

# IMA focuses on cutting room solutions even during the corona crisis

## Company to hold a virtual show at the end of the year

### Interview with Ms. Mirella Sardini, President of IMA

JSN recently interviewed Ms. Mirella Sardini, President of IMA, an Italy-based CAD/CAM supplier for the solution of cutting room. A summary is provided below.

#### **Current status of your company under novel coronavirus (COVID-19)**

2020 started very well for IMA. During the first three months we achieved very good results, both in terms of production and sales, of course, but the current situation with novel coronavirus (COVID-19) is very difficult. Without being able to travel it is very difficult to close deals and the general uncertainty has led many companies to wait and see, avoiding any form of investment. This is the main point of novel coronavirus (COVID-19): no company wants to invest in new projects at this time. Buyers have not confirmed orders yet to their customers and, of course, this means no orders for us as suppliers of technology who are waiting for the situation to evolve for the better.

#### **Novel Coronavirus (COVID-19) and Post Novel Coronavirus (COVID-19) Global Apparel and Non-apparel Industry Forecast**

It is very difficult to make a forecast at this time. The situation of global apparel is really bad, with many of our customers still closed or having suspended operations. Many of them are waiting for their usual orders from buyers (American and European brands), but the main problem is that America and Europe are still experiencing very bad conditions, and while they do not start sending orders to their customers, who are also our clients, the situation will remain very unstable also for companies such as IMA spa. For this reason we are looking now not only at the non-apparel industry but also at the medical, automotive, and furniture industries. We are also waiting while thinking that some of our customers will return to Italy or Europe for their production. This could be a good goal also for us. Of course, we are ready to support those customers who decide to return to Italy or to Europe for some production in order to avoid all the problems they had to face with novel coronavirus (COVID-19).

#### **Your future strategic products and novel coronavirus (COVID-19) and post-novel coronavirus (COVID-19) sales strategy**



*Ms. Mirella Sardini, President of IMA*

Of course, novel coronavirus (COVID-19) has meant we have to think and to act in a different way. Without the possibility of traveling around world changing, novel coronavirus (COVID-19) has led us to think differently. So, our sales strategy is also different. What was an effective strategy until yesterday is no longer an effective one today. Communication is different today, because without meeting each other we have no choice but to communicate online via TeamViewer or by other means. So marketing has also completely changed. Digital communication must be activated by our companies in order to continue to meet the needs of our current and future customers, in order to present and introduce our new solutions and our new technologies. We are also preparing for our first virtual event at the end of 2020. We are really excited about it. We must prepare for this event as a normal meeting point like an exhibition or a customer meeting, but of course the way we have to promote and advertise it is totally different. This is also a big challenge. Obviously, we are also leaning on external professionals who are guid-

ing us on this new path. Concerning the new solutions we want to introduce in the coming months, we want to point out that during the pandemic period with lockdown we have done a lot of smart working, and we never stopped studying and developing new technology products. So our aim is always very clear: continuing in developing and producing new and flexible cutting-edge solutions for our customers in according with the current needs and changes of the market.

### **IMA Customer Report in Vietnam**

#### **SARAH CO., LTD.**

**Company introduces IMA cutting solutions to reduce its cutting-room personnel by 30%.**

**Company also achieves both cost reduction and quality improvement**

SARAH CO., LTD. was founded in December 2007 and started production from July 2008. The company produces a wide range of cut and sewn knitwear mainly for export to the US market, but also for export to the EU and Korea, with products offered for sale in the Japan market, too.

The company started doing business with IMA in 2015. In 2015, SARAH CO., LTD. started by introducing IMA's Phoenix spreader (fully digital) as well as its Formula



*Mr. Charles Kim of SARAH CO., LTD.*

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# first IMA

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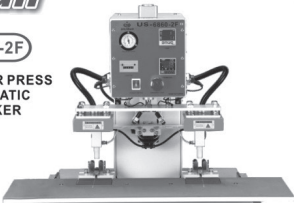
*The scenes of the factory of SARAH CO., LTD. in Vietnam*



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Evo Plus Cutter (10-cm cutting capacity CAM) and two conveyor tables. In 2019—four years later—the company also introduced IMA's latest CAM - Typhoon Cutter (7-cm cutting capacity CAM) and its labeling machine (fully digital).

Mr. Charles Kim of SARAH CO., LTD. says that the company has achieved improved quality/productivity and reduced costs by introducing IMA cutting solutions. More specifically, the company had 65 cutting-room operators before IMA's CAM solution was introduced, but this was reduced by 20 people (30% of the workforce). The company also eliminated fabric waste. This is because—although too much fabric was being cut before due to dimensional differences and other issues—introducing IMA's CAM solution made it possible to achieve more accurate dimensional cutting, thereby eliminating wasteful cutting and reducing the cost of materials. Mr. Kim also says that the maintenance cost is reasonable. In addition, he says that he is also extremely satisfied with Nhabetech—the distributor—and IMA's after-sales service.

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