

IMA SPA MARKS 40 YEARS OF ITS INCEPTION IN A GRAND EVENT; LAUNCHES 'TYPHOON 70'

What entrepreneurs THINK they need, and what they REALLY need are, in every sense, entirely two different things. One of the most significant tasks in the business is realizing this difference. This realization certainly allows them to drop the obsession for more stuff and instead focus on the need of the hour. **Luciano Sardini, Chairman, IMA s.p.a.** has been following the same principle over the years and, according to him, one has to plan short-term goals for long-term profits. "We set goals for every 10 years, give the project whatever it takes and emerge victorious. Step-by-step planning has led IMA to reach a certain point where I feel our actual journey will begin from," shares Luciano. On 24th November, the group celebrated its 40th-year anniversary in its production headquarters in Brescia, Italy. On this occasion, *Team StitchWorld* draws interesting insights about the company and its growth strategies.



Luciano Sardini, Founder and Chairman of IMA s.p.a. and his daughter Mirella Sardini, Executive Managing Director, IMA s.p.a. are the two main pillars of the company

▲ *"Doing business is no less challenging than climbing a mountain. You either climb the mountain kicking every challenge that obstructs the way, or climb down the mountain and go home. We never back down. We give the project whatever it takes and emerge victorious. Step-by-step planning has led IMA to reach a certain point where I feel our actual journey will begin from."*

— Luciano Sardini, Chairman, IMA s.p.a.

In an era of ever-changing and evolving customers' demands which are prompting the apparel manufacturing industry to look for solutions to design and produce fashion products in the shortest possible lead time, IMA is moving ahead strongly in the global market with a clear vision on what the company needs to do for long-term survival. The celebration of its 40th anniversary came with a self-realization as IMA believes the market is asking for more solutions.

On this exclusive occasion, IMA unveiled how it is rapidly moving towards providing Industry 4.0 solutions to the apparel, technical textiles, furniture and automotive industries. The event witnessed a much anticipated launch of TYPHOON 70 cutter which is a result of the company's extensive efforts towards creating Industry 4.0 solutions. The cutter



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– Mirella Sardini, Executive Managing Director, IMA s.p.a.

is developed by IMA in collaboration with Mitsubishi Electric especially for cutting of hard materials and denim fabrics which will be commercially available by 2018.

The machine is equipped with more powerful motors (6,000 RPM), with specific mechanics of the head. Special software has been developed for dedicated functions as symmetries and smoothing. The software also optimizes the cutting path.

TYPHOON 70 cutter operations, performance, efficiency and criticalities can be monitored from anywhere in the world as it's a part of real-time cutting room monitoring system and, thereby, preventive measures can be taken in much lesser time than the normal cutters. Information is sent and processed through the latest generation cloud infrastructure to ensure data security. Moreover, the height of the bed can be adjusted according to the comfort of the operator.

"Technology is synonymous to simplicity. We have reached this point not because we provide technology to the industry, but because we provide 'easy' technology that assists our clients in handling our machines in much easier way than our competitors," claims Luciano. Endorsing the same, **Mirella Sardini, Executive Managing Director, IMA s.p.a.** and daughter of Luciano says, "As the founder and inventor of IMA, Luciano Sardini mentioned, we are not just



Visitors from India (Gokaldas, Quality Knit Wears, AKR Textile, Texport Industries, HH Interior, First Steps Babywear, Himatsingka Linens and Hi-Tech Sewing) showed their interest in the cutting demonstration given by Guna Sekaran, Managing Director, IMA Asia



Newly launched TYPHOON 70 cutter, a unique example of Industry 4.0 solutions, was the centre of attraction during the event

focusing on Industry 4.0 but also focusing on the ease of using this concept. Ergonomics is also our priority as we have adjustable cutting bed in our machines so that loading of the fabric roll becomes easier for the operators."

Besides, in a span of every 3 years, IMA modifies and upgrades the machines as per the demand of the customers to make the machines more customized and usable for more products. "Development in

fabric is happening at much faster speed, the customers are opting for innovative products, the level of precision and accuracy is must, therefore, I predict the average age of a machine is not more than 3 years," opines Luciano.



"IMA offers an automatic machine that keeps all the inventory in it. It has different racks to keep different spare parts. Each rack can sustain up to 500 kg of weight of the parts."

—Guna Sekaran, Managing Director, IMA Asia



A plethora of visitors from across the world who were a part of IMA's 40th anniversary celebration, were seen enjoying their lunch after their city tour of Bergamo



Massimo Vignati, Sales Manager, IMA (second from left) with Pacific Associates Ltd. Bangladesh during Bergamo city tour

Highlights of the 40th anniversary of IMA

1. The visitors were treated with a tour to the Bergamo city, the IMA headquarters and the company's manufacturing facilities.
2. A presentation was shown to all the visitors. Displayed on the fence outside the factory, the 7-minute presentation attracted everyone's attention as IMA showcased its four decades of innovations.
3. The presentation was followed by dinner and a special award distribution ceremony where IMA honoured its best employees and performers.
4. The celebration witnessed a gathering of around 200 people from across the world.

IMA is synonymous to innovation

Combination of flexibility, dynamism, energy and technological approach has led IMA to mark its strong presence in the world market of cutting solutions. Throwing light on the historical achievements, Luciano Sardini says that IMA produced the first automatic and programmable spreading machine in the world in 1977. In 2013, the company introduced the world's first fully digital spreader, whereas 2 years later in 2015, it came up with the first-ever Syncro Cutting Room.

Addressing all the challenges the market has presented, the need for additional space adjacent to the existing IMA headquarters, had become necessary, and the new renovated office was inaugurated by the Mayor of Brescia and the founder of IMA during the event.

"The new facility will allow us to reorganize ourselves more efficiently, make further investments, increase production capacity and after-sales service for our customers," avers Mirella.

Moving ahead with the collaborations....

The Industry 4.0 interventions which are primarily for the developed world, are surprisingly gathering a significant share of business from the developing economies. The south-east Asian countries such as India,

Bangladesh, Indonesia and Vietnam are offering bountiful opportunities to the Italian cutting solution juggernaut. "We already have some reputed clients for our 4.0 solutions and the most recent collaboration of ours is with Hugo Boss as we are supplying a complete cutting room to them in Bangladesh," discloses Mirella proudly terming IMA as '1 AM 4.0'.

IMA has tied up with the University of Brescia and the University of Milano to provide technical education to the students studying in these universities in order to help them prepare for their future professional lives. IMA hires about 30% of its employees who have passed out from these institutions. "We will keep collaborating with schools and universities in future as only those who have a great past can help you on the path of the future," concludes Mirella on an optimistic note.