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StitchWorld

Technology and Management in Sewn Product Industry



UMBRELLA - AN EASY MUSE

Projected domestic market demand valued at US \$ 276 million
Projected export market size greater than US \$ 2.7 billion
Rising production costs in China, umbrella production bases shift to India
Zero infrastructure investment; only supply chain and training cost



**Lecoanet Hemant: India's only exporter
of Industrial Luxury**

AAMA-TEX 2014, Singapore

Few, but quality exhibitors; Visitors expected more

Technology fairs are a much anticipated hunting ground for interventions to improve productivity and upgrade machines with new-age solutions. AAMA-TEX 2014, which saw exhibits by more than 150 companies from 18 countries, was a major draw for Asian garment manufacturers. Adding an extra edge, was the Li & Fung (Kohls Sourcing Group), organizing a two-day Global Quality & Lean Conference, bringing together around 300 leading and highly reputed garment manufacturers to the event.

Conspicuous with their absence were many major players such as Duerkopp Adler, Pfaff, Juki, Brother, Pegasus and many more... Even the Chinese presence was majorly from two companies: Typical and Zoje. It seems that companies are now happy to present themselves at the regional level.

Visitors from India included teams from Texport, Shahi, Welspun and Gokaldas Exports, while Sri Lanka was represented by Mas Holdings and Bangladesh by Standard Group, among few

others. Gautam Chakraborty, CEO and Arun Saha, GM of Gokaldas Exports were seen interacting with Enrico Guerreschi, CEO, Vibemac, specialist in denim wear manufacturing technologies, and Anshuman Dash of H&H Bonding and Welding machines. "Such fairs present an opportunity to update our knowledge and we look for not only new technologies but innovative interventions that can support our operations without adding too much to the cost as replacing

machines is not also viable," said Gautam.

While the visitors were kept busy with the technology, the participants took the opportunity to interact with their agents/representatives and principles, planning for the future. It also gave them a platform to share notes and discuss new trends in the market.

Few of the participants had some interesting technologies that they shared with the *StitchWorld* team, some of which are discussed here...

Vibemac consistently at the forefront of automation for denim jeans manufacturing

The three decades old specialist in making automates for denim jeans, Vibemac, owned by the Guerreschi family, has adamantly kept the production of its machines in Italy, renouncing a profitable delocalization to a country with lower costs, to maintain the high quality of products and clients' support. The key features that have characterized Vibemac machines, showcased at the AAMA-TEX fair, are their sturdiness in offering the flexibility of operations, the

minimum time required to change the setting of a machine and that too without any technical help because the common settings are already programmed and stored for easy and quick recall by the operator.

In line with the labour reduction promised, the most recent innovation from the company has been the versatile 100-Puller-A attachment for the feed-off-the-arm machine, which is an extra back puller device to track the fabric faster and with better quality results compared to a standard sewing machine feed-of-the-arm needle feed. The basic need for developing this puller was to alleviate the three operations on a casual trouser or denim, the back yoke attachment, the left and right back rise and the in-seam of the trouser. These operations involve a huge number of plies and are more complex to stitch.

Not only does this puller increase the production efficiency by 20% in combination with a servo motor but it also adds on to the quality of the garment as it cuts down on any feed that chews or damages the fabric. With the assistance of its soft back belt, the automatic direct pressure on the presser foot endows the best possible quality on any kind of fabric from the lightest to the heaviest. The pulling speed can be easily altered by an unskilled operator by just moving the lever up and down.



(L to R) Enrico Guerreschi, Global Sales Manager, Vibemac with Gherasim Silvian, Senior Technician, Vibemac and Viraf Turel, Chairman, EH Turel & Co.