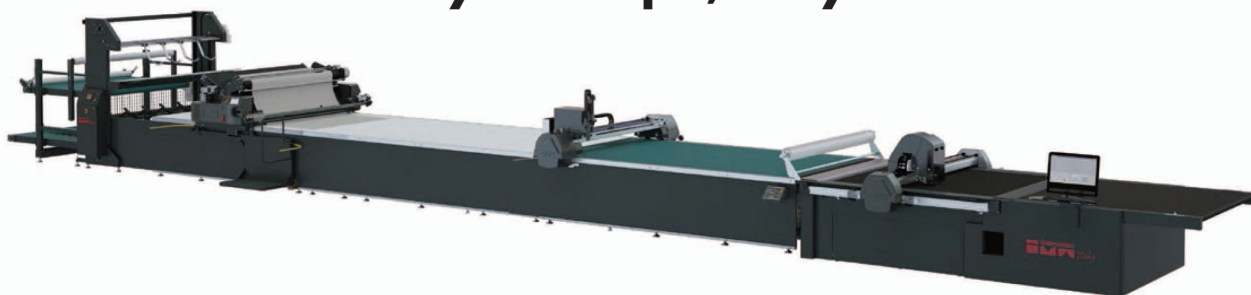


# I AM IMA

## Surgical & medical clothing, personal protective equipment

### IMA SYNCRO CUTTING ROOM by IMA Spa, Italy



### IMA SYNCRO CUTTING ROOM

Challenges change at increasing rhythms, we find ourselves with unthinkable horizons and in the choice of technological partners it is fundamental to focus on products that in their extreme operational flexibility can allow us to make investments that adapt quickly to the changes in scene and production.

For over 40 years, IMA has been inspiration and innovation in the Cutting Room; smart technology that is confirmed in every new product and in the attention to sustainability and flexibility to remain at the leading position of the market.

For the Medical Industry IMA offers today high-performance machines and equipment that can be rethought and inserted in a different supply chains of tomorrow.

**The scenarios change, IMA, who has always been along at your side, innovates!!!!**

#### Five good reasons for a conscious choice towards IMA products

##### 1. Performance and savings of fabric start from here: MAXIMA CAD SYSTEM

Archive, time, flexibility, performance, and savings: an efficient Cutting Room requires an accurate and up-to-date Design & Development phase. A CAD System is certainly the starting point for an integrated IMA line necessary needed for the creation of individual protective devices (PPE).

Thanks to the IMA CAD System,

which combines traditional and IT tools, there is immediate availability of the model archive with the elimination of laborious and repetitive operations, thus increasing the productivity and quality of the final product. At the same time, there is a rational saving of time and material as well as great flexibility.

##### 2. Eco-friendly solution with maximum production optimization with high quality standards

The latest generation of automatic cutting machines guarantees high productivity thanks to specially designed software. It also adapts perfectly, thanks to the use of such specific options as a blade cooling device and a blade lubrication kit, to the general production of individual protective devices and medical products in general.

The cutting machine has low operating costs and energy consumption



Tempest 30



Storm 50/70



Typhoon 70

savings, which make it eco-friendly.

IMA cutting machines are essentially managed by two software packages: the CCC (Cutting Control Center), which covers operational and control and the Cutting Optimizer (CO) tool that speeds up and improves the cutting performance. It works indifferently on the cutting files (ISO) coming from any CAD.

Together, both software and hardware packages allow you to achieve maximum performance in terms of production and quality.

In particular, also in the Medical Industry the optimization of the marker with the possibility of parameterizing the software at 5 critical levels of the patterns is also of primary importance.

All combined with the algorithm for the cutting strategy, able to determine the best cutting sequence to optimize the processing. Regarding the Human Interface (CCC) we have also the possibility to parameterize each single material, save its data and recall them later.

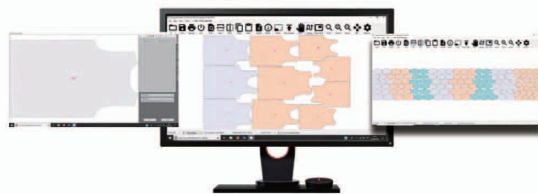
### 3. Maximum flexibility with high production performance

The IMA 890B Phoenix it is the most versatile machine, and is also well suited to the production of PPE and in general in the Medical Industry, where IMA has been already present for 40 years. It is ideal for simple and regular production with heterogenous materials.

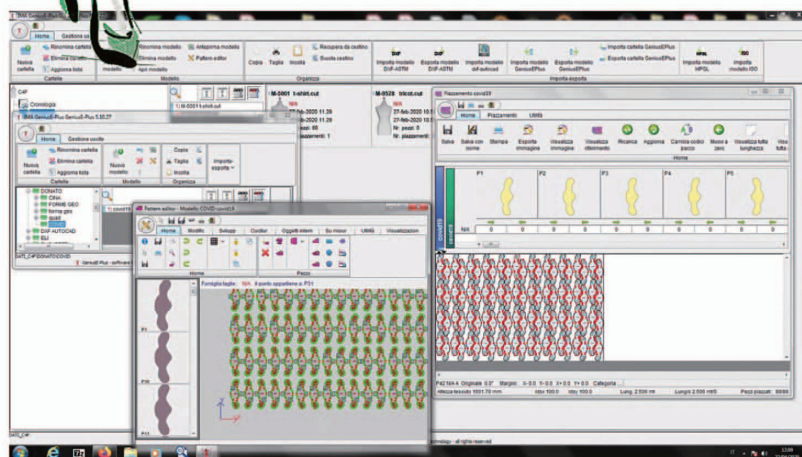
The machine is equipped with an encoder and the standard spreading is carried out without end-catchers



that allows the creation of a multi-layer fabric with time and material savings. The use of specific mechanical and software options permits to reach a high speed (100 m / min max) with material savings in at the heads. The IMA 890 Phoenix series is the



first milestone in a very ambitious project of machines fully controlled by digital technology and realized with the latest generation of electronics. Dedicated software also allows the total management and control of the machine's functions, even by re-



which are available as option.

The fabric can be fed into rolls (as standard) or folded, with special optionals. It's fully digital spreader

motely.

The IMA Phoenix 890 is Industry 4.0, as it responds to the concept of automated and interconnected production. Thanks to digital technology, the spreader is able to collect and manage data, as well as to return and exchange them with external systems.

The IMA 890 Phoenix series is prepared to Internet connection to take advantage of the innovative diagnostic and remote assistance service that allows you to keep your machine always efficient and productive at all times.

The IMA890 can be interfaced and is available in two versions: 13 and 14.



#### 4. Efficient work flow by with smart cloth rolls handling



The IMA 808.11 is the most complete and automated in the range of IMA loaders, but there is also a series of simpler loaders also available

that can be combined with any spreader based on the needs of space and budget requirements by the customer.

#### 5. Maximum flexibility with high production performance

For this type of production IMA suggests the conveyor table solution for the directly transport of the spread material to the cutting station in order to always guarantee maximum precision during the movement of the ply.

Contact: [www.imaitaly.biz](http://www.imaitaly.biz)

Circle # 54 on Reader Service Card

### Drop shipping function and improved usability: website relaunch of Nextrade

The relaunch of the Nextrade website takes the user experience of the B2B marketplace to a new level: On target group specific subpages, Tina Trade and Nino Next – the two fictitious Nextrade-personae for retailers and suppliers – give a comprehensive overview of all advantages for both target groups in video formats. Furthermore, the product presentation in a four columns grid view makes browsing through the shops even more vivid. The relaunch also introduces the drop shipping function, which allows products to be shipped directly from the supplier to the retailer's end customer.

More efficient product availability and improved usability: At the beginning of July 2020, the Nextrade website will be re-launched with newly developed sub-pages that are specially adapted to the needs of retailers and suppliers. In videos, the two Nextrade personae Tina Trade and Nino Next show, how Nextrade enables retailers to get into personal contact with top brands in the Home & Living sector and what added value the platform creates for suppliers to generate new customers.

"As for the usability of Nextrade, various features are still to come.

In addition to the website relaunch, the content link with Conzoom Solutions is to be expanded in the future. Furthermore, possibilities for direct communication via Nextrade are planned. Another focus is on the continuous improvement of the user experience when browsing through the products. With the last update to Shop Layout 2.0, the shops' respective product ranges were transferred to a tile-based grid view and are now presented in a four-column grid. This means that more products can be displayed at the same time and the whole shop looks even clearer and more inviting", explains Philipp Ferger, Managing Director of nmedia and Group Show Director of Tendence and Nordstil.

New functions, new channels: drop shipping and social media Suppliers as well as retailers and their end customers also benefit from the new drop shipping function. This feature allows retailers to order Nextrade products that are not in stock and have the goods delivered directly from the supplier's warehouse to their end customers – even immediately during or after sales talks with customers in the store. "With drop shipping, retailers and suppliers on Nextrade can meet the needs of the end customers even better, exploit the entire revenues

potential and at the same time reduce their own packaging and storage costs", says Nicolaus Gedat, Managing Director of nmedia. With the rollout in Austria, Belgium, Denmark, Finland, France, Luxembourg, the Netherlands, Norway, Poland, Portugal, Sweden, and Switzerland, Nextrade has already gained substantially in importance in Europe. About 40 percent of the shops on Nextrade are international brands encompassing 16 countries beyond Germany. On the retailer side, a third of the total of over 2,000 participants come from abroad.

On Facebook and Instagram, followers are informed about newly opened shops and popular products. Both social media channels provide retailers with valuable impulses for the presentation of new products and trends from the Home & Living sector. Via customer quotes, potential new users also gain insights into individual success stories and the potential of individual retailers and suppliers, which they were able to leverage thanks to Nextrade.

#### Nextrade – the digital marketplace

The new digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year.

[www.nextrade.market](http://www.nextrade.market)

#### Conzoom Solutions – The platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

[www.conzoom.solutions](http://www.conzoom.solutions)

#### Website relaunch of Nextrade:

Nino Next and Tina Trade show all advantages at a glance