



MACPI – Introducing Latest Technological Solutions in the Cutting Room



(L-R) P. Guna Sekaran, COO and Gianpietro Rossi, Macpi Group

Collaboration of two friends- Giovanni Cartabbia and Luciano Sardini gave rise to Macpi, a 50-year old company that started operations in 1961. The company gained a prominent position in the world market with its ambitious target of providing hi-tech machines for the garment industry, enabling it to become one of the leaders in the industry. *Team Perfect Sourcing* recently met with Guna Shekharan and Gianpietro Rossi at GTE, Bangalore and got interesting inputs on their latest technologies.

"The company has been providing engineering solutions to the industry for the past 50 years. We started with the finishing room and after that entered the cutting room," said Guna. Macpi associated with the IMA group, another Italian cutting and spreading specialised company some 35 years ago. The solutions provided by the company suit every sector from garments to home to footwear and accessories. Currently, Macpi has 67 installations in India and 400 customers worldwide, catering to the premium sectors in the garment industry like suits, trousers, shirts, etc. "Initially we started with spreading machines and slowly have come up with conveyer tables, labour devices, OEM, etc.," added Guna.

The company displayed their latest spreading machine, the 880 Fly, now an integral part of their Fly series. The machine has the latest generation electronics which can easily integrate new functions. Also, the machine comes with a touch screen programmer where one can directly feed in programs related to lay length, spreading method, speed, etc. Other features include an emergency brake, a cradle system, a multi-function throttle, etc. The company also launched its range of cutters and have established 250 cutters worldwide in a span of 5 years.

Macpi's major market share in Asia lies in Indonesia and Bangladesh. "Bangladesh has the most Macpi or IMA machines, in fact, almost all the factories have our machines," asserted Guna. In India, the company has a diversified knits and footwear division and has a good market share in Tirupur. "Knits being complicated, the fabric needs specialized equipment," added Guna. The future plans of the company include streamlining of the entire process. While the company was mainly working through agents and sales partners earlier, their strategy has changed today. "We are now taking over our servicing sector from the service partners as well because these are specialized products and need expert solutions," mentioned Guna. The company has also started providing customised solutions according to the requirements of the clients. "The durability of our machines is high and we have clients who have been using the same machine for the past 15-16 years," he added.

On the response from the fair he said, "The response for our machines has been great. Though there are few buyers they are serious, and overall it has been a good show for us."

Constant Innovation and Quality Service Key to Success for VI.BE. MAC.



(L-R), Viraf Turel, Director, Turel Group, Veeru Maknur, Sales Manager and Alessandro Signorini, Vi.Be.Mac

Quality, Innovation and Service are the three factors ruling the 30 year old company that had its beginning in 1980 as a spinoff from its role as a Singer support centre. Since then, this company has been providing productivity and technical expertise to the industry. Alessandro Signorini, Sales Manager, in a discussion with *Team Perfect Sourcing*, shared their product profile and their success story in India.

"India is one of the best markets for us and we introduced our first machine in the country in 1981," said Alessandro. The company focusses primarily on denim producers and manufacturers and has machines that are totally dedicated to the denim industry. Starting in 1980 from Verona, its base in North East Italy, Vi.Be. Mac. has expanded into 60 countries worldwide and is involved in making a full range of automated machines including fly machines, zip, waistband, label and snap button attachment, among others.

"Every year our R&D department comes out with new machines and solutions for customers," added Alessandro. He also revealed that the company is working on launching a new range of machines; while one of them will be launched in August, around 3 more machines will be added in the next 12 months.

At GTE, VI.BE.MAC. showcased a number of machines, including V700CS and V701 for attaching zips in pockets, 1010V4 for design on pockets, 2220CG104 for hemming and sewing of front pockets, 3022 WB 406 for waistband attachment, etc. "All these machines are fully automatic and do not require skilled manpower. They reduce manpower and production cost, save electricity and provide better quality at the same time," said Alessandro. He also added, "The productivity offered by our 6-7 machines is equivalent to 35-40 standard machines in a production line."

On the future of the Indian market, Alessandro said, "The Indian garment industry is growing because the local market is growing at a rapid pace. Earlier the ratio was 80% exports and 20% local but now the domestic market will have a better ratio." The company states that the rise in the local market is beneficial for them as India is their biggest market and they have inspired many local clients to use their automated machines to achieve better quality.

Commenting on survival strategies for the tough market scenario, Alessandro said that as the company does not work with European countries, they have not been hit by recession. The company has clients in India, Bangladesh, Taiwan, Indonesia, etc., and their strategy is to keep innovating and provide good after sales service. Alessandro commented on the response at the Fair, "The Fair has been great for us solely because of the new technologies we have brought in. Though the number of visitors is low, we are happy with the response we got," he concluded.