

Donation campaign “Father Christmas”

Common initiative of Dürkopp Adler AG, BKK Dürkopp Adler and Dürkopp Fördertechnik



Surrounded by more than 300 presents packed with much love Elke Löhr (board of directors at BKK Dürkopp Adler) and Dietrich Eickhoff were very delighted at the huge participation and the corresponding success of the campaign.

The Dürkopp Adler AG, the Dürkopp Adler health insurance company as well as the Dürkopp Fördertechnik had started a joint Christmas campaign „Father Christmas“.

During the season of Advent toys and gifts of money were collected in the entrance hall of the building. Assisted by the

factory committee, the employees of the participating parties collected used toys in good condition for needy children.

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and the corresponding success of the campaign. The gifts will be shared out to the children via the organization “Bielefelder Tafel” in due time before Christmas.

„Dürkopp Adler is and has always been an enterprise of long tradition in Bielefeld. We live in and on the region. Therefore we are glad to be

able – together with the health insurance company and the Dürkopp Fördertechnik - to give a little help to those people of this region who are not so well. And, of course, this applies in particular to the children living in Bielefeld”, Dietrich Eickhoff said when he saw the success of the collecting campaign.

New information service sets new standards

“We have fully hit the mark”, says Thomas Brinkhoff, Parts Business Manager of Dürkopp Adler AG, concerning the new blog sew24.blogspot.com. Here the company presents important information around the huge range of spare parts.

After a few days several thousand visitors had already made use of the comprehensive offer. They used the free of charge download of historic parts list and instruction manuals and informed themselves about the latest sewing tools for the current range of machines as well as conversion possibilities for their existing machines.

There are new posts for technicians, users and decision-makers every week: additional information for a better identification of parts order numbers, news on important changes of the spare parts range as well as hints concerning alternative purchase possibilities of parts which are no longer available in the delivery program, and last not least maintenance schedules for preventive service.

“Our customers buy Dürkopp Adler products because the machines have a very long durability and spare parts are available still after decades”, explains Brinkhoff.

Not only a special display for mobile terminals has been created, but also foreign languages were considered. Apart from the standard languages English and German an internet translation tool is available making it possible to get over the most language barriers in case of communication difficulties.

„I am happy to be back“

Interview with Dietrich Eickhoff, new CEO of Dürkopp Adler AG

The new CEO of Dürkopp Adler AG is an old acquaintance. Dietrich Eickhoff has worked nearly 40 years at the manufacturer of sewing technology located in Bielefeld. For many years the Marketing and Sales Manager was a constant at the long-established company. After an engagement as European managing director of an Asian sewing technology manufacturer, Eickhoff was appointed as Chairman of the Board of Dürkopp Adler AG.

Mr. Eickhoff, you continue your long career at Dürkopp Adler. How did this come about?

After the successful consolidation of Dürkopp Adler in the year 2010 I took up a new challenge as managing director of the European subsidiary of an Asian manufacturer. In autumn 2011 the supervisory board of Dürkopp Adler offered me to get involved in sustainably shaping the further development of Dürkopp Adler at managing board level. It was with pleasure that I took over this very responsible task and I am happy to be back.

In your new position you are now responsible for the whole enterprise. What changes will this bring about for you?

Owing to my long-standing experience I am sales- and marketing-oriented. The enterprise and its products are very well known to me and I want to make use of this in view of a consistent further development of our approved good customer orientation. Furthermore, I have now been entrusted with the overall responsibility for production and development, which is not a completely new, but a very demanding task with new contents. With the management team as well as all our experienced and highly motivated employees we will succeed in mastering the challenges of the coming years. Dürkopp

Adler has proved that all of us are able to act in concert and in the same direction towards success.

The market for sewing technology will be facing new challenges in the coming years. A worldwide economic slowdown is imminent. Is Dürkopp Adler prepared for such a situation?

An enterprise thinking ahead makes preparations for difficult times in good times already. In the years 2010 and 2011 Dürkopp Adler has managed the turnaround and we are prepared for a “slowdown”. However, as always in life, this is a question of the respective dimension. On the whole the Dürkopp Adler group with its production locations in Bielefeld, the Czech Republic, Romania and China has been flexibly positioned in the past years.

Let me state as an example not only the flexible worktime models but also the consistent further development of the so-called “platform machine series” reducing the complexity of products and productivity.

The CISMA 2011 has clearly shown that the growth engine China is spluttering, at least as far as sewing technology is concerned. What does this mean to Dürkopp Adler?

I think China is approaching the limits of the permanent double-di-



git growth rate, and this does not only apply to sewing technology. The prosperous regions – the industrial centres at the East coast – are becoming more and more expensive because qualified work meanwhile has a higher price also in China. The “movement” towards the west has begun and qualified personnel is not always available when needed.

The Chinese currency, the Renminbi, is becoming stronger and the central government slows down the access to fresh money. This may lead to a reduced willingness to invest by the enterprises. Nevertheless, I see further good

“business development potential” for Dürkopp Adler in this region. China still represents more than half of the industrial sewing capacity worldwide.

The success in this region will also influence the future success of our enterprise.

At the same time the company disposes of a lot of extraordinarily efficient sewing units and automats. The optimum portfolio, isn't it?

For years already the world of sewing and consequently the world of sewing technology has been subject to a continuous

change. But nevertheless the largest part of sewing is still done on the basis of relatively simple technology.

Why?

Because the industrial sewing of clothing, shoes etc. is mainly realized in countries with a very low wage level. So many manufacturers went through the world like nomads in order to produce at the most favourable conditions. But the list of potential future countries is shrinking permanently, and we observe a return to the advantages of consumer-friendly production regions.

Dürkopp Adler is very strong especially in the segments „Medium“ and „Heavy Duty“. Is this an advantage in the current situation?

In the world of medium-heavy sewing (automotive, upholstery, technical textiles) Dürkopp Adler has set standards during the past years. The flagship – the M-Type series – has meanwhile been established as an independent brand under the roof of Dürkopp Adler and is successfully introduced with a great many of our renowned customers throughout the world. But we must not rest, further new products will follow. We have always to be on our guard against copies from countries where intellectual property plays a minor role than e.g. in Germany.

Obviously automation is now a real subject particularly in Asia as



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the wage costs are rising considerably there. Is Dürkopp Adler able to improve its position on this important market significantly?

Wage costs are only one factor of garment production costs. With increasing unit labour costs productivity, delivery reliability and logistics costs come to the foreground again. And here we come full circle. Under these new production conditions a flexible sewing automation will be needed in future.

With the product portfolio for heavy and medium-heavy applications Dürkopp Adler is in full conformity with this development. On the garment sector we will introduce machines being in the pipeline next year in order to meet the customers’ requirements. As re-

gards sewing automation special attention is given to our brand Beisler which is the “number one” for many of our customers as far as automated trousers production is concerned. For many years already trousers have been the product with the maximum degree of automation in the field of outer garments.

What do you consider as the most important aims of Dürkopp Adler in the coming year?

Our most important aim will be the worldwide expansion of our business. By means of technology and a consequent brand policy we want to extend our customer base. Furthermore, a quick and flexible response to the respective short-term global production trends will be of special importan-

ce next year. Moreover, we will force the further extension of our activities in China and Asia bearing in mind the growth of population and the average income.

Apart from the technological leading position in the field of medium-heavy duty sewing we want to achieve a leading role also from the economical point of view. In the segment “clothing machines” it is our aim to win customers by means of new products and an attractive price/performance ratio so as to improve our market share.

But apart from all aims of growth the long-term profitability is in the focus of our activities. Only this way we will be able to hold our technological locations in Europe and to secure our future success.

Impressum

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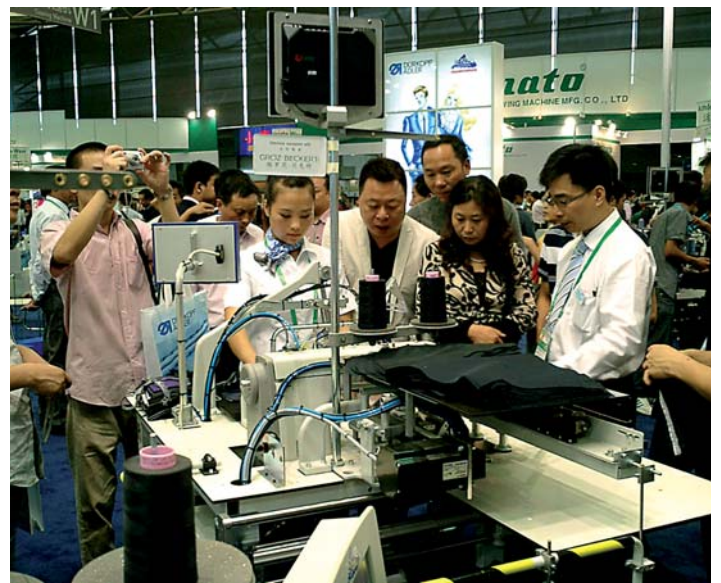
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Successful fair presence in Shanghai

Dürkopp Adler shows novelties at the CISMA 2011



25 Dürkopp Adler exhibits for the garment sector and 12 machines of the segments "Medium" and "Heavy Duty" were shown.

Dürkopp Adler draws a positive résumé of its fair presentation at the CISMA 2011 in Shanghai. The leading trade fair for the Asian market took place from September 27th to 30th in Shanghai. On an area of approx. 800 m² the manufacturer of sewing technology located in Bielefeld presented itself together with its majority shareholder SGSB on booth A02 directly at the entrance of the first exhibition hall W1.

25 Dürkopp Adler exhibits for the garment sector and 12 machines of the segments "Medium" and "Heavy Duty" were shown. The presentations of the individual sewing units and automats were highly frequented. In a separate showroom, the so-called "Future Room", three prototypes were to be seen as a view into the near future. This room was accessible for selected visitors only.

„We are very satisfied with the interest of the customers and the

discussions led at the CISMA“, says Bernd Bräuer, sales manager at Dürkopp Adler. „We have just the right products for the Asian market in our portfolio.“

In the special focus of the fair visitors was the new variant of the eyelet buttonholer DA 580-141. The new version of this machine, which has been setting quality standards for some time already, is now a market leader also with respect to performance. “The eyelet buttonholer has been a topseller on the Chinese market for a long time already”, says Jevons Pan, managing director of the Dürkopp Adler subsidiary in Shanghai. “On the basis of its response at the fair I assume that we will be able to further consolidate this position.”

Also in the medium-heavy duty segment an enlarged product range around the M-type was shown. Bobbin thread monitoring, a neat seam beginning and the short thread trimmer meet with the increased quality demands of the

Asian customers. Thus, Dürkopp Adler takes account of the fact that particularly the automotive market in China is achieving double-digit growth rates in some cases.

The worldwide technological leadership on the non-garment sector was underlined by the presentation of a free arm sewing machine with 1,000 mm underarm clearance. The rational insertion of reinforcement rings in filter hoses is an application specially developed for cement factories, i.e. for the booming Chinese building industry.

Apart from the well-known machine for piped pockets 100-68/01 a good selection of automats for the trousers production from the Beisler product portfolio was exhibited. Especially the automat for trousers side seams 1280-5 and the overlock unit 1220-5 were in the focus of the fair visitors. Beisler proves that a European manufacturer of high-tech automation is in a position to

withstand the competition of a large number of Asian suppliers. The brand Beisler is a synonym for automated trousers production all over the world.

The CISMA 2011 attracted more than 30,000 visitors, most of them (approx. 92%) from the “Middle Kingdom” and about 2,500 visitors from abroad (805 visitors from non-Asian countries).

This year’s exhibition reflected a change of the sewing industry in China. Owing to increased wage costs and a growing domestic demand the export share of the Chinese subcontractors has decreased significantly and the extraordinary growth rates are a thing of the past. Consequently the enterprises rather try to execute domestic orders which are more lucrative with regard to the margin of profit. For this reason the subject “sewing automation” will become more and more important in China. A development Dürkopp Adler may profit from.