

Perfect booth position at the CISMA 2007

Dürkopp Adler presents 61 exhibits



On an area of approx. 800 m² Dürkopp Adler and SGSB will show 77 exhibits

Visitors to the CISMA 2007, one of the world's most important trade fairs for sewing technology, in Shanghai will not be able to go past Dürkopp Adler. The manufacturer of sewing technology located in Bielefeld will present itself together with its majority shareholder SGSB directly at the entrance of the first exhibition hall on an area of approx. 800 m².

„For us the CISMA is the most important trade fair in the Asian region“, says Alfred Wadle, spokesman of the managing board of Dürkopp Adler AG. „Therefore our booth is optimally located directly at the entrance of the first exhibition hall“, Wadle continues.

On an area of approx. 800 m² Dürkopp Adler and the majority shareholder SGSB will show 77 machines from the segments Garment and Industrial. The Dürkopp Adler booth (61 exhibits) provides an own section for every

central segment like Garments (machines for the production of trousers, men's jackets and shirts), Industrial (machines for the production of car and home upholstery) as well as BasicLine (low-priced basic machines in the approved Dürkopp Adler quality from the Shanghai joint venture of production founded in 2006). Thus, the visitors will be in a position to inform themselves about the respective fields of application quickly and straight away.

Novelties will be presented

As regards the segment Garment the focal point will be the

new generation of high speed sewing machines class 281. This machine is a real novelty to be seen at an international trade fair in this form for the first time. Also the segment Eyelet Buttonhole Technology will be prominently present at the CISMA booth of Dürkopp Adler showing the widest range of machines available on the market, at the forefront the technologically leading class 580 MULTIFLEX. Moreover, visitors can get themselves informed about machines from the Beisler range like the new class 100-68 and see in use the sewing units for piped pockets of the series 745.

The Dürkopp Adler highlights shown in the segment Industrial

are the machines of the new M-Type series which proved to be absolutely successful, although on the market for a short time only.

The BasicLine includes ten machine models for the segments Garment and Industrial combining cost efficiency with the approved Dürkopp Adler quality.

Clearly upgraded presence

With the new presentation concept Dürkopp Adler will clearly upgrade its presence at the CISMA. Alfred Wadle: „We dispose of a machine range excellently suitable for the requirements of the Asian market. And we want to show the visitors that Dürkopp Adler belongs to the technologically leading manufacturers in all segments.“ The importance of the CISMA to the company located in Bielefeld will still be underlined by the presence of a great number of persons responsible for the market as well as product managers.

The CISMA is one of the leading international trade fairs for sewing technology. Since 2005 it is held in the „Shanghai New Int'l EXPO Center“ every two years. On an area exceeding 100,000 m² products from all relevant segments of sewing technology are shown. More than 1,000 exhibitors from all over the world are expected to attend the trade fair from September 26th to 29th, 2007. During the past years a significantly growing number of exhibitors and visitors could be registered. In 2005 more than 40,000 guests visited the Shanghai trade fair.

Dürkopp Adler at the CISMA 2007: Booth No. W1-A02

CISMA 2007

„The subject ‚environment‘ is nothing new to us“

Interview with Alfred Wadle, spokesman of the managing board of Dürkopp Adler AG

The subject ‚environment‘ has been at the top of the general agenda for quite some time. How important are environmental and resource protection to Dürkopp Adler?

Wadle: I think these subjects are of great importance to us. A large part of our products is destined for countries which are severely affected by the climate change. Primarily in Asian and southern European countries people are especially sensitised to these subjects because of the natural disasters they had to suffer during the last years. If we – who are doing business with these countries to an increasing degree - can convince our customers that we really implement the subject ‚environmental protection‘ with respect to our production and our products, this will be well received. I also believe that Dürkopp Adler is able to clearly stand out from the competitors as regards this matter. Concerning their products, in my opinion environmental protection and safeguarding of resources only play a minor role.

Can you state more precisely what you mean?

Wadle: The Chinese producers lay more stress on large quantities and mass production than on value and durability. They rather regard their machines as disposable products which in many cases are exchanged after one year already. We on our part see this differently. Our machines are very durable and, thus, much more environment-friendly. When producing a sewing machine a great many of cast components are used. A lot of material and energy is required to manufacture these cast parts. The longer

the service life of a machine will be the more the resources are saved, of course. A further plus of the factories here in Europe is less emission of hazardous substances due to the stringent environmental regulations. We attach great importance to push these matters systematically, and we won't need long to prove that we are far ahead of our competitors.

Do you already have a plan how to make these subjects a focus of your company's everyday business?

Wadle: For more than ten years there have been environmental guidelines focussing on the training of the staff with regard to moderate dealing with resources and going far beyond the legal regulations. Therefore these matters are nothing new to us. Surely, the ecological awareness has not been the decisive topic so far, and least of all with regard to our external presentation. Our situation is that we do not have to reinvent the environment protection, but merely intend to place special emphasis on its meaning. I don't believe that it will take a long time to show that we are serious about this. As far as our new products are concerned, many items of our environmental guidelines have already been considered. The same applies to our factories. We carry out audits, which are part of our quality management system, and we are in conformity with our guidelines in every particular.

Does environment protection also mean to avoid long routes of transport?

Wadle: We have long routes of transport. This is, however, put in



to perspective with the opening of our production plant in China. At the moment our export ratio amounts to about 85 percent so that we are compelled to transport a lot of goods. Our factory network in Europe also involves a considerable logistical expenditure. For example our cast components are produced in the Czech Republic and brought to Bielefeld

for assembly. So we operate only one paint shop and only one workshop for cast machining instead of three. Thus, the use of resources is pooled and reduced at the same time. Furthermore, this concentration of resources enables us to use better and more environment-friendly technologies at the respective locations.

read more on page 3



For new products like the M-Type Dürkopp Adler uses more environment-friendly materials

You also mentioned an ecologically sound development of the products. How does this work?

Wadle: We meanwhile use different materials. Among others we have reduced the percentage of sheet metal by using more plastics. We have taken this measure because the production of sheet metal requires a surface treatment, the so-called galvanisation, as well as a hardening treatment. These processes are not only energy-intensive, but they also produce toxic substances. Moreover, we have reduced the share of mechanical parts. Thus, less material is needed which has a positive effect on the energy balance. Furthermore, the power consumption and heat emission of our machines could be reduced. All this will be documented by figures before long.

Obviously an increased environmental awareness can be noticed in China – among others caused by the subject “Smog” in the context of the Olympic Games 2008. Is it possible that you „preach to the converted“ with ecologically sound products in the Middle Kingdom?

Wadle: I think so. The Chinese have to struggle with massive environmental problems. The reason is the extremely booming industry on the one hand and the raised

standard of living of the population on the other hand. The number of cars in the streets of China is ever increasing. With the subject “environment protection” we are leading the way in our trade. And at present we have an absolute monopoly position in this respect. Of course, this will be copied by our competitors someday, but it is always of advantage to sensitise customers and sales partners as “opinion leader”. Here we are clearly in advance and we want to use this theme on two sectors.

First of all the marketing aspect plays an essential part, of course. We want to proclaim our engagement true to the motto „Act good and make it known“. But we really want to do something for the environment protection and the safeguarding of resources. This will be much more difficult for others.

What about your time schedule?

Wadle: In September I’ll present the concept on the occasion of the regular meetings of staff members. Then we will form a project team consisting of marketing, development, production and product management with the task to push our objectives. Within one year we want to give the matter the significance we have in mind with respect to the whole corporate group.

„We really want to do something for the environment protection and the safeguarding of resources“

„The training concept has proven successful“

Dietrich Kähler about the qualification measures for class 580



Mr. Kähler, the qualification measures are in full swing at Dürkopp Adler. What about the state of affairs?

Kähler: In the first step we have trained our own sales staff with regard to the advantages and requirements of class 580 to enable them to pass on their know-how to the external sales partners.

The background of the training measures was that the complex application possibilities of the series require profound knowledge. Has the qualification process reached its aim?

Kähler: With the class 580 we have realized a product line putting all

previous achievements in the shade and covering all sewing operations of the eyelet buttonhole sector. Moreover, the series disposes of numerous new features bringing about deciding advantages with respect to rationalisation and flexibility for the first time. We have to accentuate these new possibilities of the series because with these products we stand out from the competition to a great extent. For this reason we have carried out comprehensive trainings the success of which is noticeable already now.

Your trainings are based on the „teach the trainer“ concept. Did that work?

Kähler: Yes, the feedback of the first trainings here in Bielefeld, in North America and Brazil clearly shows that the salesmen have gained competence leading to better selling results. This can also be documented by figures. Insofar our training concept has proven successful.

How will the qualification measures be continued?

Kähler: Our area sales managers will visit the European and Asian markets and realize the training concept on the spot. In addition special courses will be held here at our headquarters, as it has always been the case.

Is the qualification concept entirely new to Dürkopp Adler?

Kähler: For a long time we have been holding trainings on newly launched products. However, class 580 is a product characterized by a special complexity. Here it is particularly important to be able to make the customers familiar with its advantages. Therefore we have developed this new training tool.

Do you intend to use this training concept also for other products?

Kähler: Yes, we do. Dürkopp Adler offers a wide range of se-

wing automates and machines able to meet very complex demands. It is obvious that these products require profound knowledge, too. That's why we will further extend our training concept.

To what extent can a training concept like this be adapted to the requirements of „real life“?

Kähler: When drawing up an interim balance of the qualification measures you rapidly arrive at the conclusion that such a training concept is a „living“ instrument, of course. It has to be adapted to the conditions of the market and to the specific parameters of a product. Needless to say that we had to implement change requests and suggestions for improvement. Our prime objective is to be up to date at any time and to eliminate all unclear points concerning the transfer of know-how from the product development to the market launch.

This means an absolutely positive result of the qualification measures then?

Kähler: The said measures open up new prospects for an intensive dialogue with the distributors who are in close contact with the end customers. The trainings have shown us that the demands and requirements of the customers have changed. They want to stand out from the competition by means of flexibility. We have learnt this by the trainings and are now in a position to react quite differently. We regard this as a fantastic result of the qualification measures.

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