

Texprocess Frankfurt Review by IMA S.p.A., Italy



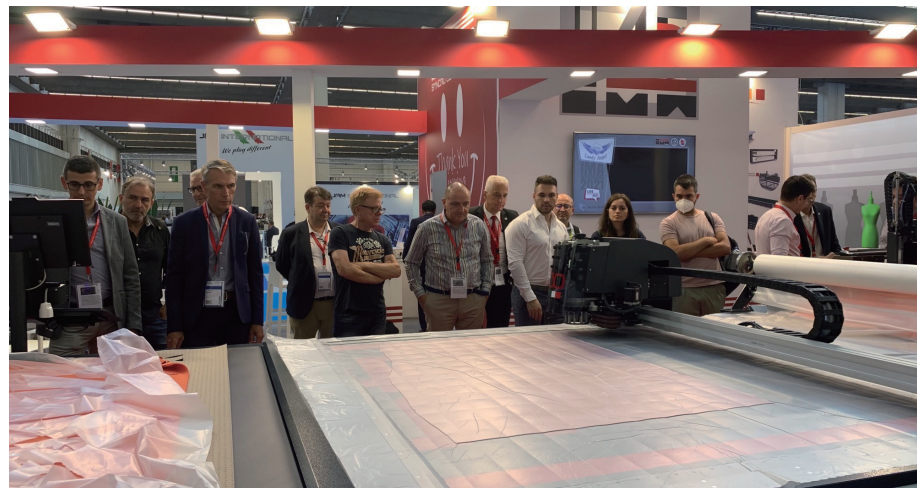
Mirella Sardini, President of IMA S.p.A., replied to the following questions from The Nippon Sewing Machine News regarding the company's review of Texprocess 2022.

1. Your impression about this year's show compared with previous shows

Texprocess 2022 was completely different compared to the previous shows. After the pandemic everything changed: the market, how people work, and how companies operate. IMA S.p.A. and many other

at the same time, the 'unpredictable' scared lots of companies.

In fact, from what we noticed, the hall was not as full of booths as the previous editions and many companies decided not to go since they were not sure about the participation and who would show up and not. Furthermore, during the previous exhibitions IMA had many more confrontations with the visitors, who this year, for many reasons



companies had to adjust to all these changes and adopt a new method of working, looking towards the new future. After two years and a half of closure, it was so wonderful to see everyone together once again in an exhibition, really excited, but,

such as visa problem etc..., couldn't attend and be so numerous. We can say that in any case the experience was so positive because most of our collaborators and agents came and so we could stay together and do new programs for the future. This aspect is

so important when you work mostly for foreign Countries.

2. Highlights of your exhibits. What was visitors' response to your products?

In this exhibition we decided to present different technological novelties. We also presented a new concept for spreading and cutting line (not only with new technology but also with new covers and colors, we mean new aesthetic line) in order to understand the opinion from our visitors' side. We have to tell you that It was a great success, the feedback from the customers was really encouraging. They liked our new colors and style, so we are really satisfied because now we can proceed with the industrialization of the new products. We expect to have this standard line also on the other products for the ITMA 2023 appointment.

We have introduced a new spreading



IMA 890 DUAL

machine, IMA model 890 DUAL which can work also as unroller, for which we have registered a patent. This machine is really suitable both for single ply line and multi-layers line, in particular, for Italian and European markets more than the Asian one. But we perfectly know that in many countries the layers are becoming lower and lower and so this machine is a big novelty because it's 2 machines in one and customer can manage both production (single ply and also multi-layers).

Concerning the automatic cutter, we have shown our model IMA 921.30 for 30 cm compressed with some upgrades in software. AMI is the new software that will govern IMA cutters of new generation,



IMA 921.30

with a new sharpening system and a multitool really appreciated and very suitable for automotive and furniture sectors. So the system can manage up to 5 tools with holes of different dimensions in according with the needs of the customer.

Last but not least we have brought our new labeler IMA POLARIS 908 for the labelling of the layer. New and completely meeting Industry 4.0 requirements as all IMA machines.

3. Other than Germany, from what countries did you receive more visitors?

The more visitors came from North Africa, most of them from Tunisia, Asia (Bangladesh, Pakistan and Sri Lanka), Italy and Balkans area.



4. What needs/demands did you feel among your dealers and users? Did you feel any challenging points you should work on through communication with them?

We are moving towards a continuous innovation. For this reason, we need to keep up with costumers' needs

and offer them better solution. For example:

- the dual machine which has been developed for the new trend of some important markets to manage single and multi-layers line at the same time.
- the software, governing IMA

machines, needs to be changed and renewed in order to support new files and new operations and functionalities. A dedicated team is studying and developing all IMA software, controlling it 100%. and many other demands which always challenge our company.

5. What do you think are the competitive points of your company/products?

The Clothing Industry is really competitive due to the presence of many companies who operate in it. For this reason, it is important

to differentiate yourself and create brand loyalty and partnership in order to study, together with the clients and collaborators, problems and solutions. One of IMA strengths is the 'Made in Italy' which is really important for foreign customers who care on the quality of the products. In addition, we have a full range of products and solutions which can be adjusted in according to different fabric to be spread and cut in all sectors such as clothing, automotive, home textile, furniture and medical. Furthermore, the company wants to give a technologically advanced service and products which give a surplus compared to the simply supply of machinery, providing complete and integrated solutions for which the customer is willing to pay more for a full service.

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