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**Convert a T-shirt unit into a swimwear unit**  
Making of a swimwear from sewing to bonding

**The era of private niche shows dawn...**  
Turel Group & Vibemac successfully conclude event for jeans manufacturing

Apparel manufacturers now seem to be interested in specialized solutions for their business operations, paving the path for private shows and exhibitions in the times to come which are small but focussed and accord personalized services. This was the case with the recently concluded Vibemac & Turel Group – the B2B India Millennium Event, at the E. H. Turel Center of Competence in Bangalore. The show provided a complete end-to-end solution for denim jeans manufacturing, starting with the cutting room solutions from Tukatech, sewing machines from Vibemac and Typical, finishing machines from Naomoto, zippers from YKK, labels from Atam and sewing needles from Groz-Beckert. With the Vibemac jeans sewing line being the centre of attraction, the conclave proved to be much more than a machine showcase with focus on exchange of new ideas between the industry-informed through dedicated seminars and workshops educating the industry about the value of automation and right ROI in denim jeans manufacturing... *Team StitchWorld* was present to review the event...

## The era of private niche shows dawns... Turel Group & Vibemac successfully conclude the B2B India Millennium Event for Jeans Manufacturing



*Serious players from not only the southern parts but all over INdia graced the show...*

A joint effort of Vibemac and Turel Group, the success of the 4-day event is not only judged by the fact that both the visitors and participants were happy, but by the significant visitation of decision makers with progressive mindsets and who were all present at the show not only from southern India but serious players from the entire country. Companies like Arvind, K G Denim, Mantra Apparels, Goldenseam Textiles, Shahi Exports and numerous

other domestic brands visited the event, stunned by the 28-machine sewing line of Vibemac producing 100 finished jeans per hour. "Both as a company and person, I have been a promoter and lover of technology, and this event gave us an opportunity to showcase the combination of men and technology aimed at giving back to the industry and prove that five pocket jeans, in adherence to the international benchmarks of productivity and quality, can be manufactured

in India," asserts **Viraf Turel, Chairman, Turel Group**. Italian consultant from Vibemac were also present to interact with the visitors and to help them in project implementation.

All the visitors were amazed with the complete setup starting from the body scanning, pattern making, marker making, spreading and cutting section of Tukatech, followed by the Vibemac automated sewing line with some sewing machines from Xian Typical and finally the carousel jean finishing machine



Team Turel Group & Vibemac – (L to R) Viraf Turel, Chairman, Turel Group; Alberto Guerreschi, CEO, Vibemac; Enrico Guerreschi, Sales Director, Vibemac; Veeru Maknur, Sales Manager, Vibemac India with the team of Italian technicians and consultants from Vibemac (standing behind)

**Turel Group had arranged sewing operators from Bellary region itself for working on these machines at the event, endorsing the fact that any sewing operator can easily operate these machines as these machines deskill the operations instead of making it more complex. These operators were stunned by the flexibility and ease of use of these machines, and hopefully they will influence their companies to buy such machines**

from the Japanese pioneer Naomoto. Visitors were presented with denim jeans, manufactured there and then in individual sizes, boosting the quality and output of the sewing machines and other related technologies.



The 28 machines sewing line which promises to reduce the labour requirements by 30% and increasing the output by 40%

The show contributed to the increased confidence of the visitors to deliver end-to-end solution, promising a reduction in direct labour requirement by 20% to 30% while increasing the output by 30% to 40% with better quality and lesser rejections. "The whole purpose of doing this kind of a private show was to invite not only the existing denim jeans manufacturers and brands but also the new and smaller companies to encourage them to come out and aspire for

becoming a regional brand by manufacturing quality jeans at a competitive price with increased productivity," explains **Enrico Guerreschi, Sales Director, Vibemac**, who claims that the level of automation displayed through the setup is the most suitable for both the product and the market of India.

In line with the labour reduction promised by the showcase, the 4650 EV9R belt loop setter from Vibemac promises the output of 9000 belt loops per day with only one sewing operator, unlike the present setup comprising of 5 SNLS machines with 3 helpers and 5 sewing operators, without the consistency in width of the belt loops. Another machine guaranteeing the maximum utilization of man and machine is the Vibemac 2561 V4 back pocket setter, which completely automates the process of back pocket attaching from sewing to dispose of, and the operator is only required to place the creased pocket in the pocket jig or template over the jeans back panel. The other major advantage of this machine is availability of enough idle time with the same sewing operator to run

the pocket creasing machine simultaneously. These machines save on power and space by not only deskilling the operation for reduced labour dependency but also due to their flexibility to cater to frequent style changes without any compromise on the quality and productivity.

Interestingly the companies had divided their teams into three – maintenance, production and sourcing personnel, attending the event on each of the three days. Impressed with showcase of the event, **Kalayansundaram, GM Apparel Operations, K G Denim** manufacturers of Trigger brand of jeans adds, "We would like to replicate this setup in our facility in Coimbatore, which will not only help us tackle the labour shortage in the region but also improve the productivity and quality of the overall facility." Agreeing with the same and shooting down any claims regarding the high level of skills required for operating such machines, **VP Balaji, Head Operations at Arvind Brands** denim unit details, "We have been using 80% of these machines in our facilities and sewing operators require just 2 days to

start working efficiently on them and not even the breakdowns are that often if precautions are taken from the start." He also adds that even if breakdowns occur, in-house technicians trained by Vibemac can handle the same efficiently.



*Devang Visheria of Mantra Apparels engrossed in a discussion*



*Vinit Mehta, VP Business Development & Operations, Goldenseam Textiles (3rd from left) visiting the event*



*(L-R) Neville Turel, Sales Director, Turel Group; Umesh Gaur, Executive VP-Asia, Tukatech; Ankur Gadia, Owner, Klix Jeans with Viraf Turel, Chairman, Turel Group*

Bangalore's proximity to the denim jeans manufacturing hub of Bellary was very evident at the event with around 50 small players from the region who were amazed at the speed, precision, accuracy and quality consistency being delivered by the machines from Vibemac. However they had their apprehensions, "These kinds of machines are very good and would prove to be profitable for the denim manufacturers for our region, but we are still concerned about the skill levels required for operating such machines and the availability of technicians to handle the breakdowns and repairs," says **Lucky Shah, Secretary of the Garment Manufacturers Association of Bellary**. Having foreseen these apprehensions, Turel Group had arranged sewing operators from Bellary region itself for working on these machines at the event, endorsing the fact that any sewing operator can easily operate these machines as these machines deskill the operations instead of making it more complex. "Most of the operators had never operated a Vibemac Machine as there are hardly any Vibemac machines in Bellary. These operators were stunned by the flexibility and ease of use of these machines, and hopefully they will influence their companies to buy such machines," explains Viraf Turel.

The event's success can be fathomed by the facts that even the exhibitors namely Atam Labels, YKK Zippers, and Groz-Beckert needles were happy being part of a show which portrayed them as an integral part of a business model rather as individual service providers. "Since the event is mainly focussed on denim pants, the enquiries for brass jeans rivet, metal eyelet, snap button, fancy zip pullers, leather labels, PU label with metal and fabric

oven tag etc. were the maximum. These kinds of events will help companies expand their markets both product-wise and region-wise," opines **Mani Kant Jain, Executive Director, Atam Labels**. Representing YKK at the event, AC Sudheesh, Manager (Sales & Service) and Syed Masood Ahmed, Manager (Marketing & Sales), were content with the response at the event. Similar feedback was given by Manoj Gupta – Senior Officer Sales (Division Sewing Machine Parts), Groz-Beckert Asia, representing the German company synonymous with needles for the apparel and textile industry. "Our machines have been seamlessly working with the sewing automates of Vibemac at the Coimbatore-based denim jeans manufacturing facility of K G Denim and the same concept has been displayed at the event," shares an upbeat **Manoj Kumar Gupta of Xian Typical Sewing Machines India**.

Pattern making is the oxygen of any apparel manufacturing facility and this critical aspect was solely handled by the competent team of Tukatech Inc., the American pioneer in providing a complete suite of product development and cutting rooms solutions for the apparel industry from patterns & marker making to body scanning to spreading and cutting equipment. "The show was a platform for us to showcase the speed that our solutions guaranteed to apparel manufacturers from taking the body measurements to delivering the final denim to the customer, all this only in 41 minutes. This I feel is a remarkably new concept and paradigm for new business, offering custom made jeans that fit perfectly within an hour," avers **Ram Sareen, Head Coach & Founder, Tukatech**.



Team YKK was content with the response at the event. (L - R) AC Sudheesh, Manager (Sales & Service) and Syed Masood Ahmed, Manager (Marketing & Sales)



Manoj Gupta – Senior Officer Sales (Division Sewing Machine Parts), Groz-Beckert Asia was busy all three days at the event



Mani Kant Jain, Executive Director, Atam Labels (extreme right) with his team, was happy to attend the event

## “Sell solutions not machines,” says Enrico Guerreschi, Global Sales Director, Vibemac SpA...

...to Team StitchWorld in an exclusive interaction with him at the B2B India Millennium Event

**SW – You have always preached about the untapped potential of the Indian domestic market very strongly... You still do so?**

**EG –** Yes, I still think India is an untapped market for denim jeans. Here the premium segment of apparel manufacturers are sustaining in both the domestic and export markets of India. People have to focus on a much more premium segment of products to thrive in the competitive global markets. Moreover plenty of buyers are moving from Bangladesh to India, and they are tired of moving from one country to another, they have

now come to realize that India is a much stable country with 1 billion potential workers and customers.

Secondly, the Indian domestic market has total requirement of 600 million denim bottoms per year and the present output is only 260 million denim bottoms, which means the domestic market should produce an additional 340 million jeans per year. This divide is due to the fact that presently an average Indian wears a jean for at least 4 years but with better comfort, product development and lower price the same time span can be reduced to only a year, which would enable the local brands to tap the much bigger

1 billion population of India.

The positive indication in this direction has been the increase in denim jeans consumption by 129% in India in the time period of 2008 to 2014, of which 100% growth has been seen in the tier 2 and tier 3 cities of India. But still 70% of the Indian population is not able to buy a branded denim jean due to high retail

prices, which can only be tapped by creation of local or regional denim brands which give a quality product at a competitive price.

**SW – What is the direction for the industry through this conclave?**

**EG –** We are saying that every jean manufacturer of the country has the potential of becoming a local brand and that brand can only be successful by creating a niche in the market by recognizing the customers they would like to cater to. Something similar to the European brands who have three product lines, one with jeans worth Euro 1000 for a very niche segment, then a segment for young professionals and executives and then a segment for teenager which are fast fashion items, high in demand and of relatively lower fabric quality. Brands should understand that a 40 years old man cannot wear what a teenager is wearing and neither can a farmer wear what a young executive is wearing, because all of them are looking for different needs from the jeans besides comfort which is universal.

Keeping the same in mind we have partnered with companies like Atam Labels, YKK and two banks for



Enrico Guerreschi (R) from Vibemac making a point to Sunil Biyani, Director, Future Group

financing these small companies who are just workshops not factories and we are helping them become factories with increased production. This is the same way we grew in Italy, Romania, Indonesia and Morocco, 20 years ago and this is the way India would grow.

**SW – Do you think the ROI of your machines which is high from local standards can be worked out by being a brand and producing more jeans?**

**EG** – I do not think my machines are expensive. Right now if I'm producing 200 to 300 jeans with 30 workers, why should I not make 1000 jeans and achieve a level of quality, which will make possible the successful balancing of the three aspects of fashion, comfort and price. It's like not buying a tractor because it's expensive both in the longer run and capital investment than a horse, but with a horse one cannot increase their farms productivity.

Today the problem is not the investment it is to get people out from what they are doing since ages, to change the future growth of the industry and that is why you see we have brought together all the partners from banks to accessories to other manufacturing solution for making the same possible.

**SW – India is a very price-sensitive market and as you said it has more workshops than factories that have very small capital investment power..., how are you helping their cause besides making banks to extend loans?**

**EG** – We have a company called Vinco in Italy. They are taking care of Vibemac regenerated machines but regeneration is not 2nd-hand machine. For example if a machine is dated 2002, after regeneration it would be updated as per the 2014 version of the machine by being equipped with the latest looper, presser foots and softwares. We replace all the parts and even give one year's warranty with the

regenerated machine. So what we do is that we collect the 2nd-hand machine from our customers, we replace them with a new machine and then we regenerate the 2nd-hand machines to be placed in the market again. Recently we replaced 30 such feed-off the arm machines with 50 new feed-off the arm machines in a famous denim manufacturer's facility in India.

We showcased 5 such machines at this event too and they have already been sold. We are focusing more on our workshop in India to take care of servicing the industry and also reconditioning. We are the Ferrari of jean manufacturing and without specialized technical support the machines cannot run properly and that is why we have a repair centre in India only to reduce the response time to the customers' queries. Then in the future, we are also looking at production of some machines in India.

**SW – The line which you have showcased here, is it the most automated line of jeans that one can get?**

**EG** – When we talk about automation there are the two aspects to it, profitable automation and useless automation. My father always told me about the American who invented the automatic rotating fork for Italians especially to eat spaghetti one day went bankrupt, because it is senseless, who is going to eat spaghetti like that? The same holds true for our business, in five years' time, I can get a machine completely robotic and doesn't require any operator, but why we are not promoting that kind of automation because it is not required. Robotics machines came into demands in the 1990s but all failed because right now a helper who is moving the production is still cheaper than a fully moveable robotic machine and that same person is controlling the quality of the jeans.

Moreover, automation must be flexible and suitable for



*Dhondiram Jadhav (R), President Jai Jui Trust in discussion with Viraf Turel (C), Chairman, E. H. Turel & Company and Alberto Guerreschi, Global Sales Director, Vibemac*

**E. H. Turel & Vibemac to impart training for sewing jeans in partnership with Jai Jui Charitable Trust**

Jai Jui Charitable Trust, in a joint venture with E. H. Turel Company and Vibemac SpA will provide advance level garment training for jeans manufacturing to women below poverty line in the drought prone area of Karnataka. The high quality training, to begin 1st of March 2014 in the Garment Training Centre for Women, will be provided by Italian technicians from Vibemac.

Present at the recently concluded E.H. Turel B2B India Millennium Event exhibition for garment industry in Bangalore, Dhondiram Jadhav, President of the Jai Jui Charitable Trust gave a presentation of Garment Training Centre by Jai Jui Trust, imparting training to women belonging to below poverty line, minorities or backward classes in the drought prone area of Khanapur. While the Jai Jui Charitable Trust will provide machinery and land for the training center, E. H. Turel and Vibemac technicians will provide them training. It is estimated that around 2000 women will be trained in the centre.

"We are expecting to provide training to about 10,000 women in the next 5 years. India is a big market for jeans, and there is a lot of demand for the garment world over, ensuring sustained income to women and improving their financial and living conditions. Also it is expected that this one of a kind garment production system will give good quality of production," concluded Jadhav.

accommodating quick change of style or fashion. Jeans is not a metal or stone they are affected adversely by their surrounding in terms of the temperature and moisture. Like we can do the coin pocket in a fully automatic manner and all the people making jeans for Levi's are making them in the same manner because

the design and patterns are standardized. But in case of any other brand there are 100 kinds of coin pockets, making it hard to automate the process.

### SW – What is the latest direction in which Vibemac is moving?

EG – We are probably the only Italian company which

has allocated large funds for product development. We have two new machines coming out this year. One is the new waistband machines which will be a revolution in the market and the second is the new automatic eyelet buttonholing machine. Both the machines are completely operator free and fully automatic, using a sewing

head which is 10 years ahead of the present technologies in the market. We have been working on these machines for the last two years and they will help us further in enhancing our market share globally. It is our R&D on which we are surviving in the global market and we will continue to invest heavily in the same in the times to come.

## Xi'an Typical focusing on sub-dealers to penetrate deeper into the Indian markets

**X**i'an Typical Industries proud owners of Typical and Vetron sewing machine brands are among the handful of companies who have not only captured the Chinese market in sewing technologies but also the international market of automates through its European subsidiary. Over the last few years Typical has invested heavily in R&D and also is acquiring technical know-how to offer many new technologies and workstations. The quest for leading edge in R&D has led to the formation of the German subsidiary of the company in Kaiserslautern, employing German engineers and staff from famous European sewing machine manufacturers and working only on the R&D. This

cutting edge focus of the company on R&D made it suitable partners for Vibemac at the B2B India Millennium Event and going forward the top managements of both the sewing pioneers have joined hands for giving turn-key solutions to denim jeans manufacturers anywhere in the world. "Vibemac has been very comfortable with the quality of our machines and also we are not into the competing product segment rather the complementing segment," asserts **Manoj Kumar Gupta of Xian Typical Sewing Machines India** who assures there machines are at par with the Japanese pioneers, both in terms of the machines quality and after-sales service.

Manoj claims that the reputation of the 'Typical' brand of sewing machines is so good that once a customer buys machines from the company then they never go for any other sewing machines brand. "Coimbatore-based K G Denim is our oldest customer of Denim products for the last 7 years and they have replaced all their old machines with the sewing machines from Typical," adds

Manoj. Some of the esteemed clients of the company in Bangalore are Gokaldas Exports, LT Karle, Bombay Rayon, Mandhana Group, Mudra Apparels, K Mohan, Gilwood, Texport Garments, Gokaldas Images, Texport Overseas, Indus Intex, Inspiration Clothes & U, Kiran International and Birdy Exports. Another growth area for the company has been the heavy duty segment of leather goods manufacturers in Delhi and Kanpur. "We recently did a project with Savi Leathers of Noida and sold about 185 sewing machines and similarly we have a lot of customers in North India with 200 sewing machines or more for Leather Garments and upholstery," shares Manoj. "We are planning to open our office in India within this year for providing better sales and service support to our customers," continued Manoj.

To cater to the complete market segment from the top apparel manufacturers to small regional hubs, Typical has three segments of sewing machines all equipped with direct-drive motors. First are the sewing machines with clutch motors; second in line are the semi-automatic machines with electronic motors; and the top end being the fully loaded machines with features like under-bed trimmers. As far as Vetron machines are concerned, they are developed and manufactured



Manoj Kumar Gupta of Xian Typical Sewing Machines India (extreme right) with Kalayansundaram, GM Apparel Operations, K G Denim (centre) and Viraf Turel of Turel Group (extreme left)

## TechEvent

in Kaiserslautern, Germany, for heavy duty applications. Vetron is the first of a kind machine with no pulley and a 5 step motor to control thread tension, presser bar, presser foot, under-bed trimmer and machine feed. Presently long arm sewing machines are being developed for products

like high quality tents and parachutes for extremely cold areas. Developing such machines for garments is the company's next target but it would still take 1 or 2 years more. "We are still taking industries feedback on the product, which will make them more user-friendly

and practical in application. Besides we are keeping a tight control over costs to maintain its competitiveness in the world market," explains Manoj. With such a comprehensive product portfolio, Typical is re-strategizing for penetrating deeper into the market to address smaller players by

working not only with big and organized dealerr like Turel Group, but with smaller and regional dealers like Mack Sewing Systems of Gujarat. "Our annual sales figures have been stable for the past few years but with the improving market economies we intend increasing our sales by 25%," concluded Manoj.

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