

IMA S.P.A, Italy, Celebrates its 40th Anniversary with Presentation of New Cutting Machine

<IMA FORTIETH CELEBRATION>

To celebrate IMA's anniversary on November 24th, more than 200 guests from all over the world joined the



new headquarters in Palazzolo, including the Country's largest market places such as India, Bangladesh, Vietnam, Sri Lanka and China. A day of celebration, business with important customers, including great names of the fashion industry such as Calzedonia, Lardini, Hugo Boss, Canali and Dolce & Gabbana.

"November 24, 2017 is for us a starting point and not a milestone," exclaimed Mirella Sardini, who now heads the company alongside his father Luciano (84 years). It is the occasion to celebrate, with all those who have supported us in these difficult years, the new IMA. A refined, refurbished, state-of-the-art technology that reflects the 40 years of experience gained. Starting a new challenge is the new goal, a new adventure, a new project. "

The new IMA Typhoon 70, the fourth generation automatic cutter system, was presented at the celebration: a new cutting head.

IMA company, specialized in the production of spreading plants, handling and managing of cloth rolls systems, automatic cutting machines and software programs for the cutting room organization, celebrated last November 24th 40 years of activity. An important milestone for a company that has always done of technological innovation and Italian quality its flag.

On the occasion of the celebration at the new Ima headquarters in Palazzolo sull'Oglio we interviewed Luciano Sardini, driving the company together with his daughter Mirella, and we have traced the main stages of a growth path that came to her for the next 40 years. And that, with the motto of «always ahead», here it does not stop.

1977-2017: What do you mean by this goal?

Forty years of our company for us are proof that we have grown up, transformed and renewed without ever stopping



us. We have overcome the many difficulties encountered and we have met all the challenges the market has launched us. All this has enabled us to be identified today as a well-established international leader. The market has carefully looked at what IMA did as well as IMA has never turned its gaze away from the market and its demands, trying to meet ever the needs of the moment, also following the recent changes of the past.

This is an important milestone, made possible by the fact that the company and everyone who contributes to making it grow every day have always carried on strong values in which we have always recognized and in which we continue to believe firmly.

After 40 years telling our story, certified by the time elapsed, from the business challenges that followed and from the IMA name in the world, is a strong signal. It is the real corporate asset that has been enriched day by day with meetings with people and places around the world, the



tradition of research and development that characterizes us, and the innovation we have been pursuing by learning about the innumerable productive cultures. Without forgetting the comparison and improvement of interior projects and experiences, constrained but also stimulated by global competition to always find a new and timely solution to meet even the most demanding customers.

What were the main stages that marked the evolution of the company and its products?

Ima's story is dotted with so many goals and many steps that have followed. The last major achievement, which represents a real turning point, is 2013, the year when we introduced at Texprocess exhibition the first digital

spreader. I mean we applied for the first time in the history of our industry digital technology on a spreader with surprising results. The Ima Phoenix 890 series is in fact the first goal of a very ambitious project of fully digital controlled machines, with digital technology and with latest generation electronics.

IMA's 40-year experience in cutting rooms, in particular in the spreading, has allowed us to develop and produce a very innovative, highly versatile spreading machine, ideal for productions of varied materials and perfectly integrating into the Syncro Cutting Room, the latest web based APP we developed, introduced in 2015 and implemented this year. This software application allows you to control one or more cutting rooms located in different countries, from anywhere in the world and with any device, with a truly extraordinary immediacy.

But before, there were other key dates that marked the technological evolution of Ima. For example: 1977 the first automatic and programmable spreader; 1987 First non-pliers for drafting irregular steps; 1997 First fully automatic system for the handling and management of cloth rolls; Fly spreader in 2003, a revolutionary engineering project; 2005 Formula model, the first IMA cutting machine; 2013 first fully digital spreader, Phoenix; 2015 the first integrated system, IMA Syncro Cutting Room; 2017: Let's start here for the next 40 years with Typhoon 70.

What is your product specialization?

Our top products today are the spreader and automatic cutter. To smaller companies we usually suggest starting with table and spreader, to a slightly more organized one we propose a system for handling the cloth rolls, with spreader and table; large groups instead provide an integrated solution, starting from the handling of the pieces and arriving at the spreader, labeling and automatic cutter: what we now call IMA Syncro Cutting Room, an automated and integrated solution that perfectly blends the concept of Industry 4.0.

In this regard we like to emphasize how IMA designs, studies and builds all its products, which are then controlled by the company and not only marketed. This also allows us to act on our own products independently, facing the customer as the only technology partner. A great strength that can boast IMA and few others in the world.

What are the strengths and the main trading strategies you are focusing on?

All our machines are made in Italy and are produced in our headquarters in Palazzolo, which for production needs we have decided to expand and renovate with a covered area

of about 9000 square meters. The market today also requires an organization and streamlining of workflows and stages to compete globally; This is why we have focused on the quality control of input material, creating a factory area dedicated to this very important activity. An issue of utmost relevance is that of reliability, basically especially in reference to our far-off markets, which require quality assurances from the outset.

Of course, post-sales service is top important, central to our trading strategy. For us it is a must to sell only after having prepared, organized and thoroughly studied the local market, also relying on a dense network of employees and agents to enable us to follow our customers in an assiduous and efficient manner. We go from Asia to India, where we founded our headquarters, Bangalore, Bangladesh,

Sri Lanka, Vietnam, Indonesia. Then there are developing ones like Ethiopia, where we are facing the first sales, not forgetting the American and South American markets that are giving us good satisfaction, and part of the European continent, including Italy.



How does the knowledge of the first generation with the second and third, the latter digital native, match today? (Mirella Sardini responds)

After establishing, growing and consolidating the Macpi Group in the world, the name Sardini has long been joined by the cutting room industry. Initially with other members, today in total autonomy, my father is at the head of the company with me and a team of extremely young people, but prepared and animated by great enthusiasm and passion for a project that has revolutionized the company and the company, has brought a few years to the top of the international market. All this was made possible thanks to the great experience of my father and his unquestioned entrepreneurial ability, his continual drive to world markets and above all a vision which he never stopped at even the most difficult moments, and indeed, led him to the conquest of the world at the helm of a group of young engineers and software developers, a new and haunting sales department, and a tough kernel of technicians in production.

Today, generational comparison is the basis of IMA's success. In family terms, we are the second generation of the Sardinian family, a confrontation between father and daughter, which is not always easy, but that every day offers the inspiration for new ideas and new horizons. The third generation is undergoing training, albeit already long ago, since the average age of the company has fallen below 28 in the last few years.