

### 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.