Textile Trends

63RD YEAR OF PUBLICATION, NO. 07 OCTOBER 24, 2020, ISSN 0040 - 5205, Rs. 35/-

VOL. LXIII. NO. 07, TEXTILE TRENDS, OCTOBER - 2020

E-mail : indiandyesprings@gmail.com

Whenever You Need For a Dye Spring

INDIAN DYE SPRINGS CO.

Must Come Up To Surface.....

Product Range : **Dyesprings**

INDIAN DYE SPRINGS CO.

MANUFACTURERS OF S.S.DYE SPRINGS

Office : B1/202, Cauveri C.H.S, Ltd., Raunak Park,
Pokhran Road No. 2, Kokani Pada,
Thane (W) - 400610, Maharashtra, India.
Phone : +91 98920 87026 / 97691 11988

SIMTA JACOBI

"Quality is remembered long after the price is forgotten"

Brings **SIMTA JACOBI BOBBIN TRANSPORT SYSTEM**

Transporting individual roving bobbins manually from the roving frame to the ring spinning machine is labor-intensive and often results in damage to the roving. Hence SIMTA providing roving transport system of MANUAL, AUTOMATIC & FULLY AUTOMATIC VERSIONS, improves the high degree of flexibility, substantial increase in quality and productivity, and reduced labor costs. The result in well organized, space-saving and ready access to the machines.

The main advantages are

- Roving bobbins are not touched in surface during handling by manually
- No intermediate storage in floor or roving trolley which might result in damage, soiling, or ageing of the roving
- No confusions between different roving bobbins ensuring the application of the "first-in, first-out" principle
- Man power reduced drastically

Profile offered: Steel as well as Aluminium

Other products from SIMTA Group of Companies

OHTC – Over Head Travelling Cleaners
CLEARER ROLLERS
uPVC WINDOWS PROFILE
SHEET METAL
FABRICATIONS
SPINDLE TAPES
COP SORTER
ROVING BOBBIN STRIPPER

MSB KUREHA

Precision Engineering, Ongoing Consistency

High Quality COTS & APRONS

R – Series Aprons

R 40 – Grey Colour

- Special quality For 100% Cotton
- Excellent for Super Fine count cotton
- High Resistance to Ozone

R 60 – Blue Colour

- Special quality for COMPACT YARNS
- Excellent for Coarse count yarn and special yarn such as LYCRA
- Highly abrasion resistant

In technical collaboration with
KUREHA ELASTOMER CO., LTD. JAPAN

MSB
Mangal Singh Brothers Pvt. Ltd.

sales@mangalsingh.com

www.mangalsingh.com

Textile Trends

Vol. LXIII
No. 07
OCTOBER 2020

INDIA'S WIDEST CIRCULATED MONTHLY ON TEXTILE & ALLIED INDUSTRIES

Single copy : Rs.35.00 | ANNUAL SUBSCRIPTION (POST FREE) : RS. 400.00
OVERSEAS (AIR MAIL POST FREE) : ST £ 45.00 / US $ 120.00 | BANGLADESH (POST FREE) : US 35.00

Publisher : Shri D. J. Dutta

Editor : Shri Malay Chakarabarti

Asst. Editor : Dr. Tapan Kumar Banerjee

Bangladesh:
COMMERCE & COMMODITY (PVT) LTD
Eastern Plaza, 8th floor, Suite No. 9/22
Bir Uttam C R Dutta Road, Dhaka – 1205, Bangladesh
Tel. : 0088 037 72012027 e-mail: ckd@bangla.net
http : ecpl.webjumb.com

Published monthly by
Eastland Publications Private Limited
44, Chittaranjan avenue, Kolkata- 700 012, India
Phone : 91-33-2212-2233, 91-33-2212-1096, Fax : 91-33-2212-1096
E- mail : text_223308@bsnl.in / textrend58@gmail.com
Website : www.textiletrends.in

CONTENTS

Textile Trends
R NI No. 2815/58
OCTOBER 2020

OM CORPORATION

Manufacturer, Importer & Exporter of all kinds of Weaving Machinery Spare Parts i.e. Air Jet, Water Jet, Rapier etc. & Supplier of all kinds of Textile Second-Hand Machinery.

A Leading Air Jet Spares Supplier Company in INDIA

Since 1985 we, Om Corporation, have been concentrating mainly on producing the export quality textile weaving machines Spare parts. For all needs of modern weaving machines, Om Corporation produces a high quality spare parts by the qualified engineers and technicians. Professionalism is inbuilt at bottom of the sales & manufacturing strategic schedule. We are fully integrated & created a critical asset and committed to upholding spread out of the world wide customers network. We not only present our customers absolute better products but always believe in high time mind it to customers comments. Prompt respond to there current needs for anticipating to future demand. We serve a quality and confidence with fair price. We value your money. That's also creating a great Image for a sound future for our products, which together with best services of all makes Om Corporation. A reputed Company concerns its own wide sector. At last Om Corporation has played an important role for developing a global textile scenario.

AIR JET & WATER JET MACHINE PARTS

CAM & DOBBY PARTS

RAPIER MACHINE PARTS

OM CORPORATION

601-A, ABC-1, Behind Gala Business Centre, Nr. St. Xaviers College Corner, Off C. G. Road, Ahmedabad-380 009, Gujarat, India

Email: info@omcorporation.org / co.in | Web: www.omcorporation.org / co.in

EDITORIAL

Opportunities and challenges of handlooms before ongoing COVID-19 pandemic

Handlooms are only sustainable when we buy handloom. We are now in a world of new normal, while it is a huge challenge for brands to sellers who sell premium products, it also gives them the opportunity to explore new categories through the digital platform. The e-store now makes their go-to-market strategy fully integrated-–offline-online.

During the prolonged pandemic situation induced by COVID-19, like any other business it is very difficult to keep afloat handloom business with restrict protocols as the handloom industry is highly labour-intensive.

Indian handloom products are asked to be felt physically, so it faces challenges in doing business through online for e-commerce. The biggest challenge for designer and buyer during this pandemic is to build a new perception vis-à-vis offline–online feel. Handlooms are heirloom pieces and will forever remain an irreplaceable part of an Indian woman's wardrobe. Indian textiles are symbol of India's heritage, so India's handloom lovers should have passion to preserve this tradition and heritage especially sarees.

Indian handloom clothing is environmentally-friendly as it is made of natural elements. During this unusual situation now we step in a world of new normal, there is a sense of less urgency in fashion consumption as people do not meet and attend parties and there are restriction on gathering, this situation has brought down sales of handloom wears but in this painful time handloom business is highly grateful to digital market, there has been some hope for high premium products as the customers do like to update themselves with new trends. To offset the challenges emerged from pandemic sellers in handloom business have to redesign strategy with opening many more e-stores which showcase new innovative collection of handloom products for bridal and special occasion wear.

Indian handlooms online for e-commerce has emerged as a new path to discover. It opened a new avenue of revenue generation and also reached to digital shoppers hitherto unreachable. It also gave a 360-degree view of shopping behaviour during the pandemic like COVID-19. This online e-commerce help align the production line in a manner that is economically sustainable and consumption friendly.

China's economy remains resilient inspite of facing external risks, says Xi

China's economy remains resilient and there are ample policy tools at Beijing's disposal despite rising external risks, President Xi Jinping said in remarks published recently. The world's second-largest economy has steadily recovered from a virus-induced slump, but analysts say policy-makers face a tough job to maintain stable expansion over the next several years to turn China into a high-income nation. "The basic characteristics of China's economy with sufficient potential, great resilience, strong vitality, large space for manoeuvre and many policy instruments have not changed," Xinhua news agency quoted Xi as saying. China has strong manufacturing capacity, very large domestic markets and huge investment potentials, Xi said. Xi reaffirmed a "dual circulation" strategy that would help steer the economy towards greater self-reliance, as US hostility and a global pandemic increase external risks. China still enjoyed "strategic opportunities" in its development, although the coronavirus pandemic has exacerbated global challenges as globalisation slows and unilateralism and protectionism are rising, Xi was quoted as saying at a meeting on the country's 14th five-year plan (2021-2025). "We must seek our development in a more unstable and uncertain world," he said. Xi urged calmness amid rising difficulties and challenges. "The great rejuvenation of the Chinese nation can never be achieved easily with the beating of gongs and drums," he said. ❐

Singapore, HK biggest destination for suspect funds in Asia

Singapore and Hong Kong were the biggest destinations for suspect transactions in Asia, even though the financial centres saw just a small fraction of an estimated $2 trillion in potentially dodgy money flows revealed in a report. Singapore processed $4.4 billion in suspicious flows through banks, including DBS Group Holdings, Oversea-Chinese Banking Crop and United Overseas Bank, the International Consortium of Investigative Journalists said in an investigation published recently. Some $4.1 billion was handled in Hong Kong by lenders, including HSBC Holdings and Deutsche Bank, it said. The two banking centres are followed by China and India in Asia in terms of the size of suspect flows, according to the report based on a leaked trove of documents to BuzzFeed News. The documents detailed more than $2 trillion in transactions between 1999 and 2017 that were flagged by financial institutions' internal compliance officers as possible money laundering or other criminal activity. The banks involved in the transactions are among global firms that profited from "powerful and dangerous players" even after the US imposed penalties on the institutions, the report said. The Monetary Authority of Singapore is "closely studying" the revelations and "will take appropriate action based on the outcome" of its review, it said in an emailed statement recently. Hong Kong Monetary Authority said it was also aware of the report but doesn't discuss individual cases. The city's framework for combating money laundering and counter-financing of terrorism is "effective and in line with international standards", a spokeswoman said. Bank shares were hammered by the revelations which added to a litany of woes for HSBC, pushing Europe's largest bank to the lowest in more than two decades. Banks in Singapore also slid, with DBS's shares extending their loss for the year to 24% recently. In an emailed statement, DBS said it has "zero tolerance for bad actors abusing the financial system", but that it's "generally very difficult to delay or intercept money in transit" unless there are sanctions on names or account freezes. "The normal process—which happens behind the scenes—involves subsequent investigations to establish suspicion, based on which the necessary action is taken." OCBC and UOB said that their frameworks for detecting illicit flows are "robust" and that they keep improving their technology to spot money laundering. UOB said it complies "with all applicable laws, rules and regulations in the markets in which we operate". HSBC said of late it started a "multi-year journey" eight years ago to overhaul its ability to fight financial crime in more than 60 jurisdictions,

making it "a much safer institution than it was in 2021". In reaction to the report, Deutsche Bank said ICIJ raised "a number of historic issues" and those related to the bank are "well known" to regulators. "The issues have already been investigated and led to regulatory resolutions in which the bank's cooperation and remediation was publicly recognised," it said. ❐

Manufacturing in US grows at fastest pace since late 2018

US manufacturing expanded in August at the fastest pace since late 2018, powered by growth in new orders that are a bright spot in an otherwise struggling economy. A gauge of factory activity increased to 56 during the month from 54.2 in July, Institute for Supply Management data showed recently. Readings above 50 indicate expansion, and the figure surpassed nearly every estimate in a Bloomberg survey of economists and the median projection of 54.8. The purchasing managers group's measure of orders, which jumped more than 6 points, reached the highest point since the start of 2004. The increase in bookings, along with declining inventories, should continue to underpin production. The ISM's gauge of output improved to a more than two-year high, though factory employment remained weak. Improved factory activity, along with strength in housing and auto sales, suggest the fledgling recovery is beginning to broaden. The gradual reopening of businesses and steady improvement in consumer demand that left inventories depleted are boosting manufacturing, helping support the economic rebound amid elevated unemployment and layoffs across industries. "The index was stronger than July but we're still recovering from the historically low levels of the pandemic," said Timothy Fiore, chairman of the ISM Business Survey Committee, said on a call with reporters. ❐

May warns UK bid to break international agreement

The British Government recently won over some domestic political opponents of its plan to breach part of the Brexit divorce deal it agreed upon with the European Union but not former Prime Minister Theresa May, who warned that the move would do untold damage to the UK. Prime Minister Boris Johnson's Conservative administration has sparked anger from the EU and unease from many British lawmakers with legislation that gives his government the power to override part of the legally binding Brexit withdrawl agreement relating to Northern Ireland. The government says the Internal Market Bill is an insurance policy to guarantee goods can flow freely to all parts of the UK in case Britain and the EU fail to reach a trade agreement and the bloc tries to disrupt trade between Northern Ireland and the rest of the country. Of late, the Johnson government agreed to amend the bill to give all British law-makers a vote before the over-ride powers can be used by the UK. ❐

China's exports pickup the most in nearly 1-1/2 yrs; imports slip

China's exports rose for the third consecutive month in August, eclipsing an extended fall in imports, as more of its trading partners relaxed coronavirus lockdowns in a further boost to the recovery in the world's second-biggest economy. Exports in August rose a solid 9.5% from a year earlier, customs data showed recently, marking the strongest gain since March 2019. The figure also beat analysts' expectations for 7.1% increase in July. Imports however slumped 2.1%, compared with market expectations for a 0.1% increase and extending a 1.4% fall in July. A private survey on manufacturing activity in recent past showed Chinese factories reported the first increase in new export orders this year in August as overseas demand slowly revives. The pick-up in business also led to a further expansion in production, marking the sharpest gain in almost a decade. China's export performance, boosted by record shipments of medical supplies and robust demand for electronic products, has not been as severely affected by the global slowdown as some analysts had feared. Imports unexpectedly slipped further into contraction, suggesting softer domestic demand. ■

INDIAN ECONOMY AND TRADE TRENDS

Exports shrank 12.66% in August, marks 6th month of fall

Export of goods declined for the sixth consecutive month in August 2020, posting a fall of 12.66 per cent (year-on-year) to $22.7 billion as major sectors such as petroleum, gems and jewellery, engineering goods, ready-made garments and leather items continued to slide. Trade deficit during the month shrank by half to $6.7 billion, as imports fell 26.04 per cent to $29.47 billion. Imports of major items that declined include petroleum, chemicals, machinery, transport equipment, iron and steel, non-ferrous metals and project goods, as per provisions figures released by the Minisstry of Commerce & Industry recently. ''Continuous fall in exports in August clearly shows the grave challenges of the global marketplace, which is bearing the huge impact of never-seen before health crisis (Covin-19), escalating trade was between the world's two largest economies and the rising geopolitical risks. Engineering exports, the largest contributor to the merchandise export basket, have seen a significant fall of 7.69 per cent in August, making it imperative for the government to extend its helping hand,'' said Mahesh Desai, Chairman, EEPC India. Exuding confidence, Commerce Minister Piyush Goyal pointed out that early data collected for September 2020 showed that in the second week of exports increased by 10.73 per cent to $6.88 billion from $6.21 billion in the comparable period last year. ''...India is in a mood to get back. The resilience is showing. Our confidence is emerging....I have no doubt that we will definitely recover. Business will get back on track,'' he said speaking at an even organised by CII. Exports in April-August 2020-21 were down 26.65 per cent to $97.66 billion while imports declined 43.73 per cent to $118.38 billion. Trade deficit during the period shrank to $20.72 billion compared to $77.25 billion in April-August 2019-20. The sharp fall in exports, which started in March, can be largely attributed to the disruptions caused by the Covid-19 breakout in the country. However, with economies world-wide trying to totter back to normalcy, exporters have new orders coming in. ❐

Core sector declines for 5th month in July at 9.6%

With the phased easing of the Covid lockdown, the performance of the eight core industries improved a tad in July. Though still in contraction at (-)9.6 per cent, compared to (-)12.9 per cent in June. In July 2019, the core sector had expanded 2.6 per cent. The eight core industries of coal, crude oil, natural gas, refinery products, steel, cement, fertilisers and electricity had contracted by 22 per cent in May and 37.9 per cent (revised) in April, During April-July 2020, the core industries' cumulative output contracted 20.5 per cent compared to a growth of 3.2 per cent in the same period last year. Recently 'fertiliser' was the only core sector industry to record an increased in July at 6.9 per cent (1.5 per cent in July 2019). All the other segments reported a contraction in July — steel (-16.4 per cent), refinery products (-13.9 per cent), cement (-13.5 percent), natural gas (-10.2 per cent), coal (-5.7 per cent), crude oil (-4.9 per cent) and electricity (-2.3 per cent). Commenting on the latest core industries data, Madan Sabnavis, Chief Economist, CARE Ratings, said : ''Given the relationship between core sector and IIP growth, the latter can be expected to contract 12-14 per cent for July.'' Sabnavis highlighted that refinery proudcts contracted 13.9 per cent mainly due to lower demand in both domestic and global markets. this gets reflected also in domestic crude oil production, he said. On the positive side, the negative growth in power came down to 2.3 per cent from the double-digit numbers in the earlier four months. This reflects resumption of industrial and business activity leading to a pick up in commercial demand which again gets reflected in similar patterns in coal. Aditi Nayar, Principal Economist, ICRA, said that the mild improvement in the eight core sectors in July trailed ICRA's expectation (of -7.2 per cent), adding to the view that the momentum of the recovery stalled in the month partly on account of localised lockdowns, in Particular, the performance of refinery products and cement worsened in July compared to the previous month, highlighting the unevenness in the sectoral recovery patterns, she said. ''Based on the available trends for the core

sector, auto production and merchandise exports, we expect the contraction in the index of Industrial of Production to ease to 7-11 per cent in July from 16.6 per cent in June,'' Nayar said. ❐

Govt. plans Rs. 1.68 lakh-cr sops to woo global firms

India is planning to offer incentives worth ₹1.68 lakh crores ($23 billion) to attract companies to set up manufacturing in the South Asian nation, people with knowledge of the matter said. Prime Minister Narendra Modi's government will offer production-linked incentives to automobile manufacturers, solar panel makers, and specialty steel to consumer appliance companies, according to documents reviewed by *Bloomberg News.* Textile units, food processing plants and specialized pharma product makers are also being considered for the plan. The incentive programme, being spearheaded by the country's policy planning body, uses the template of a scheme implements earlier this year to draw businesses away from China. Abount two dozen companies including Samsung Electronics, Hon Hai Precision Industry, known as Foxconn and Wistron pledged $1.5 billion of investments to set up mobile-phone factories in the country. According to the government, after authorities offered to pay them an amount equivalent to 4%-6% of their incremental sales over the next five years. New Delhi has been working on attracting investments to revive an economy that posted its worst slump among major economies last quarter, when it contracted 23.9%. Corporate taxes are already among the lowest in Asia, while insolvency rules were overhauled to improve the ease of doing business. But those have done little to make it the first choice for businesses looking to diversify supply chains away from China. Vietnam continues to be the most favored destination, followed by Cambodia, Myanmar, Bangladesh and Thailand, according to a recent survey by Standard Chartered. The goverment is also planning to introduce a phased manufacturing programme to other sectors for allowing companies to gradually increase local value-addition. the programme, currently in vogue for components, and accessories used for mobile phones, is proposed to be extended for furniture, plastics, toys and low value consumer durables. Most of these items are currently imported from China. The details of both the programs are being worked out and would be put up for the approval of the federal Cabinet soon, they said. A spokesperson for Niti Aayog, the government's policy think tank, did not answer a call made during business hours. India imported goods worth $65 billion from China in the year ended March 31, while it exports to the neighboring nation stood at $17 billion, leaving a trade deficit of $48 billion, according to letest government data. ❐

Reeling from Covid blow, GDP posts record 23.9% fall in Q1

India's economy shrank by nearly a fourth in the June quarter because of the Covid-19 pandemic and the lockdown that followed, data released by the government recently showed, setting the country on course for the first full-year contraction in over four decades in FY21. Gross domestic product (GDP) shrank 23.9% in the June quarter from a year ago with services leading losses. In nominal terms, without adjusting for inflation, the decline was 22.6%. India's GDP had grown 3.1% in the quarter ended March 31, the lowest in over 17 years, and by 5.2% in the June quarterly contraction since such data became available from FY1996. Agriculture was the only sector that reported positive growth – at 3.4%. Consumption shrank 36.7% as uncertainty and job losses undermined sentiment. The government estimated nearly 65% of the economy was locked down in the quarter. This is among the deepest contractions in the June quarter among global economies ravaged by the pandemic but not as bad as the No. 1. China posted a 3.2% rise in the quarter while the US, the world's biggest economy, shrank 31.7% and the UK by 20.4%. The government expects a sharp recovery "In some (way), this decline is expected, given the global lockdown that happened. India is definitely experiencing V-shaped recovery. So we should expect better performance in the subsequent quarters,'' chief economic advisor Krishnamurthy Subramanian said, attributing the decline to the ''exogenous shock that has been felt globally.'' Two other sets of data released of late suggested the recovery may take longer. The core sector contracted 9.6% in July, indicating another quarter of declines while the fiscal deficit at the end of the month stood at 103% of the full-year estimate, signaling little room for the government to provide a stimulus. ■

The beloved jeans are facing crisis as the large people work at home

In 1872, when Jacob W Davis, the American tailor widely credited as the inventor of the modern jeans, asked Levi Strauss for financial help to get his garment patented, little did he know that he was setting off on a journey that would monumentally alter the face of the American clothing industry. He under-stood the potential of his product, but it's likely that he underestimated the scale of the global appeal his "working pants" would eventually be able to achieve.

Over the lst 150 years, jeans have gone from something originally designed for miners to a piece of fabric that has become the defining symbol of cool casual, a ubiquitous presence across generations, cultures and lifestyles. In his 2012 book, *Blue Jeans : The Art of the Ordinary,* British anthropologist Daniel Miller noted that in most countries outside of South Asia and China, half the population wore denim on any given day. India featured low on that list, with a paltry 27 per cent professing their love for jeans. But with greater income and lavish access to online shopping, it's safe to assume that that number can only have gone up since.

The universal affection for jeans can be attributed to their versatility : it's that unique textile that is comfortable, stylish and durable all at the same time. You can wear the same pair to work in the morning, and then to a party in the evening. But what do you do with your denims if you have nowhere to go ? What if your everyday life has been curtailed by a pandemic and you're stuck indoors ?

As a large number of people continue to work from home, and ditch their denims for sweatpants and shorts, the beloved jeans are facing a mini-crisis. In the US, True Religion, Lucky Brand and G-Star RAW have all declared bankruptcy. In July, Levi's reported a 62 per cent drop in second-quarter revenue, and announced plans to cut 15 per cent of its corporate workforce. Athleisure sales, on the other hand, have predictably increased with brands in the US and here at home moving their focus to loungewear. Lululemon, the deluxe brand that pioneered that athleisure trend in the US in the late 1990s, posted a gain of 157 per cent in online sales for the second quarter.

"I know people who haven't worn jeans for over five months. Jeans are comfortable, but you can't be wearing them for eight hours straight while working from home," says Shweta Bajaj, a Delhi-based fashion blogger. "That's where pyjamas or trackpants make more sense. It helps that athleisure is no longer viewed as something you wear only while exercising. It's just more practical."

Jeans once embodied the "relaxed look" that other garments couldn't offer. They still do, but with athleisure giving much the same, that too with a trendy edge, the appeal of the once timeless jeans seems to have diluted. Further testament to that is the fact that the pandemic has rendered the concept of a "dress code" useless.

But no one is willing to write off the jeans. Not yet, anyway. "It's a myth that needs to be dispelled," argues Sanjeev Mohanty, managing director, Levi's, South Asia, Middle East & North Africa, adding that "if you look at the data for what consumers are wearing from the waist down, non-active apparel is still 70 per cent of all waist-down wear. And of that, denim is about 50 per cent." Data compiled by Levi's shows that in April, 50 per cent of the people globally wore some form of denim.

At Spykar, in fact, sales have bounced back in the last month. Sales that had dropped to 35 per cent—from a value perspective—at the beginning of the lockdown soared to 65 per cent in August, an all-time high for the brand. CEO Sanjay Vakharia points to the fact that customers still view denims as a capital expense as opposed to impulse buys like t-shirts. "People are now realising that the pandemic will not last forever. So, with the attractive offers available, customers are willing to invest in clothes that are seen as evergreen," he says.

More than its enduring attraction, a pair of jeans, over the years, has acted as a great equaliser—a symbol of ordinarieness that has double up as a means of social acceptability. In his book, Miller mentions how jeans allows people to present themselves as citizens of the world, the rare garment that is personal and global at the same time.

"Jeans have always been associated with casual. While you may stop wearing a formal shirt or trousers, you'll still need your jeans whenever you go out to meet friends," says Vakharia. He adds that India will always be welcoming of jeans, simply because we demand great value from our clothes. "People into athleisure have been predicting the death of jeans for years. The truth is that nothing can match the value that a pair of jeans can offer."

At the same time, denim brands are aware that customer demands are changing. "It's not only jeans, but all forms of apparel have been affected. Clothing is all need-based now," feels Asha Esther

Jaikishan, head of marketing at Numero Uno. The brand is adapting to the times through its "Hyper Jogg" denims,made from light, flexible fabric that breathes better than conventional jeans. "It's not just about fashion. You need to look at what is required right now, which is comfort," says Jaikishan. Similarly, Levi's has come out with a "Stay Loose" collection.

Also, since jeans use up more water than any other piece of clothing—estimates say some 10,000 litres is expended in the entire product cycle of one pair—sustainability in these times has gained an altogether different importance. For a while, environment-conscious customers have abandoned jeans for that very reason. Numero Uno, for its part, launched "One-Glass Denims" in 2018, while Mohanty says that Levi's is trying to limit the use of water in the manufacturing process, and also curb the amount of chemicals employed during finishing.

"We are facing a range of environmental challenges—from pollution to climate change to a paucity of resources. 'Business as usual' will no longer be enough to ensure our company survives and thrives in the future," explains Mohanty.

In an industry that relies on innovation and freshness, jeans have long been the anomaly : thriving in more or less their original form. Fleeting trends have been unable to dislodge them. Now, denim makers are hoping for much the same—that jeans will defy time and circumstances once again. ■

AI helps generate up revenues for fashion retailers

At a time when fashion retailers are finding it difficult to attract customers to their shops due to Covid-19, a Chennai-based start-up, FashionDx, has come out with a solution to help retailers generate up to 25 per cent of the store's revenue from WhatsApp-based selectiion of merchandise using Artificial Intelligence (AI)-guided digital commerce (Maaya.ai).

Fashion majors Indian Terrain of Chennai, and Celio have employed the new model on a trial basis to see their conversion rate and revenue increase, even while walk-ins are at all time lows. Recommendations are sent over WhatsApp, actual fulfilment and payment are done outside of Maaya.ai. said Tanushree Jana, Founder and CEO, FashionDx, which was part of the virtual incubator at IIT-Hyderabad.

Mayaa.ai's power lies in the fusion of AI stylist, intelligent targetingl, and hyper-local WhatsApp communication. The digital store first determines which loyalty customers are likely to buy based on purchase history. Next, the AI stylist recommends apparel and accessories based on the customer's physical profile (like body type and complexion), and preferences. Sales representatives then use this information to talk to the customer and enable selection of merchandise over WhatsApp.

Despite lack of in-store footfalls, Indian Terrain gained 25 per cent revenue in the best one week, attributed to Mayaa.ai, she told recently.

Indian Terrain and Celio employed this model to see their conversion rate and revenue increase. Mayaa.ai is currently on trial by Celio and set for all-India commercial roll-out with Indian Terrain in September, for both WhatsApp as communication channel and in-store.

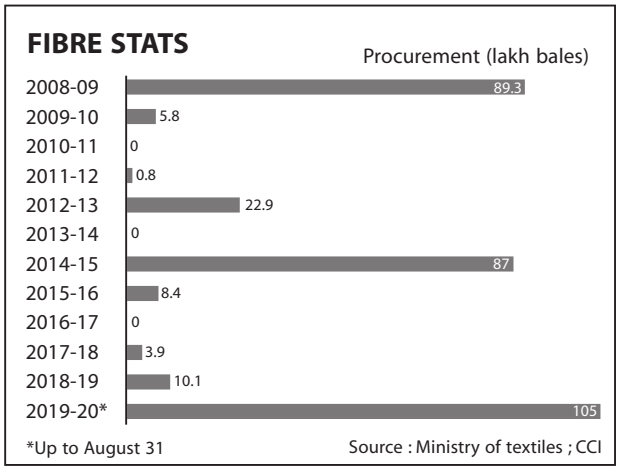
Charath Narasimhan, CEO, Indian Terrain, said Maaya.ai is a thoughtfully designed, 360-degree, digital retail solution for both front and back-end. "The solution is future-ready because we continue to need new ways of doing business beyond the pandemic. In one store in Hyderabad, nearly 10 per cent of the store's total revenue during a month was attributed to the WhatsApp-based sale," he added.

According to Abhishek Shetty, CMO, Celio, the AI stylist is helping loyalty customers make better, faster decisions and the digital store is in line with consumer preferences in terms of mode of communication. ■

Cotton purchase goes beyond record 10m bales

Even as a political slugfest flares up over two key farm bills and the future of official procurement in India, the government's cotton purchases so far in the 2019-20 marketing year through September has exceeded a record 10 million bales, of 170 kg each, or as much as 30% of the market arrivals.

A good harvest and poor export demand kept a lid on domestic prices, forcing the government to intervene in the market to prevent distress sales by farmers, especially up to March. Subsequently, a nationwide lockdown prompted farmers to sell as much as two million bales to the state-run Cotton Corporation of India (CCI) between April and August, even though the peak arrival season was over.



According to the latest textile ministry data, procurement by the CCI hit 10.46 million bales as of August 31, a month before the current marketing year is set to end, compared with the previous record of 8.93 million bales in the entire 2008-09 and just about 1.1 million bales in the last marketing year. An official source said the purchases for this season were all but over by the end of August.

The government's move to raise the minimum support price (MSP) of cotton, at which procurement is undertaken, by a steep 28% in the 2018-19 marketing year and a further 2% in the current year also led to a rise in official purchases.

Market prices of the ICS-105 cotton variety (28mm) in Gujarat were ruling at just Rs. 35,900 per candy, of 356 kg, in late September, down by about 12% from a year before.

The data also showed cotton arrivals in the market were as much as 34.34 million bales in the current marketing year (up to August). Cotton is one of the only three farm commodities (rice and wheat being the other two) procured in large volumes, and regularly, by the government machinery, whenever the situation warrants.

The country is estimated to have produced 36 million bales of cotton in the current year, against 33 million bales in 2018-19, according to the state-backed Cotton Advisory Board.

Thanks to a Covid-induced fall in demand, global cotton stocks at the end of 2019-20 are expected to swell sharply to 22 million tonnes from 18.7 million tonnes in the previous year, according to the International Cotton Advisory Committee. This has weighed on global cotton prices in 2019-20.

Speaking at the Indian Express Group's Idea Exchange programme, agriculture minister Narendra Singh Tomar recently ruled out the posibility of giving a legal backing to the minimum support price-based procurement system under the Bills, which are awaiting the presidential assent. However, he assured that procurement operations won't be affected by the move, and would continue to be done under an administrative order.

The Centre has brought in two Bills to deregulate essential commodities trade and introduce a central law that would enable farmers to sell their produce wherever they like. This proposed law also promises free inter-state movement of farm commodities

Cotton procurement in Maharashtra likely begin from early November

Maharashtra expects production of 450 lakh quintal of cotton for the 2020-21 season, with the crop being cultivated on 42.07 lakh hectare, according to co-operation and marketing minister Balasaheb Patil. The minister, who reviewed the preparations for the cotton procurement season of 2020-21, directed the Cotton Corporation of India (CCI) and the Maharashtra State Cooperative Cotton Growers Federation (MSCCGF) to plan for procurement from the start of the season in coordination with agriculture produce market committees.

There should be at least one grader at each of the procurement centres in coordination with ginning pressing factor, and before purchasing cotton, the required manpower should be made available by the Department of Agriculture, he suggested.

The State Cooperation Cotton Growers Federation has been complaining about manpower shortage from the previous season itself. Senior officials from the federation said they had faced great difficulties during cotton procurement in the 2019-20 season due to lack of manpower.

PK Aggrawal, CMD, Cotton Corporation of India (CCI), who was also present for the meeting, said state government officials had mentioned that the delayed monsoon is likely to impact market arrivals, and procurement is likely to begin from the first week of November since FAQ quality cotton will not be available at present.

"Reports have been coming in from parts of Gujarat and Maharashtra about substantial damage to the existing crop, Aggrawal said, adding that arrivals are likely to pick up in the first week of November when the moisture in the crop will reduce.

According to CCI parameters, cotton purchased by it should not have more than 12% moisture content, he said, adding that at present, cotton in the market is not of FAQ quality and prices are a little below MSP. CCI has set up 60 procurement centres while the Maharashtra Federation has set up 30 purchase centres.

This season, the government declared MSP for medium staple kapas (raw unginned cotton) is Rs. 5,515 per quintal while that of long staple is Rs. 5,825. ■

Textile Ministry projected 357 lakh bales for the year 2019-20

In its official estimates for cotton crop and sowing, the Textile Ministry's Committee on Cotton Production and Consumption has projected India's cotton production of 357 lakh bales (each of 170 kg) for the year 2019-20, with a rise of about 2 per cent in the yield at 453.82 kg per hectare as against 444.74 kg last year.

The newly constituted Committee, formed after the abolition of the Cotton Advisory Body (CAB) vide resolution no. 1/23/2014-cotton dated August 3, 2020, officially projected India's closing stock for 2019-20 at 105.44 lakh bales following sharp dip in mills' and small scaled industries' consumption.

The Ministry of Textiles had abolished CAB in consonance with the Government of India's vision of 'minimum government and maximum governance'.

The Committee, that met on September 14, reported a sharp jump in cotton yield in Maharashtra with over 11 per cent rise at 337.6 kg per ha, as against 304.29 kg per ha last year. While the yield has declined in North India by about 14 per cent on average over the last year, the same has increased in southern India with an average about 15 per cent jump over last year.

Trade sources revealed that going by the official data released by the Textile Ministry, India's cotton cultivation for 2019-20 was recorded at 133.73 lakh hectares.

"So the current year's estimated kharif cotton sowing of about 129.5 lakh hectares is lower by about 3 per cent on year-on-year comparison. This is in contrast to the trade's estimation of higher sowing happening this year," a cotton trade source informed, indicating that the crop size may be lower than anticipated. ■

DesignOne by The Sahachari Foundation is back with its "Diwali Edit"

- Nearly 90 homegrown designer brands – from renowned names like Abu Jani-Sandeep Khosla, Payal Singhal, Dhruv Kapoor to home brands, children's wear, jewellery, gifting and sustainable organic clothing.
- 7 brands will present an exclusive range with multiple sustainable fashion labels promoting style, textile and workmanship.
- Proceeds go towards charities supported by the Foundation and for COVID relief efforts.

DesignOne, one of the largest and most successful on ground shopping exhibition initiatives of The Sahachari Foundation Events is back with its "Diwali Edit". Customers can now shop from the comfort of their homes on DesignOneOnline.com.

The website will go live on October 20th with the Diwali sale, which will be on till November 6th. This year, the designer brands line-up includes an eclectic mix from high-end designer brands like Abu Jani – Sandeep Khosla, Payal Singhal, Dhruv Kapoor, Jayanti Reddy to jewellery brands like Valliyan, Minjal Jhaveri, children's wear brands like CooCoo, Pochampali, Beauty brands –Kiro Beauty, Organic Riot and Ruby Organics, sustainable clothing brands – Arte Alter and Artisau, there is a whole gamut of lifestyle brands available.

Amrita Kilachand, Committee Member, Sahachari Foundation said, "As an organization we are committed to promoting entrepreneurship and philanthropy. Through 'Diwali Edit', we bring every offering one can think of in the lifestyle space under one roof so that buyers get the benefit of a well-curated experience. This year, we will present 90 brands that will showcase collections for our discerning audience. The best part of it all being the ease of shopping any of these brands from our newly launched DesignOne Online website".

Designone Online Exclusives

This year, 7 brands – Metaphor, Aavaran, Lovebirds, Arte Alter, Imlee, KoAi and NadiyaPaar will showcase exclusive collections on DesignOne Online. Apart from the unique and exquisitely crafted collections they will offer, each of these brands has an equally amazing story of evolution and entrepreneurship to tell.

Focus on Sustainability

With more brands and consumers embracing conscious fashion, DesignOne Online will also include sustainable fashion brands like Arte Alter, Artisau, NadiyaPaar, Metaphor, Aavaran. Each garment made by these brands is hand made, organic with a view to support local artisans, and revive textile traditions and languishing crafts.

The platform will also include participation from NGOs like CPAA, Shraddha, Aarohana, Jai Vakeel and AkshayPratishthan.

The website can be easily accessed via mobile as well as tablets/Ipads. All proceeds from Design One Online will go towards charities supported by The Sahachari Foundation as well as for COVID relief efforts.

About Design One

A flagship of The Sahachari Foundation, Design One is a shopping destination with a powerful presence in the retail space, where participants get to expand their client-base, and dedicated shoppers can select from a wide range of creatively designed merchandise, under one roof. The core motivation is to raise funds for deserving NGOs and to recognize the extraordinary creativity of talented designers.

The initiative has an altruistic arm, which combines entrepreneurship with philanthropy, differentiating it from other exhibitions. Driven by innovation, Design One has become a source of emerging talent. It offers mileage and visibility to sponsors and patrons who support the Foundation's mission. The well-curated ensemble of products ranges from couture collections, leisure wear, real and imitation jewellery, and style accessories to kids' wear, lifestyle products, stationery, gift items and food.

Collections of talented designers curated exclusively for local and international markets are available for sale. Designers who are selected to participate in the exhibitions have paid scrupulous attention to detailing and styling; they offer new and exclusive collections from across India that are not available in stores and boutiques. To celebrate fashion and design, the exhibition promotes a broad spectrum, from established high couture houses to new and trendy designers.

About The Sahachari Foundation

Established in 2009, The Sahachari Foundation is a charitable Trust that raises funds from private individuals and corporations by inviting them to participate in events and take advantage of the visibility and branding opportunities offered. In turn, the Foundation fulfills its objective by effectively allocating the resources that are received, to socially relevant projects focusing on education, healthcare, nutrition, community upliftment, vocational training, empowerment of women, animal welfare and promotion of culture.

For more information, please contact :
Leila Bilimoria
Email : leiladsurti@gmail.com
Mobile : 9820557189
Arathi Menon
Email : Arathi.menon12@gmail.com
Mobile : 9833507434
www.designonebysfe.com ■

UNDERSTANDING PRACTICES TOWARDS CORPORATE SOCIAL RESPONSIBILITY

Dr. Radha Kashyap, Head **and Ankita Gupta,** Post Graduate Student
Department of Fashion & Textiles, IIS (Deemed to be University), Jaipur

Abstract

Corporate Social Responsibility (CSR) is a broad term used to describe a company's efforts to improve society. Present research is focused to finding awareness level of manufacturers' regarding CSR. The study was conducted on apparel manufacturers of Jaipur city. It was found that manufactures do have some extent of awareness and follow CSR practices, however the role of CSR in meeting ethical, environment and social area is still not till not much known to manufacturers'.

Keywords : Awareness, Manufacturers', CSR Practices.

Introduction

Corporate Social Responsibility (CSR) is defined as "the commitment of business to contribute to sustainable economic development, working with employees, their families, the local community and society at large to improve their quality of life" (World Business Council for Sustainable Development, 2004). The importance of CSR has emerged significantly in the last decade. Companies have become more transparent in accounting and display 'public reporting' due to the pressures from various stakeholders. It is possible for companies to behave in the 'desired' ethical and responsible manner towards consumers, employees, communities, stakeholders and environment. It is a way of doing business that has significant impact on the society. For this it is necessary to build CSR into a movement. This means public and private organizations need to come together to set standards, share best practices, jointly promote and pool resources where useful.

Ministry of Corporate Affairs has notified in Section 135 and Schedule VII of the Companies Act as well as the provision of the Companies Rule 2014 (CRS Rules) which has come into effect from 1 April 2014. Section 135 of the Companies Act provides the threshold limit for applicability of the CSR to a Company i.e. (a) net worth of the company to be Rs 500 crore or more; (b) turnover of the company to be Rs 1000 crore or more; (c) net profit of the company to be Rs 5 crore or more. Further as per the CSR Rules, the provisions of CSR are not only applicable to Indian companies, but also applicable to branch and project offices of a foreign company in India.

CSR in apparel industry

Apparel industry in the context of business, beyond financial goals, contribute to the social, economic, and environmental development in which apparel units are operating, as well as ensuring participation from the community and thereby create value for the society at large. As per the guidelines of Ministry of Corporate Affairs of India, industries have to maintain certain labour standards and working conditions for workers.

In order to gain the positive professional repute, the apparel industries should carry social responsibilities. Strategies are continuously implemented with regard to the issues like child labour, low wages, work place safety, employee's health and impact on the environment. Various inspections are carried out by the brands manufacturers in the countries. The scenario has not changed a lot but the local manufacturers are now careful about the working conditions in the unit.

CSR covers various aspects like economic, social and environment and ecological aspect. Economic aspect covers direct and indirect economic effect of the organisation actions on surroundings and stakeholders, social aspect covers all the people concerned and affected by the business of the organisation and environmental & ecological aspect covers pollution, wastage, climate change, overuse of natural resources etc. Apparel industries are becoming more conscious in fulfilling the social responsibilities by complying all the concerned rules and regulations and contribute towards societal and sustainable development ahead.

Literature available indicates that there is lack of awareness about CSR. By reviewing the current practices of manufacturers' it will help insustainability of the business. The main objectives of the study are:

1. To study the Corporate Social Responsibility practices followed in the apparel manufacturing units.
2. To create an awareness towards Corporate Social Responsibility in the apparel manufacturing units.

Review of Literature

Gupta (2015) explored twenty six industries professionals working in the Indian apparel industry through interview. Five factories in New Delhi were observed and eleven Indian apparel manufacturers' websites were reviewed for CSR – related content. Results depict that the factories of New Delhi and Indian apparel firms are gradually moving toward implementing CSR, but full integration is very slow.

A study by Wu (2013) revealed the consumers perception towards CSR in China. One hundred twenty seven males' respondents were interviewed within the age group of 22 to 50 years. Data analysis indicates that some enterprises had some extend of CSR awareness and assume CSR in their practices, however enterprises' attention to CSR is still not sufficient enough and only confines with the problems that closely relate to their economic interests.

Maud, Howqua, & Husain (2013) investigated CSR practices followed in the garment sector of Bangladesh. The study explored the real scenario of present CSR practices by multinational companies of Bangladesh. One twenty four respondents were interviewed. Results indicate that CSR has gain considerable importance in western world; however in Bangladesh the momentum of CSR was very slow as different companies are receiving little pressure from stakeholders, they are reluctant to embrace CSR in their setting, and it will take considerable time to reach the mind of different stakeholders.

A study on CSR in the apparel industry: A multiple case study analysis, focused on reviewing the content of the publicity available on CSR. Published information by the 14 apparel brands was belonged to the Service Accounting Code. Qualitative analysis leads to the creation of a comprehensive database of indicators used by the apparel brands to report their CSR actions and initiatives. A model was constructed based on suggestions for transforming the apparel industry. Fashion & Sustainability: Design for change, and the observed themes among the collected indicators from the SAC brands CSR reports. The model represents the five elements of the apparel system which a company would engage to progress towards sustainability. The indicators were categorized and grouped within the elements and an analysis was conducted to determine the type, distribution, of the reported indicators. The apparel brands were subsequently compared based on the number of reported indicators within the five elements and a cross case analysis was conducted. The analysis addresses the question as to the effectiveness of CSR reporting as a tool for measuring progress towards sustainability. The results highlight that CSR reporting was not effective in providing a true reflection of an apparel brands CSR actions and initiatives and their progress towards sustainability (Kozlowski, 2012).

Shanmugan & Mohamed (2011) conducted study on textile companies of India. Twenty companies were interviewed personally and measured on 5 – point likert scale about the CSR initiatives. Collected data was analysed by using statistical tool i.e. Friedman test. Results indicate that CSR of the textile units have been effective due to the positive influence of their activities towards employees and environment. High ranking CSR factors were 'avoiding product-related controversy' (for customers), 'employee dispute' (for employees), 'reclaiming of waste land' (for environment), company encouragement to employees' (for community) and 'avoiding fines and penalties and managers conviction' (for corporate governance) has been executed by the textile units. Firms are responsible for ethical conduct of their operations and have an impact on stakeholders.

Methodology

Research design : The study was based on the descriptive research that involves interviewing the manufacturers and creating awareness programme for those who are not so aware about CSR.

Locale of the study : Jaipur was selected as the study area as it is fast growing economy.

Manufacturers from the Mansarovar and Malviya Nagar and Sitapura industrial area were selected. Locale of the study is Jaipur as there is there is easy accessibility of the respondents for investigation related to the topic.

Sample Size : In order to know the awareness of CSR of manufacturers' twenty five manufacturers were selected on the basis of Purposive Sampling. The manufacturers' were selected from all the apparel industries who were registered under Apparel Export Promotion Council (AEPC) and had minimum profit of 5 crore annually. Only those manufactureres' were approched who had some knowledge of CSR.

Sampling Method : The data was gathered from respondents by purposive sampling technique from the Jaipur city.

Data Collection : Primary data was collected through interview schedule based on consumer and manufacturers' awareness towards CSR. Interview Schedule was prepared which had of 10 items related to various practices followed in apparel industry. The interview schedule helped in categorizing subjects possessing low and high practices followed in apparel industries.

Data Analysis : The data was transferred and tabulated. The data was analysed in the form of table to get comprehensive information with regards to the awareness of the consumers' and manufacturers' towards the CSR. The collected data was analysed in terms of frequency and %age.

Training Programme : Training Programme was conducted at Sitapura Industrial Area and Malviya Nagar, Jaipur. The training was supported by teaching aids such as power point presentation, posters and video clippings. The session was planned for two hours. The session focused on implementation of CSR in their company's or industries. Benefits of CSR, various strategies, report format and communication of such information to society were discussed in the sessions.

Pre-Test and Post Test : To study the effectiveness of training, pre and post evaluation of their knowledge was conducted. The gain in knowledge determined the impact of training. Well-structured questionnaires containing of different questions were formulated to assess the knowledge. Rating scale was used to find the increase in knowledge after training sessions. The questionnaire has 10 items. The knowledge score of each respondent was tested before training. The same pre-test schedule was given to the respondents to study the impact of the training programme. The difference between pre and post-test was taken was taken to find gain in knowledge.

Analysis of Data : The gathered data was calculated through tabulated and coding and analysis. Wilcoxon signed test was used to analysis the data through SPSS software.

Table 1
Distribution of allocation of separate funds for CSR implementation

(N=25)

S. No.	Separate allocation of funds	Frequency	%age
1	Yes	21	84.00
2	No	4	16.00

Table 1 indicates that 84.00% of the respondents have separate allocations funds for CSR implementation and whereas 16.00% do not have any provision of such funds. Majority of the manufacturers' have separate allocation funds for CSR because they feel that it ismandatoryand practising CSR.

Table 2
Distribution of the respondents on basis of annual publication of CSR report

(N=25)

S. No.	Publish CSR report	Frequency	Percentage
1	Yes	21	84.00
2	No	4	16.00

Table 2, shows that 84% of the manufacturers' publish CSR report annually whereas 16% manufacturers' do not publish the CSR reports. Only those manufacturers' who have separate funds for CSR publish their CSR report annually.

Table 3
Distributionof the respondents on basis of organizingtraining sessions at their own site

(N=25)

S. No.	Organize training sessions	Frequency	Percentage
1	Yes	8	32.00
2	No	17	68.00

Table 3 reveals that majority of manufacturers' (68.00%) do not organize training sessions at their own site where as 32.00% of manufacturers' organize such sessions. The reason for not organizing training sessions was because of lack of proper space and resources.

Table 4
Distribution of the respondents on basis of undertaken training on CSR

(N=25)

S. No.	Participate in external CSR training	Frequency	Percentage
1	Yes	14	56.00
2	No	11	44.00

Table 4 shows that 56% respondents participate in CSR training organized by other agencies whereas 44% respondents have never participated in training. Hence it is inferred that majority of manufacturers' participate in training programme as they want to enhance their knowledge and want to understand how external training can be beneficial to their industries in terms of CSR implementation.

Table 5
Distribution of the respondents on basis of means of communication for CSR

(N=25)

S. No.	Means of communication	Frequency	Percentage
1	Flyers or brochures	2	8.00
2	Magazine/ newspapers/ journal advertisement/ Newsletter	2	20.00
3	Website	18	72.00

Table 5 shows that maximum number of manufacturers' communicates CSR efforts locally through website (72%). Twenty percent of the respondents communicate through newsletter, magazine/newspapers, journal advertisement and rest through flyers and brochures (8.00%). None of the manufacturers' communicates through television advertisement. It can be inferred that website is an easiest and time saving method for information to disseminate.

Table 6
Distribution of CSR activities conducted by manufacturers'

(N=25)

S. No.	CSR related activities	Frequency	Percentage
1	Work force	6	24.00
2	Supply chain	1	4.00
3	Stimulating sustainable local economy	3	12.00
4	Stakeholders engagement	2	8.00
5	Community activities	13	52.00

Table 6, shows that maximum number of manufacturers (52%) were involved in community activities for implementation of CSR, while 24% were involved in workforce activities, 12% in stimulating sustainable local economy, 8% in stakeholders engagement and remaining 4% in supply chain activities.

Table 7
Distribution regarding measures adopted by the manufacturers' to reduce environment impact

(N=25)

S. No	Measures adopted	Frequency	Percentage
1	Energy saving	2	8.00
2	Waste recycling	17	68.00
3	Mobility management	2	8.00
4	Sustainable packaging	3	12.00
5	Eco- friendly product	1	4.00

Table 7 reveals that 68% manufacturers' prefer to recycle or reuse the waste, 12% prefer sustainable packaging, 8% prefer energy saving and mobility management and rest 4% for eco- friendly products. Waste recycling reduces pollution leads to clean and green environment.

Table 8
Impact of training on awareness level of manufacturers' about CSR

(N=10)

Awareness level	Pre-test		Post-test	
	f	%	f	%
Low	8	80.00	3	30.00
High	2	20.00	7	70.00

Table 8 shows that 80% of manufacturers' were not aware of CSR whereas 20% wereaware of CSR practices. After the conduction of awareness programme the score rose to 70%. There was significant rise in knowledge and awareness level of consumers about CSR due to training session conducted. Hence such sessions should be conducted.

Conclusion

The time has come when there is pressure from international institutions and local government to

comply with CSR norms. Therefore a need is felt to conduct such training sessions for generating awareness to the manufacturers on CSR as it will contribute towards societal and sustainable development.

References

- Ali, S. (2015). Analysis of Consumer Perception about Eco-friendly Apparel: 1(10), 13-94. Retrieved from http://dspace.cc.tut.fi/dpub/bitstream/handle/123456789/23193/Ali.pdf?sequence=3.
- Amaeshi, K. Nmodim, P. & Osuji, O. (2010).corporate social responsibility, entrepreneurship, and innovation. London, NY: Routledge.
- Axelsson, E., & Jahan, N. (2015). Consumer attitude towards corporate social responsibility within the fast fashion industry. Retrieved from https://www.diva-portal.org/smash/get/diva2:825005/FULLTEXT01.pdf
- DcuHieu, P. (2011). Corporate social responsibility: A study on awareness of managers and consumers in vietnam:Accounting and Taxation, 3(8), 162-170. doi: 10.5897/JAT11.016 ISSN 2141-6666.
- Gigauri, I. (2014). Attitudes of georgian consumers towards corporate social responsibility. European Scientific Journal, 8, 186-189. doi: 1857 – 7881.2014. 1857- 7431.
- Gupta, M, (2012).Corporate social responsibility in the global apparel industry: An exploration of indian manufacturers' perceptions. Retrieved from https://libres.uncg.edu/ir/uncg/f/Gupta_uncg_0154D_11000.pdf.
- Hopkins, M. (2007). Corporate social responsibility and international business development. London: Earth Scan.
- Kaur, V. (2012). Corporate social responsibility (csr): Overview of indian corporate.International Journal of Management and Social Sciences Research (IJMSSR),1, 49-54.
- Kozlowski, A. (2012). Corporate social responsibility in the apparel industry: a multiple case study analysis. Retrieved from file:///C:/Users/Admin/Downloads/OBJ%20Datastream%20 (1).pdf.
- Kumar. R. (2014). Impact of demographic factors on consumer behaviour- a consumer behaviour survey in himachal Pradesh. Global Journal Of Enterprises Information System, 4, 35-47. doi 10.15595/giesis/2014/v6i2/51844.
- Martinuzzi et al., CSR activities and impacts of the textile sector: RIMAS Working Papers, 2, 12-26.
- Masud et al., (2013).Corporate social responsibility practices in garments sector of bangladesh, a study of multinational garments, CSR view in Dhaka EPZ, International Institute of Science, Technology and Education, 3(5),27-37.
- Olaru, M. (2012). The impact of corporate social responsibility on business performance – can it be measured, and if so, how?1(16), 1-16. Retrieved from http://www.culturaldiplomacy.org/academy/content/pdf/participant-papers/2012-03-biec/The_Impact_of_Corporate_Social_Responsibility_on__Business_Performance_-_Malte_Kaufmann.pdf.
- Perner, L. (2011). Introduction to marketing. Retrieved from http://www.consumerpsychologist.com/marketing_introduction.html.
- Rana, N. (2013). Global apparel companies in india: can they be socially responsible?. Retrieved from http://www.csrwire.com/blog/posts/1126-global-apparel-companies-in-india-can-they-be-socially-responsible.
- Safi, A. (2013). Corporate social responsibility and consumer behaviour: a study from pakistan.Information Management and Business Review, 5, 194-202.
- Shanmugam & Mohamed. (2011). A study on csr initiatives in indian textile industry. International Journal of Management Research and Technology, 5, 177-190.
- Wu, Y. (2013). A survey-based discussion on perception and attitude towards csr in china: Creative education, 4, 267-272. doi: :10.4236/ce.2013.44040. ■

INFLUENCE OF DOUBLING PROCESS PARAMETERS ON PHYSICAL PROPERTIES OF KNITTED FABRIC

P. B. Malakane, P. V. Kadole
Department of Textiles, D.K.T.E's Textile & Engineering Institute

Abstract

Doubling is the process used to improve the yarn and fabric characteristics. Doubling process parameters like spindle speed, doubling ratio and doubling tension has an effect on double yarn and knitted fabric properties. Doubling process parameters should be optimized in view of intended knitted fabric properties such as air permeability, drapability, abrasion resistant, stretch%, recovery% and pilling.

Keywords : Doubling, Doubling ratio and Doubling tension, Air permeability, Drapability, etc.

Introduction

For several years, doubled yarns are used for the production of suiting, shirting and dress materials irrespective of their type; knitted or woven (1). The objective of producing doubled yarns is to improve yarn and fabric quality. At the yarn and fabric stage, improvement in uniformity, abrasion resistance, tenacity, lustre, smoothness etc. are looked. In doubling two or more yarns are twisted together to form a plied yarn. This operation is as folding, twisting, or plying (2). The twist direction and twist value in single and double yarn influence the double yarn characteristics of like strength, elongation % unevenness, etc. (3, 4). The improvement in double yarn characteristics depends on doubling twist factor, twist directions in single and double yarn, and the various process parameters like spindle speed and doubling tension (5, 6). Many researchers have studied the effect of doubling process parameters on double yarn characteristics. However, not much work has been reported on knitted fabric from such yarns. In the present study, an attempt has been made to study the effect of doubling process parameters like spindle speed, doubling ratio and doubling tension on knitted fabric physical properties.

Material and methods

In the present study, 100% cotton single combed compact yarn of Ne 40 was used to produce the double yarn samples. After assembly winding of single yarns, total nine S/Z double yarn samples were produced on Savio – Sirius TFO machine by using L9 Orthogonal array experimental design with three process variables- spindle speed, doubling ratio and doubling tension with three levels each as given in Table 1. Double yarn samples were used to produce nine samples of double jersey rib knitted fabric on Fusan 712c flat knitting machine. Before testing the fabric, samples were conditioned in the laboratory under standard atmospheric conditions of 27±2°C and relative humidity of 65±2 for 24 h. Knitted fabric properties such as air permeability, pilling, abrasion, stretch, recovery% and drapability. Test results were analysed by using ANOVA- General Linear Model analysis in statistical software Minitab. The confidence level used was 95%.

Table 1 : L9 Orthogonal array experimental design

Sample	Spindle speed (RPM)	Doubling ratio	Tension No.
1	8000	0.5	1
2	11000	0.7	1
3	13000	0.9	1
4	11000	0.5	2
5	13000	0.7	2
6	8000	0.9	2
7	13000	0.5	3
8	8000	0.7	3
9	11000	0.9	3

Result and discussion

The knitted fabric test results for air permeability, pilling, abrasion, stretch, recovery% and drapability are given in Table 2.

Table 2 : Effects of doubling process parameters on knitted fabric properties

Sample	Air Permeability (Cm3/Cm2. Sec)	Drapability (DC) %	Abrasion (Loss in weight %)	Stretch %	Recovery %	Pilling (Grade)
1	348	22	1.3	51	20	4
2	361	29	1.4	39	17	5
3	312	33	1.2	43	20	5
4	309	26	0.98	49	22	5
5	322	27	1.62	41	17	4
6	305	35	1.46	34	11	3
7	304	25	0.9	41	14	5
8	312	26	1.24	54	20	4
9	319	29	0.81	40	14	4

Air permeability

Fig.1 and Table 2 reveals the effect of spindle speed, doubling ratio and doubling tension on the air permeability of the knitted fabric.

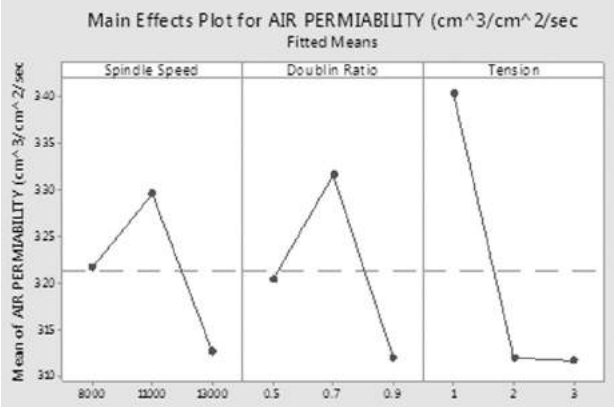


Fig.1. Effect of the doubling process parameters on the air permeability of the knitted fabric

It was observed that with an increase in spindle speed and doubling ratio, air permeability initially increases and then decreases. This is due to an initial increase in spindle speed and doubling ratio increases the yarn tension and yarn becomes more compact. Fabric composed of such yarns has more porousness and likely to show an increase in air permeability. Further increase in spindle speed and doubling ratio increases yarn tension increasing yarn hairiness. Also, it can be added that increase in doubling ratio from 0.7 to 0.9 removes the single yarn twist partially and yarn becomes bulkier due to opposite doubling twist direction to that of single yarn twist direction. Fabric composed of such yarns showsa decrease in air permeability due to blocking of porous in fabric. Increase in doubling tension shows a decrease in air permeability. This is due to an increase in doubling tension increases yarn hairiness and it results in blocking of porous in knitted fabric and shows a decrease in air permeability.

Drapability

Fig.2 and Table 2 show the effect of spindle speed, doubling ratio and doubling tension on drapability of knitted fabric. The increase in spindle speed shows the marginal change in the drapability of knitted fabric. Increase in doubling ratio in S/Z double yarn shows increases in drapability of knitted fabric. This is due to the opposite direction twist during doubling partially removes the single yarn twist and yarn become more flexible. Hence, within the used doubling ratio values in the study, an increase in doubling twist shows an increase in drapability of fabric composed of such yarns. With an increase in doubling tension show, an initial increase in drapability and a further increase in doubling tension decreases fabric drapability. This is due to an increase in doubling tension increases the yarn tension and yarn becomes more compact. A fabric becomes stiffer composed of compact yarns. Hence an increase in doubling tension shows a decrease in knitted fabric drapability.

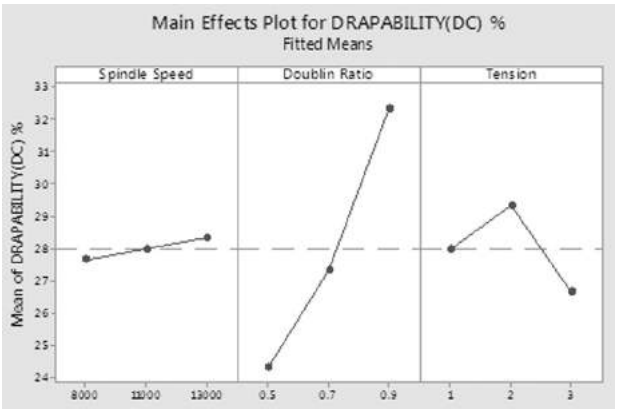


Fig.2. Effect of the doubling process parameters on the drapability of knitted fabric

Abrasion resistance

Fig.3 and Table 2 shows the effect of spindle speed, doubling ratio and doubling tension on abrasion resistance of knitted fabric.

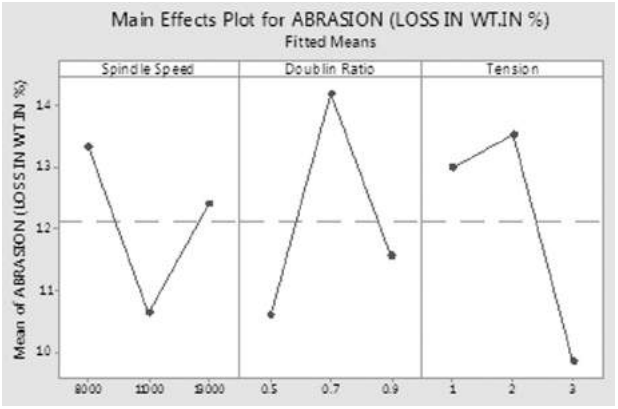


Fig.3. Effect of the doubling process parameters on the abrasion of knitted fabric

As the spindle speed increases the abrasion resistance decreases initially and further increase in spindle speed showan increase in the abrasion resistance marginally. This may be because ofan initial increase in spindle speed increases doubling tension and increases yarn hairiness causing more fibres coming out of the yarn body. These hair fibres will come out when the fabric issubjected to wearing agency showing a decrease in abrasion resistance. Further increase in spindle speed increase the doubling tension further and yarn

INFLUENCE OF DOUBLING PROCESS PARAMETERS ON PHYSICAL PROPERTIES OF KNITTED FABRIC

become more compact. And due to this the abrasion resistance of fabric increases.

As the doubling ratio increases the abrasion resistance increases initially and a further increase in doubling ratio show a decrease in the abrasion resistance. This is due to an initial increase in doubling ratio makes yarn compact showing an increase in abrasion resistance. Further increase in doubling ratio removes the single yarn twist partially during doubling and yarn become bulkier. These fibres will come out easily when the fabric is subjected to wearing agency showing a decrease in abrasion resistance. Increase in doubling tension shows a marginal increase and then decrease in abrasion resistance in a knitted fabric. Increase in doubling tension increases the yarn hairiness. These hair fibres will come out of the yarn and fabric body when subjected to wearing agency and shows a decrease in abrasion resistance of knitted fabric.

Stretch%

Fig.4 and Table 2 shows the effect of spindle speed, doubling ratio and doubling tension on stretch% of knitted fabric.

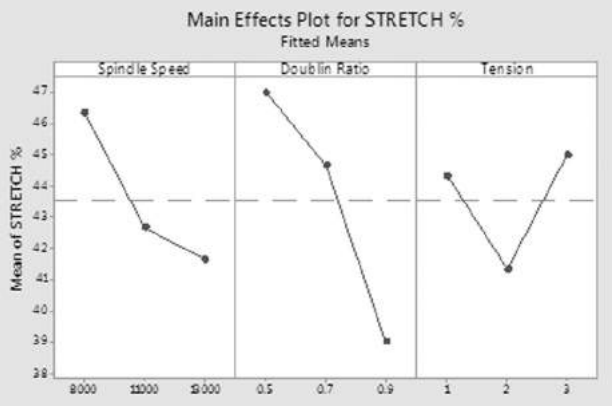


Fig.4. Effect of the doubling process parameters on the stretch% of knitted fabric

Increase in spindle speed and doubling ratio shows a decrease in stretch% of knitted fabric. With an increase in spindle speed and doubling ratio increases the doubling tension resulting in a decrease in yarn extension. The same decrease in yarn extension is transferred in the fabric and shows a decrease in the stretch%. Increase in doubling tension shows a decrease in stretch% initially and further increase in doubling tension shows increase in stretch%. The change in stretch% is marginal.

Recovery%

Fig.5 and Table 2 shows the effect of spindle speed, doubling ratio and doubling tension on recovery% of knitted fabric.

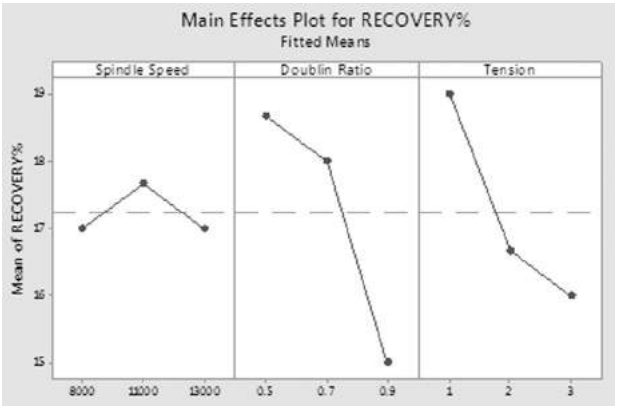


Fig.5. Effect of the doubling process parameters on the recovery% of knitted fabric

Increase in spindle speed shows a marginal change in the recovery% of knitted fabric. Increase in doubling ratio and doubling tension shows a decrease in recovery% of knitted fabric. This is because as the doubling ratio increases the doubling tension increases and the twist increases and yarn become compact. Also as the doubling tension increases, the yarn becomes more compact. In compact yarn, all the fibres in yarn enclosed in a compact form and there is a less tendency to recovery means go to the plastic stage as a one-time stretch. The same is transferred in knitted fabric and shows a decrease in recovery% as doubling ratio and doubling tension increases.

Pilling

Fig.6 and Table 2 show the effect of spindle speed, doubling ratio and doubling tension on the pilling of knitted fabric. Increase in spindle speed shows an increase in pilling in the knitted fabric. This is due to an increase in spindle speed increases the yarn hairiness and rupture of surface fibres of the yarn. This leads toan increase in pilling when the fabric is subjected to rubbing action. The increase in the doubling ratio decreases the pilling in the knitted fabric. During doubling, the second time yarn twisting entraps the hair fibres in double yarn body. As the doubling twist increases the integration of hair fibres in double yarn body improves resulting in a decrease in hairiness in the yarn. Decrease in hairiness in yarn results in a decrease in fabric pilling when subjected to rubbing action.

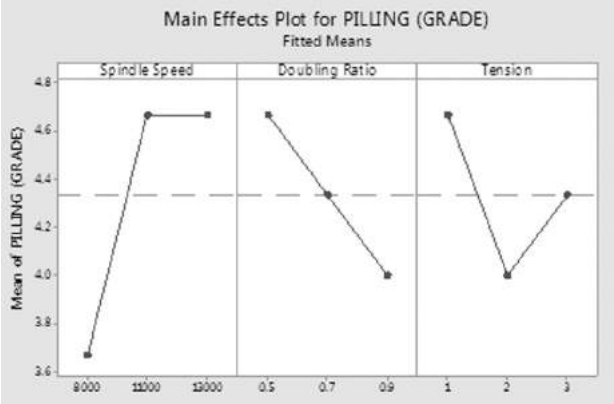


Fig.6. Effect of the doubling process parameters on the recovery% of knitted fabric

Conclusion

Doubling process parameters spindle speed, doubling ratio and doubling tension affects knitted fabric properties. Knitted fabric produced with high doubling spindle speed has less stretch% and high pilling tendency. Knitted fabrics produced with high doubling ratio have high drapability, and lesser stretch%, recovery% and pilling. Knitted fabrics have lesser air permeability, abrasion resistance and recovery% produced with high doubling tension.

References

1. Akaydin M. Characteristics of fabrics knitted with basic Knitting structures from combed ring and compact yarns. Indian J fiber & Text Res. 2009; 34, pp 26-30.
2. Dr A .R. Khare, "Elements of ring frame and doubling", 2000, pp-186-191.
3. G K Tyagi& K N Chatterjee, "Contribution of doubling to the characteristics of polyester-cotton ring- and rotor- spun yarns", Indian Journal of Fibre & Textile Research, Vol. 17, March 1992, pp. 9-14.
4. KolandaisamyPalaniswamy, Peer Mohamed, "Effect of the single-yarn twist and ply to single-yarn twist ratio on the hairiness and abrasion resistance of cotton two-ply yarn", Autex Research Journal, Vol. 6, No 2, June 2006, pp. 59-71.
5. Chetan R. Sonkusare, Sumant Kumar, Prof. Vaishali D. Shah, "Comparing the ring and rotor spun after doubling", International Journal for Scientific Research & Development,Vol. 3, Issue 02, 2015, pp.204-209.
6. N R Halari, A K Rakshit, S K Chattopadhyay & M. Bhowmick, "Effect of twist level and twist direction of core (double) yarn on DREF-3 spun yarn", Indian Journal of Fibre & Textile Research, Vol.40, June 2015, pp.137-139. ■

Sustainable fabric the way forward

Sustainability & supply chain are amongst the key drivers shaping the world of fabrics & fashion. Coupled with the "Made in India" imperative this posits Indian Handloom at an interesting inflexion point. Kartik sourcing's mission is to drive these emergent trends to enable brands with environment-friendly handcrafted fabrics & wares through a network of over 100 thousand weavers showcasing their works with designers, brands and buyers at key global events and shows. Additionally we are working towards educating these small & medium handloom enterprises to understand the seemingly complex dimensions of global quality, specifications, processes and compliance norms along with the criticality of delivering on time and in full towards becoming reliable long-term partners of the fashion world. In the end we would like to enable an eco-system where our hard-working weavers & artisans realize fair value for their works with access to efficient working capital and global exposure.

From the Desk of
Seema Singh
Founder & CEO,
Kartik sourcing ■

India plans to sell cotton to Bangladesh to trim reserves

India plans to sell cotton to Bangladesh to trim its bulging reserves following a slump in demand from textile mills in the top grower.

State-owned Cotton Corporation of India (CCI) may export 1.5 million to 2 million bales of the fibre to the neighbouring nation to help reduce India's record surplus before the new crop begins arriving in October, said Pradeep Kumar Agarwal, company chairman. It generally sells cotton to local mills and traders at market prices, after buying from farmers at government-set minimum rates.

Higher sales from India may potentially increase reserves in top exporters like the US and Brazil and further lower global prices that have fallen about 8% this year as the coronavirus erodes demand for clothing. Global cotton consumption is set to drop about 15% from a year earlier to 22.29 million tonne in 2019-20, according to the USDA estimates.

Export prices will be decided by the two governments using the Cotlook index, Agarwal said. Industry researchers Cotlook's benchmark is a daily average of the five cheapest cash prices in the world. "In any case, I can assure that it won't be lower than domestic prices," which have fallen about 20% since the virus outbreak, he said. CCI plans to sell 500,000 bales to 700,000 bales of 170 kg each to Trading Corp of Bangladesh in the marketing year ending September 30. ❐

Cotton spinners' revenue expected to decline 30-35%, six-year-low

Tepid domestic and export demand following the Covid-19 pandemic is pushing cotton spinners to the wall as revenues are estimated to decline 30-35% in the current fiscal, marking a six-year-low.

This, along with inventory losses and lower profitability, is expected to result in moderation in credit quality of cotton spinners this fiscal, a study of 150 Crisil-rated firms shows.

Domestic demand for cotton yarn, which accounts for over 70% of overall demand, has been impacted because of slackness in end-user segments such as readymade garments (RMG) and home textiles. Cotton yarn exports, too, have been materially affected because of fewer orders from China and Bangladesh, which account for over half of India's exports. Revenue from exports had already wound back by a third last fiscal, with China increasing procurement from other countries, predominantly Vietnam.

The decline in yarn off-take since Covid-19 afflictions, which began in February 2020, has meant the current fiscal began with higher inventories of 4-4.5 months compared with 3-3.5 months on an average in the past two fiscals. With demand likely to revive only from the second half of this fiscal, inventories will remain high in the first half.

Hetal Gandhi, director, Crisil Research, said : "Cotton spinners are facing a double whammy of sharp erosion in revenue and inventory losses. Revenues of the domestic industry, which had fallen last fiscal, is set to slip again and touch a six-year-low." ❐

Apparel exports likely to rise by 40%

Apparel exports are expected to increase 40% this financial year mainly because of the focus on medical textiles, according to industry body AEPC.

"We are working with a target to achieve a 40% increas in apparel exports this financial year with major focus on new medical textiles," said A. Sakthivel, chairman, Apparel Export Promotion Council (AEPC).

"This will take our total apparel exports up from $15.4 billion last financial year to about $22 billion in 2020-2021," he said.

Mr. Sakthivel also said with the government lifting export ban on many PPE items, apparel exporters should venture into man-made fibre-based (MMF) garments in a big way.

The council is also setting up an R&D centre at its head office at Gurugram. ❐

Govt's move to cap incentive about 700 large exporters

Around 700 exporters of engineering items, automobiles, chemicals, pharmaceuticals, oil and gas, and textiles are likely to get impacted by the government's move to cap incentives under the Merchandise Exports from India Scheme (MEIS) at Rs. 2 crore per exporter between September 1-December 31, 2020.

Besides these, marine products, dairy and processed foods and fruit, vegetables, spices and cereals are the largest beneficiaries of the scheme and the top 50 exporters from these sectors account

for around 20% of the benefits under the scheme, the outgo under which was Rs. 45,000 crore in FY20.

"There are around 700-750 exporters who will get impacted by the ceiling on incentives," said an official. Above 35,000 exporters claim benefit under the MEIS.

The government has said that 98% of the exporters who claim MEIS will be unaffected by the changes and less than 2% exporters are likely to be affected as per analysis of claims in the relevant period of 2018-19.

It also said that the new Import Export Code obtained on or after September 1 will be ineligible to submit any MEIS claim for exports, and the ceiling would be subject to a downward revision to ensure that the total claim doesn't exceed the allocated Rs. 5,000 crore for the period.

"Unaffected exporters who have already factored in MEIS in the pricing of their products do not face any change or uncertainty since neither coverage of products nor rates of MEIS will be changed," said another official.

However, industry said that though the allocation may cover 98% of beneficiary exporters in numbers but in terms of value of exports covered, the percentage would be much less.

"The large exporters which have high value exports, would get adversely impacted. We also fear that this might act as a disincentive for exporters to become large," Confederation of Indian Industry (CII) said in a letter to the ministries of finance, and commerce and industry.

It said that companies of only above a particular size and capabilities can cater to global giants who have stringent requirements for vendor qualification.

As per the letter, Rs 5000 crore allocation is insufficient given the large coverage of products under the scheme.

"In our calculation there is almost a 60% shortfall in the allocation provided for this period." it said, adding that Indian exports would have suffered more had there been no MEIS amid the highly competitive global environment. India's exports were $314.3 billion in FY20.

The chamber has suggested that the MEIS benefits be extended up to December 31 with a rider that the balance 60% funds would be disbursed later within a fixed time-period as and when the government's finances improve, and that exporters be allowed to use this deferred MEIS disbursement as a collateral to secure loans from commercial banks to address exporters' short-term liquidity problem. ❐

E-market to push up India's Jute exports

The Indian Jute Mills Association (IJMA) has launched an e-market place to create a global demand for jute products that have very limited market access compared to those from Bangladesh.

Indian jute products have nearly no market demand at present. The domestic industry is surviving on the government orders of sacks, which is mainly governed by the Jute Packaging Material Act-1987. Without this Act the jute industry would have ceased to exist, an IJMA official said, adding that there is a need to transform the demand from that of government orders to market driven orders and hence IJMA has created this integrated e-commerce platform.

The e-commerce platform includes four portals—jutekart, fibre of india, jute flash and jute index. All of them together will facilitate the supply chain from procuring raw jute for mills, fabric for jute product manufacturers to showcasing jute prodcuts in both domestic and overseas markets. The integrated platform will provide end-to-end solution.

Although there are 92 jute mills and more than 5 lakh jute product manufacturers across the country, IJMA initiative has just roped in 3 jute mills and 200 manufacturers into its platform. "We seek to have all the jute mills and jute product manufacturers undr this platform," IJMA chairman Raghavendra Gupta said. IJMA has roped in a lean management consultant, who is working closely with the ministry of textiles to convert the government dependent jute industry to a market driven industry. ❐

Garment exports on a road to revival, September fall lowest in five months

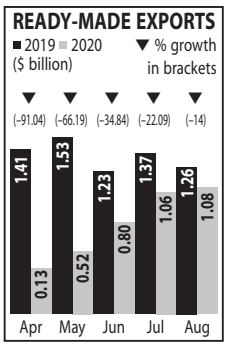
After witnessing a sharp decline since April, ready-made garment exports are on a road to revival. In April, exports dropped by around 91.04 per cent in dollar terms, and in August, the fall was 14 per cent. In April, exports fell to $126 million, compared to $1.409 billion in April 2019.

EXPORT PROSPECTS AND MARKETS

In August, exports stood at $1.084 billion, compared to $1.260 billion in the corresponding month of the previous year. Recovery was largely driven by the European Union (EU) markets. With garments seeing demand revival, capacity utilisation has increased to 60-80 per cent.

Companies said customers are placing new orders based on the season and the number of stores that opened have globaly. E-commerce is also picking up. They expect growth to return by early next year.

The development comes months after shipments were kept on hold by international customers due to lockdown imposed in their respective countries. This led to revenue loss during the lockdown period. But now, they have started witnessing significant recovery in the order flow, compared to May.



Raja N Shanmugam, president of the Tirupur Exporters' Association, said enquiry levels are more than last year's.

Brands are now looking for alternatives from China. But some major challenges Indian exporters need to address are quality, consistency, quantity, and timely delivery. "These factors have always been obstacles for any buyers to look at procuring from India. Pricing challenge is part of any trade. If we can address these factors, we can get a good pie of the global trade," he said. "If we address these lacunae, we are going to get orders from brands since there is a silent anti-China feeling prevalent all over."

On the impact of the Merchandise Exports from India Scheme (MEIS), he said, it will not hit apparel exports since it has been withdrawn last year itself. It was replaced with the Rebate of State & Central Taxes and Levies (RoSCTL).

Now, the government is replacing RoSCTL with Remission of Duties or taxes on Export Products (RoDTEP). So, we don't see any impact in the government's decision of not to extend MEIS.

SP Apparels, one of the leading exporters in the country, said all the factories are operating around 60 per cent capacity due to social distancing norms imposed by the authorities.

The company managed to address labour shortage by providing migrant workers with accommodation and food in the hostel premises. Those who had gone have also started returning while the return of some others has been hampered due to transportation issues.

On the Covid-19 impact, the company said, besides the order flow, the rupee depreciated significantly in the fourth quarter, compared to last year's. This impacted the company's hedged positions and resulted in hedging losses. Loss of revenue due to the pandemic is expected to impact hedges and may see an impact in the first and second quarters also.

Rahul Mehta, chief mentor at The Clothing Manufacturers Association of India, had said, "Most of the cancelled orders are being reinstated to start with, and new enquiries are also being received. Most of the European as well as US buyers are talking to exporters. Discussions have started about the ability to supply." ❐

Cotton exports pick up on global demand, lower price

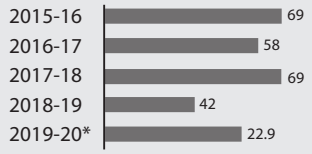
Indian cotton exports is likely to rise significantly in the 2020-21 season (October-September). From about 50 lakh bales (each of 170 kg) in 2019-20, exports may rise by 30 per cent to about 60-65 lakh bales, say trade sources.

The optimism stems from prospects for a higher demand.

The International Cotton Advisory Committee has estimated global cotton consumption to rise for 2020-21 to about 24.31 million tonnes, from 22.67 million tonnes estimated for 2019-20. Further, the US ban on purchase of products made out of cotton from the Xinjiang region of China will unlock opportunities for. So, at cheaper rates, the prospects

for India cotton are bright for next year. Indian cotton prices quote at ₹ 38,900 per candy (each of 356 kg) now, which works out at 66 cents per lb — among the lowest in comparison to 83.4 cents in Australia, 75.40 in US and 70.4 cents in Brazil.

India's cotton exports Exports (lakh bales)



Source : CAI

Indian Cotton cheapest in the world

Country	Quoted cotton price in cents (per pound)	Quoted cotton price converted into ₹* (Per candy of 356 kg)	Difference from ICE rate of 65.4 cents (As on Sep 23, 2020)
Australia	83.4	48,084.57	18.0
US	75.4	44,335.20	10.0
West Africa	73.4	43,159.20	8.0
Brazil	70.4	38,808.00	5.0
India	**66.0**	**36,456.00**	**0.6**

Source : Trade data *Exchange rate : $ = 73.54

Export markets

Vinay Kotak, Director, Kotak Commodities, said that one needs to be cautious on how export demand will play out next year. "Exports will depend on multiple factors including the government policy, India-China trade relations and global tensions. That said, even under normal circumstances, India's cotton exports could reach about 60-65 lakh bales. The driver for demand will be the price — Indian cotton is the cheapest in the world at present," Kotak said.

The Cotton Association of India (CAI) has estimated the country's exports for 2019-20 at 50 lakh bales, of which about 47 lakh bales have already been shipped till August 31, while the shipments in September 2020 before the cotton marketing year ends on September 30. India had exported 42 lakh bales of the fibre in 2018-19.

Atul Ganatra, President, CAI, said, "Our opening stock for 2020-21 will be about 100-105 lakh bales. But most of this or about 80-85 lakh bales will be with government agencies, and only the rest with mills. So, as the new crop arrives, prices may go up on demand from makers of masks and medical cotton products both locally and in international markets."

Ganatra added that if domestic prices remain around the current levels, the exports in 2020-21 will hit 65 lakh bales. ❐

Centre rejects Bangla raw jute

The Centre has rejected Bengal jute mills' demand to use imported raw jute from Bangladesh in the manufacture of bags that are used to package foodgrains.

In a letter to the Indian Jute Mills Association — a body of jute mill owners — Moloy Chandan Chakraborty, the jute commissioner, ruled out the industry's demand to import raw jute from the neighbouring country.

It had been on August 27 reported that the association had written to Ravi Capoor, the textile ministry secretary, and Chakraborty, seeking the Centre's permission to import raw jute from Bangladesh because of a dip in jute production in Bengal in the aftermath of Cyclone Amphan.

"There is enough raw jute available for the coming months and there is no urgency for immediate import," Chakraborty wrote in his reply.

In the letter, Chakraborty said the availability of raw jute — particularly for the production of jute bags — had been estimated at 584,000 bales for the current year.

This estimate has been done after considering a dip in production. The estimated demand is close to 480,000 bales, which is "lower by a margin of almost 100,000 bales from the estimated availability", he said.

A bale is roughly equivalent to 180 kg.

The stand taken by the Centre is likely to benefit jute farmers in Bengal, an industry insider said. "Importing cheap raw jute from Bangladesh could have driven down the price of raw jute here... farmers would have been affected."

The jute packaging material act mandates the use of home-grown raw jute for the production of jute bags, which would be bought by government agencies to pack foodgrains such as rice, wheat and sugar.

The availability of raw jute in the country may be enough for now, but there is a possibility of shortfall in future, an official of the jute mills association said. ■

2.9m or 3.5m working width – less space requirement – better blending

Better blending from the beginning: **BO-P**

The new portal bale opener allows up to 50% more working width and 25 to 40% better blending. At the same time, the portal concept saves floor space: The **BO-P** can also be placed close to a wall because the bale lay-down area is freely accessible.

TRÜTZSCHLER
SPINNING

www.truetzschler.com

"Vocal for Local"—a Swadeshi Movement for Next Generation Manufacturing

N. D. Mhatre, Director General (Tech), ITAMMA

Addressing the nation on 13th May, 2020, Prime Minister Narendra Modi's through a slogan "Vocal for Local," announced, Rs 20 lakh crore economic package to revive India's economy and overcome the crisis caused due to the COVID-19 pandemic under a self-reliant scheme "Aatma Nirbhar Bharat". The call is to help in expanding the startup ecosystem by multi-folds, thereby aiding the country's aim to become a $5 trillion economy by 2025, by creating more local brands and taking them to the global arena.

N. D. Mhatre
Director General (Tech), ITAMMA

Importance of "Vocal for Local" in Indian Textile Industry

Depending on its own specialty many Indian products have already achieved their recognition in-house as well as Globally since our heritage, however enough efforts have not been taken to sustain their importance during the next generation. These products can be taken on our agenda of "Vocal for Local" on priority basis involving Digital tools to promote and make user-friendly to next generation manufacturers as well as purchasers.

Scope of "Vocal for Local" to make Indian Textile Engineering Industry- ATMA NIRBHAR

India's textile machinery trade with the world was US$ 4857.91 million (12.31%) in 2018, out of which imports contributed to 83% i.e. US$ 4032 million; while Exports were only 17.29% i.e. US$ 839.78 million . China, Japan, Germany, Singapore and Italy were the top five sourcing markets, while Bangladesh, Germany, Turkey, Vietnam and the Netherlands, were top Export markets for India. China supplied worth US$ 1445.77 million (36% of total India's Imports) Textile Machinery to India.

At the same time India's production of Textile Machines, Spares and Accessories is Rs 6,865 Crores, fulfilling only 46.61% of Home – consumption to a tune of Rs 3,200 Crores against the demand of Rs 13,004 Crores which is 52.71%. The involvement of Entrepreneurship states that about 40-45% are manufacturers and the rest are Traders/gents/Dealers.

The above statistics calls for pursuing progressively for reduction our overall import dependence, especially from China, to become ATMA NIRBHAR. In such an exercise, imports from China no doubt require close scrutiny, considering their size in our import profile and even higher share of the bilateral trade deficit in our total merchandise trade imbalance. After interacting with few Entrepreneurs involved in the business of Chinese products, following findings are noted :

(a) Machines & spare parts manufactured by Indians at par/more effective in durability / quality than Chinese products used in India, but at higher cost.[Govt. of India should support through 'Make-in-India' initiative to bring down the manufacturing cost.]

(b) Chinese machines & spare parts used by Indian machinery manufacturers; [Govt. of India should encourage Local manufacturer to indigenously manufacture under 'Make-in-India' initiative and convey message that we not only want to make products for India but make them for the world indicating that we are also aiming at competitive manufacturing and not import substitution at any cost.]

(c) Chinese machines & spare parts used by Indian Textile Mills [If the government promotes technology among Indian manufacturers by offering a TUF scheme for TEI, there may not be any need for TUF for the textile industry as machinery and parts will be available at 40-60% lower cost.]

(d) Chinese machines & spare parts exported by Indian Traders/Agents to other countries from India [Govt. of India to support through Export incentives for Indian Products]

(e) Machines & spare parts of non-Chinese companies manufactured in China and sold in

India [effort to invite such foreign producers to locate their manufacturing in India by offering them attractive investment incentives, time bound tariff protection, ensuring that progressively they will also export.]

A detailed study on following aspects will help in execution of the concept 'Vocal for Local' at Grass –Root level through ATMA NIRBHAR BHARAT initiative.

- Which machines and Spares/Accessories heavily depend on imports right now and cannot immediately scale up production domestically?
- Which machines and Spares/Accessories partially depend on imports to make their finished products?
- Are there any machines, spares and accessories that are already self-reliant, have minimal dependence on imports or have the capacity to immediately scale up production here?
- What are the issues with scaling up production in import dependent sectors?
- What policy measure does industry need for greater local production?

We are aware that European Technologies even being expensive are preferred Globally due to their sustainability and Artificial Intelligence (AI) systems and being user-friendly and environment friendly. Inception of these machines, especially pre-owned has taken place in huge numbers in India under TUF scheme. China offered workshop facilities for many European machinery manufacturers and taking this opportunity, developed very cost effective machines with European technology standards under reverse engineering techniques and was able to target India as their major export market. It's a matter of time when Indian Entrepreneurs realized and as learnt from them, that these machines could not give sustainable performance due to lack of good quality metallurgical aspects, while manufacturing in order to deliver a low-cost Product.

Following suggestions may be considered for preparing Indian TEI to be ATMA NIRBHAR and promote through 'Vocal for Local' concept, taking it further 'Focus on Local for World'

- MSMEs TE Units

  As more than 80% of Indian TE Units are MSMEs, their technological base and state-of-the art set-up of their factories to deliver a quality and competitive products in accordance with International Standards it calls for i) Trainings on 5s, Kaizan, Six Sigma Yellow/Green Belt/ Lean for development of man-power; ii) LEAN Competitive Scheme for the Process and Infrastructure development; iii) in-house Projects with TRAs for Product/Design development; iv) Certification of the Business – ZED, ISO, etc. v) strengthen Backward Integration i.e. Machine Tools

- Creating an Eco-system for innovations & technology development in Textile industry" A gap between the Supply Chain CONNECTIVITY due to USER Industry (Textile Manufacturers in Spinning, Weaving, Processing, Knitting, Garment, Apparel) comes under the control of MOT(Ministry of Textiles), while SUPPLY Industry (Textile Machines, Spares & Accessories Manufacturers) & Machine Tool Industry comes under DHI (Ministry of Heavy Industry); if overcome then it will encourage Innovation/ Technology Development Projects for TEI from the User Industry under MOT development schemes.
- Creating Accessories and Spares Depot in the Textile Parks for ease of doing business
- Technology Scouting missions for Product/ Design development through in-house Projects with TRAs like NRDC, CSIR, ISRO, etc.
- Textile Centres for rendering after Sales and Technical Services
- Common Facilitation Centres (CFCs) – (to facilitate conceptualization and implementation for projects, training of technical staff of manufacturers, organizing workshops and seminars, facilitation in obtaining government subsidies for projects, etc. They also facilitate trials and feedback from user industry to enable rapid commercialization)

'Focus on Local for the World'

It is also essential to extend the slogan 'Vocal for Local' to the next stage " Focus on Local for the World" in order to develop those Products as consumed at National and International level but presently are not manufactured indigenously. However it is essential to consider religiously the availability of raw material, man-power, infrastructure, natural resources and technology while developing the Product at World class standard and at competitive price.

- If we can rapidly progress to a stage of 'plug and play' concept
- Export Cells of Textile Engineers to promote Indian Textile Machines, Spares & Accessories in the Textile Producing Countries
- Special Pavilions of Indian Textile Machines, Spares & Accessories in National & International Exhibitions
- Business Scouting Missions during International Events.
- SMART DATA CENTRE - Authentic DATA of Production, Export & Import of Capital Goods sector (Finished/Complete Machinery, Assemblies/sub-assemblies & Components, Hi-tech machineries and technology components) to help individual TE units in business, Engineering Associations in preparing strategies for its members, guide Research Associations and Industry Experts in Research and Turnkey Projects.

Digitalization

The technique /tool meaning instant connectivity with anyone, anywhere, anytime at mere cost, will play a very vital role in taking the concept 'Vocal for Local' more effectively to every corner and part of businesses. In this Era of Digitalization new technologies like going green, smart manufacturing, industry 4.0, etc. will place a challenge for this concept 'Vocal for Local' as it demands the suppliers and consumers of the Swadeshi Products to be acquainted with these technologies. Realizing the same, Government of India has thoughtfully introduced 'Make-in-India,' 'Skill-in-India' and 'Start-up India' simultaneously, whereby the slogan 'Vocal for Local' will go hand in hand with all three, helping India to be "ATMA NIRBHAR BHARAT."

For further information, please contact :
Mr. N. D. Mhatre
Director General (Tech), ITAMMA
Indian Textile Accessories & Machinery Manufacturers' Association, Mumbai, India.
Phone: +91-22-22844350 / 22844401
Fax: +91-22-22874060
e-mail: info@itamma.org,
Website : www.itamma.org ■

Oerlikon Provided Hybrid customer service is currently the present and future

In order to continue providing the best-possible customer service throughout the manmade fiber industry during the coronavirus pandemic, the Manmade Fibers segment of the Swiss Oerlikon Group has comprehensively adapted its offerings to the requirements of all its customers across the globe. In doing so, it has developed — both for the present and for the future — a practicable, sustainable and attractive solution : hybrid customer service.

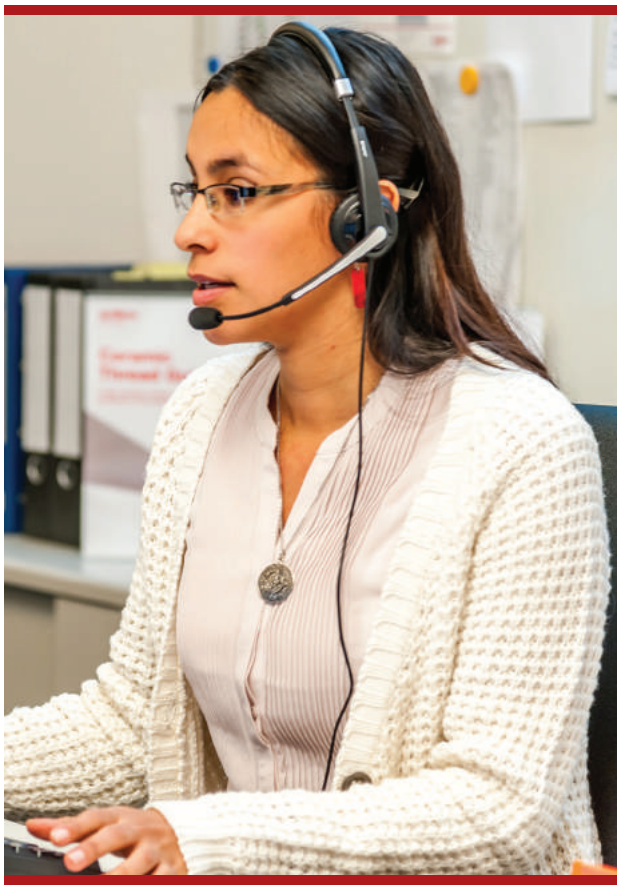
The range of customer services for the machines and systems of the Oerlikon Barmag, Oerlikon Neumag and Oerlikon Nonwoven competence brands is broad and covers all customer requirements throughout the world. The 'Start-up Services', such as assembly and commissioning for the products that are continuing to be delivered during the coronavirus pandemic, are presently the greatest challenge. However, Oerlikon has excellent local service set-ups in its core markets of China, India, the USA and Turkey. Customers

Oerlikon's local Service Stations are also attending to customers during the coronavirus pandemic

in Europe are looked after by staff at the German sites. As a result, virtually all projects have been successfully carried out over the past few months despite the difficulties. This was the case above all in China. Due to the travel restrictions relating to China, experienced construction site managers from Germany were involved by mean of videoconferencing, for example. "A particular challenge for all parties – but well-mastered by our team together with our customers in accordance with the circumstances", explains Wolfgang Ernst, Head of Customer Services and Service Sales at Oerlikon Manmade Fibers.

Additional temporary staff on site

"Our local representatives provide support in those countries without own Oerlikon Service Station", adds Ernst. Collaboration during these weeks and months has been even more important and has been going extremely well. And the locations in Germany have been providing Oerlikon



Online consultation and training are currently the order of the day

Manmade Fibers online training seminars and intensive customer care using Microsoft Teams and Skype. "Currently, we are recruiting additional local temporary staff on site from our extended Service Network, training them – extensively online as well – and then bringing them together with local Oerlikon employees at the construction sites", explains Wolfgang Ernst. To this end, 'Start-up Services' would continue to be complemented by 'Service Lifecycle Management' services such as upgrades, modernizations, maintenance, servicing and repairs.

'You have to be able to roll up your sleeves and touch the machines'

To the extent it is possible, Oerlikon is currently providing 'Technical Services' and 'Advanced Services' – where it is actually necessary to be present at the system with experts – using videoconferencing. "Here, there are of course limitations. You have to see, listen to and feel a machine. You often have to roll up your sleeves and touch the machines to make improvements and increase efficiency", states the German engineer. However, customers are currently only rarely requesting so-called 'performance checks'. Local concerns have, understandably, shifted elsewhere. But Oerlikon can carry out analyses and optimizations of the processes, hardware and software to a certain extent by means of remote access. Even before the coronavirus pandemic, the majority of the Manmade Fibers segment's customer services were being provided – in collaboration with customers – in a digital, hybrid form. "Because, generally, we additionally deploy experienced engineers and technologists from the international Oerlikon network on site in order to provide the necessary services for all customers directly", continues Ernst.

The Oerlikon Manmade Fibers segment experts can also be virtually 'on site' during the coronavirus pandemic by means of remote access

Supply chain up and running

There currently continues to be a reliable supply of Oerlikon Barmag, Oerlikon Neumag and Oerlikon Nonwoven original parts. "At the start of the coronavirus pandemic, the supply chain was stable – and it continues to be so. The logistics with all our partners across the globe are running smoothly", comments the experienced Service Manager. Of course, Oerlikon's customers can also place orders online using the 'myoerlikon.com' e-commerce shop. Items are then swiftly dispatched depending on the availability at our worldwide warehouses.

Numerous other innovative ideas in industrial solutions for a better world

The 26th China International Manmade Fiber Conference was held this year from September 7 to 9 together with the China Chemical Fiber Technology Conference in Qingdao City. Due to the corona pandemic, no international speakers were able to be present live on site. However, Oerlikon sent more than just a greeting message to the over 400 participants at the Grand Mercure Qingdao Nanshan Resort.

Oerlikon Manmade Fibers Segment CEO Georg Stausberg in an online interview with Oerlikon's China President Wang Jun at this year's Manmade Fibers Congress in Qingdao City, China

The management of the Manmade Fibers segment of the Swiss Oerlikon Group presented itself with a hybrid, interactive talk: Wang Jun, Oerlikon's China President, on stage and the CEO Georg Stausberg, who joined in online, together convinced the congress participants of Oerlikon's performance as an innovation and technology leader even in challenging times such as the current pandemic.

"Green Deal"

In addition to a current review of the international market situation in the machine and plant construction for manmade fibers, Georg Stausberg also dealt very clearly with the time after the pandemic in a question and answer interview with Wang Jun. When asked about the challenges and opportunities for the future of the manmade fiber industry, he said: "As a machine and plant manufacturer there is always one thing that will move us all forward: sustainable technologies. We all strive for innovative industrial solutions for a better world.

And how can we achieve this? In Europe, we should all consistently pursue the goals of the announced 'Green Deal' of the European Union and produce climate-neutrally by 2050 – or even better much earlier".

The CEO of the Manmade Fibers segment had the appropriate technology solutions at the ready: "Digitization with all its innovative possibilities, for example through the use of artificial intelligence, can and will help us in this process. And last but not least, automation. The interaction of automation and digital processes will ensure more sustainable Industry 4.0 production solutions for the manufacture of manmade fibers and their production machines and systems."

Duan Xiaoping, Vice President of the China National Textile and Apparel Council (CNTAC) and President of the China Chemical Fibers Association (CCFA) spoke on the topic: "Technology lights up the future of the industry"

More sustainable production methods

The combined event then brought to light numerous other innovative ideas. The Chinese speakers and the connected speakers from overseas talked about the latest developments in the field of functional textiles, bio-based fibers and materials, new fields of application for textiles and of course also about their sustainable production methods.

About Oerlikon

Oerlikon (SIX: OERL) develops modern materials, systems and surface technologies and provides specialized services aimed at securing high-performance products and systems with long lifespans for customers. Supported by its technological core competencies and its strong financial footing, the corporation continues its medium-term growth plan by implementing three strategic factors: focusing on attractive growth markets, ensuring structural growth and expanding through targeted M&A activities. Oerlikon is a globally-leading technology and engineering corporation, operating its business in two segments (Surface Solutions and Manmade Fibers) and employing around 11,100 members of staff at 182 sites in 37 countries worldwide. In 2019, Oerlikon generated sales of CHF 2.6 billion and invested more than CHF 120 million in research & development.

For further information: www.oerlikon.com

About the Oerlikon Manmade Fibers segment

With its Oerlikon Barmag and Oerlikon Neumag brands, Oerlikon Manmade Fibers segment is the world market leader for manmade fiber filament spinning systems, texturing machines, BCF systems, staple fiber systems, nonwovens and artificial turf systems and – as a service provider – offers engineering solutions for the entire textile value added chain. As a future-oriented company, the research and development at this division of the Oerlikon Group is driven by energy-efficiency and sustainable technologies (e-save). With its range of polycondensation and extrusion systems and their key components, the company caters to the entire manufacturing process – from the monomer all the way through to the textured yarn. The product portfolio is rounded off with automation and Industrie 4.0 solutions.

The primary markets for the product portfolio of Oerlikon Barmag are in Asia, especially in China, India and Turkey, and – for those of Oerlikon Neumag and Oerlikon Nonwoven – in the USA, Asia, Turkey and Europe. Worldwide, the segment – with just under 3,000 employees – has a presence in 120 countries with production, sales and distribution and service organizations. At the R&D centers in Remscheid, Neumünster (Germany) and Suzhou (China), highly-qualified engineers, technologists and technicians develop innovative and technologically-leading products for tomorrow's world.

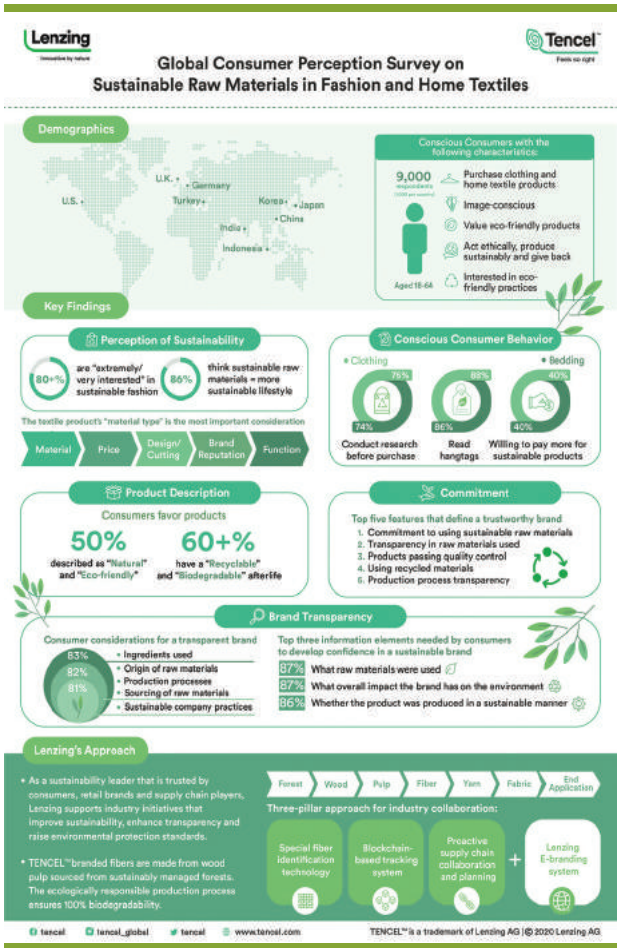
For further information: www.oerlikon.com/manmade-fiber

For further information, please contact :
André Wissenberg
Marketing, Corporate Communications & Public Affairs, Oerlikon
Tel : +49 2191 67 2331
Fax : +49 2191 67 1313
andre.wissenberg@oerlikon.com

Lenzing Group Conducted Global Consumer Perception Survey on Sustainable Raw Materials

Lenzing Survey shows that "Transparency" is key for clothing and home textiles brands to win consumer trust and confidence, with "Eco-friendly" and "Biodegradable" being favorable terms that increase likelihood of purchase

- Lenzing's Global Consumer Perception Survey on Sustainable Raw Materials in Fashion and Home Textiles concludes that "Transparency" is key for brands who wish to win consumer trust and confidence, paving the way for greater transparency and collaboration in the industry supply chain.
- 9,000 surveyed consumers from 9 countries responded favorably to terms such as "Eco-friendly", "Biodegradable", "Natural" and "Recyclable" and were more likely to buy a product that used these claims.



- When purchase clothing, bedding and home textile products, over 70% of surveyed consumers will actively educate themselves on sustainability through researching the production process and over 85% tend to read product label hangtags.

Lenzing Group (Lenzing), a global leader in sustainably produced wood-based specialty fibers, announced findings from its Global Consumer Perception Survey on Sustainable Raw Materials in Fashion and Home Textiles. The survey, which was conducted in early 2020, assessed the perceptions and behaviorsof Conscious Consumers towards sustainable clothing and home textile products, as well as their views towards sustainable raw materials and product features.

To understand consumer interest in sustainable materials and their current knowledge, a total of 9,000 respondents across nine countries aged between 18 and 64 were surveyed using online questionnaires. The key findings of the survey provided a glimpse into consumer habits towards pursuing a sustainable lifestyle, their knowledge of the raw materials used in clothing and home textile products, their perception towards brands, and preferred product descriptions.

The findings also reflected the imminent need for closer collaboration within the clothing and home textile industries to provide consumers with more transparent information about the products they purchase, in order to enhance consumer trust and maximize business potential.

Three key findings of the survey are outlined below :

1. Conscious Consumers actively engage in pursuing a sustainable lifestyle and are constantly educating themselves about raw materials

Almost all (86%) respondents believe purchasing clothes made from sustainable raw materials is a key component of living a more sustainable lifestyle, and they frequently purchase products from brands that are committed to using sustainable raw materials (80%) or recycled materials (77%) in their products. The survey also revealed that majority of respondents actively learn about sustainability through researching the production process of products before purchasing (76% in clothing and 74% in bedding and home textiles). They also tend to read label hangtags (88% in clothing and 86% in

bedding and home textiles), and most respondents are willing to pay an average of 40% more for clothing or home textile products with descriptions that reflect sustainability.

When shopping for clothing and home textile products, respondents consider the material type to be their most important consideration (ranked in the top three factors for consideration by 44% of respondents), which is above price, design, brand reputation and function.

2. Products described as "Eco-friendly" or "Natural" with a "Biodegradable" or "Recyclable" afterlife appeal to consumers

When asked about definition of sustainable clothing, respondents considered products being processed or manufactured using humane, eco-responsible production processes and products made from natural, organic or botanic materials as top considerations. Over 80% of respondents expressed that they are "extremely interested" or "very interested" in sustainable fashion and purchasing clothing made from sustainable raw materials.

When asked about their preference for clothing and home textile products, half of the respondents said they would be more likely to purchase a product described as "eco-friendly" or "natural", whereas over 60% of respondents are more likely to purchase products with a "recyclable" or "biodegradable" afterlife. Given the popularity of such terms, there are opportunities for brands to provide more descriptions and greater clarity to the materials, production processes and product afterlife information to their products as consumer education.

3. Brands with greater transparency on raw materials and ingredients can gain consumer trust

Most respondents considered brands that are transparent with their ingredients (83%) and the origin of their raw materials (82%) as trustworthy. At the same time, respondents also consider brands that are transparent about their production processes (82%), sustainable practices (81%) and where their raw materials come from (82%) as trusted brands. While respondents believed that knowing what raw materials were used in their clothing and home textile products is important to build confidence in a brand (87%), they also believed that knowing the brand's environmental impact when deciding to purchase (87%) is very important.

"The findings of this survey prove the value of Lenzing's ongoing efforts in driving the sustainability dialogue across the textile supply chain, from yarn makers to consumer brands. Based on the survey, we gained a more comprehensive understanding of consumer perceptions globally. The rating of material type being the top consideration factor when shopping for clothing and home textile products has also echoed our belief that consumers value and actively look out for sustainable products. This survey provided us, our partners and brands with insights to curate more targeted strategies and programs to drive sustainability, not only on raw materials, but also product afterlife. In the longrun, we hope to bring optimal value for the clothing and home textiles industry supply chain and help brands achieve new heights, drive sustainability and safeguard our planet." said Florian Heubrandner, Vice President of Global Business Management Textiles at Lenzing.

Collaboration in the fashion and textile industry is essential for driving greater transparency

Though sustainability has been a hot topic among brands, to enhance transparency, there is still room for the supply chain to evolve communications on raw materials, production process and product afterlife. Given consumers are already actively searching for sustainable products, it is important for the industry and brands to revolutionize how technical knowledge is translated into consumer language on websites, product tags and labels.

To drive change, Lenzing has been taking the lead with athree-pillar approach to increase industry

collaboration and shift towards sustainability by ensuring a higher degree of transparency and enabling verification of raw material origin from production process to final garment. The three-pillar approach covers special fiber identification technology, a blockchain-based tracking system,

and proactive supply chain collaboration and planning. Such approach is also complemented by Lenzing's bespoke e-branding platform for manufacturers and brands, providing one-stop support for fabric certification, including fabric testing, identification numbers and hangtagsto offer reassurance that sustainability is in every step of the supply chain.

"We are thrilled to see more consumers embrace a sustainable fashion lifestyle by making informed purchases based on research and reading product labels. With rising consumer expectations towards sustainability, over the past few years, we have been transforming and upgrading the TENCEL™ brand experience through proactive engagement programs on sustainable cellulosic fibers," said Harold Weghorst, Vice President of Global Brand Management at Lenzing.

"Consumer interest in eco-friendly and biodegradable products aligns with our ongoing commitment to bring brands and consumers more sustainable and biodegradable options to the clothing and home textile industries. Derived from sustainably sourced wood, TENCEL™ branded fibers offer breathability, quality and biodegradability to clothing and home textile fabrics that are used in our everyday lives. While we continue to advocate for innovation in sustainable raw materials, we will continue to go beyond fibers and look for new ways to engage brands and consumers, enabling them to embrace sustainability anytime, anywhere," added Weghorst.

To learn more about this survey, you can also refer to the infographic.

The survey is commissioned by Lenzing in partnership with Wakefield Research, a market research firm, surveyed online a total of 9,000 respondents aged between 18 and 64 from nine countries including China, Japan, Korea, India, Indonesia, Turkey, Germany, U.K. and the U.S. in early 2020.

For further information, please contact :
Debanginy Parasar, Lenzing Group
6Degrees-BCW
Mobile : +91 8017076105 ❐

Mimaki Europe Announces Appointment of New Managing Director

Mimaki Europe, a leading manufacturer of inkjet printers and cutting systems, has announced the appointment of Takahiro Hiraki as Managing Director.

Hiraki joined Mimaki Engineering in 1997 as a sales representative for the Mimaki CF-series. Over the next 20 years, he remained with Mimaki, developing his expertise in the technology and advancing his sales career in various senior positions. As Hiraki's career progressed, he became responsible for larger teams and Mimaki's success in new and emerging markets as the company expanded its solutions.

In 2019, Hiraki joined the board of directors and was assigned management responsibility for Mimaki

Europe. The appointment to Managing Director of the region this year reflects his commitment to the organisation and enthusiasm for this diverse, innovative, and successful part of the Mimaki business.


Takahiro Hiraki, Managing Director at Mimaki Europe

Hiraki is pleased to accept this latest challenge and exciting opportunity, and stated, "From very humble beginnings in a prefab building and one of only 180 employees selling cutting plotters and CAD plotters, my Mimaki journey has been one of industry innovations, technology break-throughs and significant growth. My goal as MD for Mimaki Europe is to further develop relationships with our partners and customers to meet the evolving local needs of these businesses and take Mimaki Europe into its next phase of success."

Mimaki Europe also welcomes Ryosuke Nakayama as Executive Assistant to Hiraki. Nakayama joined Mimaki Engineering in 2012 and during his 8 years at the company, has excelled in marketing, sales, and product management roles worldwide. Nakayama's extensive experience, expertise and diverse skillset will be substantial assets to the Mimaki Europe management team.


Ryosuke Nakayama, Executive Assistant to Takahiro Hiraki at Mimaki Europe

Hiraki succeeds Yuji Ikeda who commented, "In Hiraki and Nakayama, Mimaki Europe is adding two accomplished and highly qualified team members. I am confident that Hiraki will lead this newly bolstered team to achieve great things in the months ahead, despite the unprecedented and challenging situation we have all faced this year. I wish him and Mimaki Europe every success."

For more information about products and services from Mimaki, visit www.mimakieurope.com.

About Mimaki

Mimaki is a leading manufacturer of wide-format inkjet printers and cutting machines for the sign/graphics, industrial and textile/apparel markets. Mimaki develops the complete product range for each group; hardware, software and the associated consumable items, such as inks and cutting blades. Mimaki excels in offering innovative, high quality and high reliability products, based upon its aqueous, latex, solvent and UV-curable inkjet technology. In order to meet a wide range of applications in the market, Mimaki pursues the development of advanced on-demand digital printing solutions. Mimaki Engineering Co. Ltd., (President: Kazuaki Ikeda) Nagano (Japan), is publicly listed on the Tokyo Stock Exchange, Inc.

For further information, please contact :
Danna Drion, Marketing Manager EMEA, Mimaki Europe B.V.
Tel: +31 20 462 79 42
email: D.Drion@emea.mimaki.com
Ivan Lesmana, Communication Coordinator EMEA, Mimaki Europe B.V.
Tel: +31 20 462 79 42
email: i.lesmana@emea.mimaki.com
Clare Porter, Associate Director, Bespoke
Tel: +44 1737 215200
email: clare@bespoke.co.uk ❐

Spykar's expansion—move in unlock period

Spykar opens new store in Alwar, Rajasthan

Rajasthan : As the economy is slowly regaining normalcy, Spykar, India's homegrown denim fashion brand, brings some bright news as they open a new store in Rajasthan. Taking forward their strategy of tapping the tier 2 and 3 markets which holds great potential, their new store in Alwar is a step towards gaining stronger foot in the country.

Tier 3 cities in India boast masses which capture the real essence of our country. Spykar aims to introduce and develop brand loyalty in these fairly unorganized markets by offering quality branded apparel at an attractive price. The store in Alwar is located strategically at Vijay Mandir Road, Near

Bhagat Singh Circle, a thriving shopping hub in the city.

The west region has shown great loyalty and response to Spykar. On expansion in Rajasthan, **Mr. Sanjay Vakharia, CEO of Spykar Lifestyles** exclaims, "The youth of smaller towns are fashion –conscious and seeking branded options. We look forward to fulfilling this demand with the new store. The economy needs a churn and investments need to be made with a long-term vision. Hence this is a step towards regaining normalcy."

The brand aims to be a one stop shop for fashion conscious millennials. From trend setting jeans to trousers to shirts and even accessories, Spykar promises to provide top quality casual wear items.

Editor's Note

Spykar is India's leading Jeanswear brand for the youth. Spykar is synonymous with the 'Young & Restless' generation of today. Keeping up with the ever-changing dynamics of the global fashion industry, the collection exudes an individualistic and contemporary style.

Established in 1992, Spykar has come a long way and has certainly defined the rules of the fashion arena. From what started as solely a men's denim brand sold at multi-brand outlets, Spykar has expanded its portfolio to become a one stop shop for casual wear ensemble for both men and women – available pan India across 240 exclusive outlets, 900+ multi-brand outlets, all key large format stores and e-commerce portals.

Since 2014, Spykar is a part of the Lord Bagri promoted Metdist Group, a diversified portfolio of companies. Headquartered in UK, the Metdist group is a global conglomerate with interests in metal and diverse industries like fashion, hospitality & technology.

For further information, please contact :
Spykar Lifestyles
Office No : 422/423, 4th Floor
Laxmi Plaza, Laxmi Industrial Estate
Andheri (West), Mumbai-400053 ■

The Turkish Textile Sector Will Crown Its Success in ITM 2021

During the pandemic, the Turkish textile industry, which has increased its textile exports unlike many countries, will crown its success with the ITM 2021 Exhibition to be held between 22 and 26 June 2021.

The Turkish textile industry made a righteous name for itself all over the world by playing a successful game during the troublesome coronavirus pandemic period. Turkey, coming to the fore especially in the field of production of masks and protective textiles, made happy textile machinery manufacturers be content through the continuation of the stability in textile machinery commerce. In this period, the Turkish textile industry, which has increased its textile exports unlike many countries, will crown its success with the ITM 2021 Exhibition to be held between 22 and 26 June 2021.

Turkish textile companies revitalized Turkey's economy through providing confidence in the supply chain, taking rapid actions in changing conditions, their strong infrastructure, and dynamic and skilled labor force. Many of the European textile machinery manufacturers, which had to take a break in their production processes, encountered a decrease in their number of orders and sales, while Turkey continued to both purchases and sales of the textile machinery. While the machinery manufacturers exported more than 50 percent of their products to countries all around the world, exports to Europe were 37 percent with respect to the total exports volume.

The economic recession experienced in the Far East countries, let Turkey take one step further. Turkey demonstrated its potential to be the center of the world especially in the production of protective textiles. The Turkish companies, which engaged in the production of high-quality masks and protective textiles in hygienic conditions, by using the advantages of early delivery due to Turkey's geographical position have become a better alternative compared to the companies in China. They have also become the first choice of the European countries, which have turned their route to nearby producers for supply.

Experiencing no difficulties in the supply of nonwovens, Turkey's most important export product in the January-June 2020 period was technical textiles. This product group, which constitutes 27.2 percent of total textile exports, achieved an increase of 43.9 percent compared to the same period of last year and reached the level of 1.1 billion US Dollars. The export of technical textile products in June was calculated as 318 million US Dollars with an increase of 202 percent.

It is the right time to turn the crisis into an opportunity

ITM 2021 Will Be the Address of the Companies that Want to Make New Investments in the Textile Industry

It is the right time for Turkey, which succeeded in drawing the world's attention, to turn the crisis into an opportunity. Turkey became the world's new production center in the shrinking world economy after the global pandemic by reaching out right markets, making deliveries on time, and maintaining the costs of the employees, production quality, and logistics.

ITM Exhibition 2021, which will be held between 22 and 26 June in Turkey, will play a key role in maintaining this success. ITM 2021, which will be one of the first and biggest gatherings of the textile

machinery industry after the troublesome global pandemic, will direct the textile machinery sector with the latest technologies to be exhibited, new investment decisions, and strong collaborations to be signed.

Domestic and international companies that want to make new investments in the textile sector will participate in ITM 2021 to be informed about the latest trends in textile machinery. ITM 2021, where thousands of exhibitors will exhibit their latest technological innovations, will broaden new horizons in the minds of both participants and visitors. Company officials, who will have the opportunity to see the rapidly changing technological innovations on-site, will be able to integrate these developments into their production and direct their investments.

ITM 2021, which will enable textile machinery manufacturers to be known internationally by proving themselves in the domestic market, will create an important opportunity for domestic companies to focus on exports. ITM 2021, where not only Turkish companies but also manufacturers from all over the world will sell textile machinery, will make a great contribution to the global economy. ❐

Pailung Knitting Machines exhibited at KTM 2020 Fair

Elips Textile, which is the Representative of Pailung Machinery Mill Co. Ltd, exhibited its Next-Generation circular knitting machines at KTM fair.

Elipse has a long history in the textile sector with the service it provides, was founded in 2000 in Istanbul with the aim of offering new technologies in the textile sector to the market and to provide technical service. Elipse, which opened a representative office in Uzbekistan in order to serve the Central Asian Textile Industry since 2003, has become a reference point in its sector with its expert sales representatives and technical staff.

By pointing out the success of the circular knitting machine that the Pailung Machinery Mill Co. Ltd has developed, Elipse General Manager of Textile Zeynep Doğan, an establishment has been representing the company in Turkey for long years, underlined the utmost importance of the Knitted fabric production in Kahramanmaraş and elaborated on the importance of the KTM Fair for their company.

In his statement, Doğan stated, "We have achieved success by helping our customers to realize the most lucrative projects that could create added value and provide maximum efficiency for them, by ensuring coordination between the machine manufacturers we represent and the end users." "We have met our customers with a next generation Knitting machine in Kahramanmaraş International Textile Machinery Fair KTM2020." Elips Textile General Manager Zeynel Doğan lastly invited all sector representatives to their booth at KTM2020 to see knitting machines and to discuss about new projects.

For further information, please contact :
2020 Ecr Fuarcilik Ltd. Şti
Senlikoy Mh Eceler Sok N 13 Florya
Istanbul ❐

Avantex Paris : 1-4 Feb 2021

The international trade fair for high-tech fashion solutions

Benefit from an ideal exposure to present your collections to buyers coming from Europe and worldwide.

What is Avantex?

Avantex Paris is the 1st international tradeshow dedicated to the innovation in the textile and Fashion industry.

It integrates, from conception to retail : innovating fabrics, materials, components, products and services for Fashion.

Innovative fibers and textiles, conductive inks, new printing and textile embroidery technics, wearables, software, prototyping tools, new solutions for smart retail, find all innovations for the Fashion industry at Avantex.

TEXTILE EVENTS

What to expect from Avantex Paris?

Avantex Paris gathers startups, brands, designers, garment and textiles manufacturers, retailers, engineers, agencies, studios, institutes & laboratories and universities to create the fashion of tomorrow and open new markets!

5 high-tech product groups for fashion and textile companies

Materials & Components

Innovative fibers, textiles, materials and adapted electronic components for fashion products.

Prototyping & Process

Services, softwares and advanced machines for manufacturing of fashion and textile products or samples.

Digital Printing

Innovative printing and dyeing equipment and services.

Clothing & Accessories

Fashion wearables, smart fashion products design studios and providers.

Smart Retail

Innovative systems and devices for fashion retail

Trends

Catwalks

Highlight your high-tech innovations through fashion shows

Trend Forums

Exhibitor products displayed by our Art Directors in dedicated areas

Quick Links

- Avantex Paris Brochure
- Application Form
- Fact Sheet

For further information, please contact :
Ms. Priyanka Videsh
Tel : +91 22 61445953
Fax : +91 22 61445999
priyanka.videsh@india.messefrankfurt.com ❐

Participate in First Italian Virtual 3D Expo

ReadyToShowVirtual

Gateway to Italy, Europe & the World Market!

October 6-9, 2020

First Ever Italian Virtual 3D Expo

Due to Global Pandemic, the year 2020 will see a massive drop in travels, a Digital Platform that can facilitate the same trade relations and business networking will be a boon for the industry.

INTRODUCING

The First Ever Virtual & Digital 3D Expo Event In Italy

For International Apparels, Accessories, Textiles & Leather Manufacturers

AS A DIRECT ACCESS TO

Major Italian & European Buyers :

Importers, Private Labels, Large Retailers & all other Imported Apparel & Textiles.

The show will feature companies from all across product categories from over 25 countries.

PARTICIPATION INVITED FROM

Asian Countries - China, India, Bangladesh, Pakistan, Sri Lanka and Nepal

ASEAN Countries - Thailand, Vietnam, Cambodia, Malaysia, Myanmar and Laos.

Italian Pavilion | China Pavilion | Mauritius Pavilion | Turkey Pavilion | India Pavilion

Contact: info@readytoshowvirtual.com

Booth Features For Exhibitors

Product Showcase : Video Display

Live Chat : Video Conferencing

Resource Centre : B2B Meetings

Display Company Content : Business Card Exchange

Display Banners on the Booth : Managing & Responding to Queries

Event Features

Pre-arranged B2B Meetings : To Connect You With Qualified VIP Buyers.

Extensive Seminars & Conferences Programme : With International Speakers & Delegations From Fashion Industry.

Exhibition Centre, Exhibition Halls : For Various Fashion Sectors.

Exhibitor Show Directory / E-Book : A Compilation For All The Exhibitor Profiles.

Sort Exhibitors by Product Category & Country : For All Visitors.

Networking Possibilities : For All Present At The show.

For further information, please contact :
Tortona Design & Fashion
Visit: readytoshowvirtual.com
Email : info@readytoshowvirtual.com ❐

Fashion World Tokyo

2020 October

Dates : October 27 (Tue) – 29 (Thu), 2020
Venue : Hybrid, Tokyo Big Sight & Virtual
Organiser : Reed Exhibitions Japan

Apply Today to Save the Registration Fee !

Visitor Ticket Registration

You can also join from your home/office

Register for Virtual Visit !

Virtual Visitor Registration

Wondering where to find sourcing manufacturers represented from Japan ?

Visit Fashion World Tokyo, Japan's largest trade show with offering the doubled business platforms, onsite and the virtual.

Consisting of 6 shows

- Fashion Wear Expo
- Bag Expo
- Shoes Expo
- Fashion Jewellery Expo
- Textile Tokyo
- Fashion Sourcing Tokyo

The exhibition will be held while following the guidelines for Covid-19 control measures of the government, municipalities and the exhibition industry to ensure the safety of the exhibitors and visitors at the exhibition.

Thorough measures against Covid-19

- All participants to Wear Mask
- Temperature Measurement
- Doctors/Nurses Onsite
- Hand Sanitizer at All Entrances
- Good Indoor Ventilation
- Seat Distancing at Seminars

For further information, please contact :
Fashion World Tokyo Show Management
Organiser : Reed Exhibitions Japan Ltd.
Tel : +81-3-3349-8519
E-mail : visitor-eng.fwt@reedexpo.co.jp
Web : https://www.fashion-tokyo.jp/en-gb.html ❐

Techtextil and Texprocess 2021 with Heimtextil

Techtextil and Texprocess 2021 will now be concurrently held with Heimtextil which will result in exciting synergistic effects for the textile sector.

A totally inspiring and exciting time is dawning for technical textiles and nonwovens - and will be on show from 4 to 7 May 2021 at the next leading international Techtextil trade fair, which is co-located with Texprocess – the leading international trade fair for processing of textile & flexible materials.

For the first time, due to the current situation with respect to the corona pandemic & the associated international travel restrictions have cause Messe Frankfurt to postpone the next Heimtextil – The world's biggest trade fair for home & contract textiles. HEIMTEXTIL 2021 will be co-located with TECHTEXIL & TEXPROCESS 2021, together they will offer the opportunity to present the entire textile value chain at Frankfurt Fair & Exhibition Centre from 4 to 7 May 2021.

By holding all three fairs concurrently, trade visitors will be able to obtain a comprehensive overview of functional materials for home and contract textiles, including the processing stages. The close proximity to suppliers and buyers of technical textiles and nonwovens with innovative functionalities, as well as machines and the latest technologies for processing textile and flexible materials, is certain to generate interesting new perspectives for both visitors and exhibitors of Heimtextil. Indeed, the two textile fairs already aim at the home-textile sector with the 'Hometech' segment. The biggest ever editions of Techtextil and Texprocess were last held in Frankfurt in May 2019 and attracted a total of 1,818 exhibitors from 59 countries and around 47,000 trade visitors from 116 nations.

Quick Links

Existing Customers please use the below link to register :

https://standspace.messefrankfurt.com/easy/en/home.html

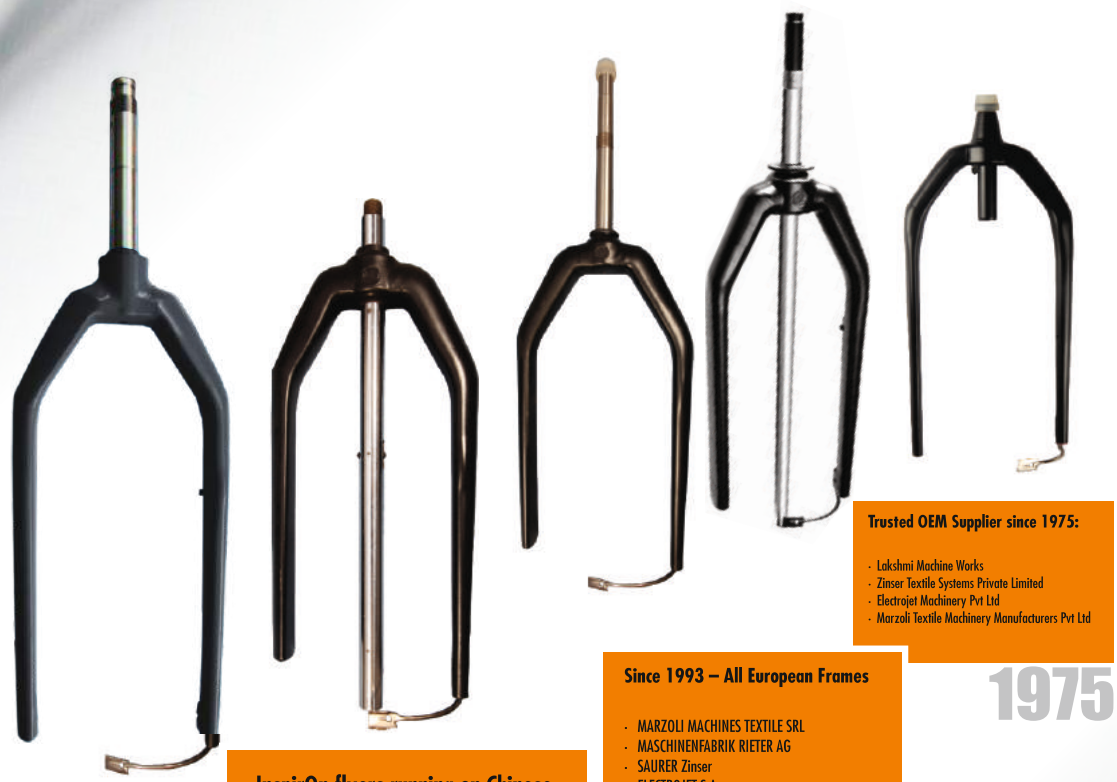
New Customers please use the below link to register :

https://standspace.messefrankfurt.com/easy/en/home_registerinterests.html

For further information, please contact :
Ms.PriyankaVidesh
Tel : +91 22 61445953
priyanka.videsh@india.messefrankfurt.com ■

4.75 Million Glocal Flyers

Inspiron®
Innovation First+



Trusted OEM Supplier since 1975:

- Lakshmi Machine Works
- Zinser Textile Systems Private Limited
- Electrojet Machinery Pvt Ltd
- Marzoli Textile Machinery Manufacturers Pvt Ltd

1975

Since 1993 – All European Frames

- MARZOLI MACHINES TEXTILE SRL
- MASCHINENFABRIK RIETER AG
- SAURER Zinser
- ELECTROJET S.A
- GROSSENHAINER TEXTRONIC GMBH

1993

InspirOn flyers running on Chinese Roving Frames (More than 1,00,000 flyers)

- SAURER CHANGZHOU TEXTILE MACHINERY
- CMT-HICORP MACHINERY
- JIANGSU HONGYUAN TEX
- HEBEI TAIHANG MACHINERY INDUSTRIES

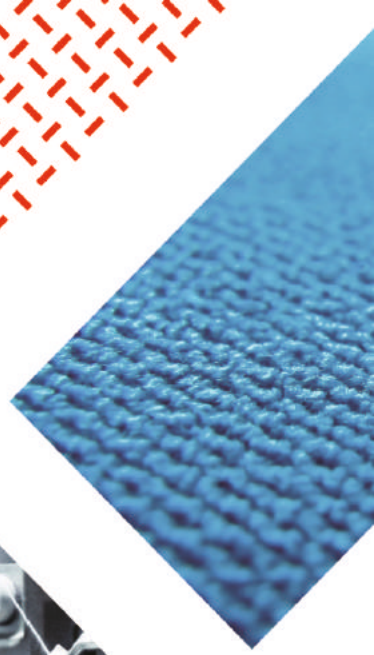
Since 2006

Argentina	Thailand
Bangladesh	Turkey
Brazil	Taiwan
China	USA
Egypt	Vietnam
Indonesia	Italy
Iran	Germany
Malaysia	Switzerland
Mexico	Spain
Nepal	Kenya
Pakistan	Nigeria
Peru	Morocco
Philippines	Saudi Arabia
South Korea	Bahrein
Sri Lanka	India

InspirOn Engineering Pvt. Ltd. Survey No.320, Near GIDC Odhav, Odhav Road. Ahmedabad-382415. Gujarat, India.
P: +91-79-3021-2000/99. F: +91-79-3021-2090. E: inspiron@inspiron.co.in

www.inspiron.co.in

New Delhi, Chandigarh, Punjab, Haryana, UP, Himachal Pradesh. J & K: M/s. Trishul Overseas - New Delhi, Mr. Vipin Modi (M-9810050410), Mr. Rajat Modi (M-09815750410). E: rajat@trishuloverseas.com
MP, Chattisgarh, Dungarpur (Rajasthan) Only: M/s. Anvi Agencies - Indore. Mr. Ayush Jain (M-9893300758), Mr. Abhishek Jain (M-9893010310), E:ayush@ayushagencies.com
Rajasthan: M/s. Swastik Tex - Jaipur,Mr.Gaurav Saraf (M-9414048889), E: gaurav.swastik@gmail.com
West Bengal, Orissa, Assam : M/s. Spintex Trading Corporation - Kolkata, Ms. Daya Saria (M-9339504421), E: spintex10@bsnl.in and spintex7@gmail.com
Seemandhara & Telangana(AP): M/s. White & Company - Secunderabad. Mr. K.V.Bhardwaj, (M-9395311806, P-040 27849698/66311806), E: whitehyd@satyam.net.in
Part of Tamil Nadu & Karnataka: M/s. Spinnova - Coimbatore, Mr. G. Venkadesh, (M-9965517511), E: spinnovajv@gmail.com
Part of Tamil Nadu & Kerala: M/s. White & Co. - Coimbatore, Mr. V. Babu, (M-9345738543), E: vbabu@whitenco.net
Gujarat : M/s Maskara Enterprises, Ahmedabad, Mr. Vikas Maskara (M-9327000653) , E: maskarabn@gmail.com
Maharashtra, Vapi & Daman in Gujarat: M/s. Shivam Texmech Pvt Ltd-Kolhapur, Mr. Sangram Dakare (M-09371111209), E: info@shivam.in, Mr. Madan Wajpe (M-09821216996), E: madan@shivam.in, Mr.Sambhaji Pandhare (M-09326193047), E: services@shivam.in.
Gorakhpur & Nepal: M/s.Aloke Fibre-Tech Pvt Ltd. New Delhi , Mr. Arpit Goyal (M-9810907077),E: sales@alokfibre.com



ITMA ASIA | CITME

中国国际纺织机械展览会
暨ITMA亚洲展览会
ITMA ASIA + CITME 2020

ASIA'S PREMIER TEXTILE MACHINERY INDUSTRY PLATFORM

BE PART OF ASIA'S MOST PRESTIGIOUS TEXTILE MACHINERY INDUSTRY EVENT

NEW DATES
12 - 16 JUNE 2021

NATIONAL EXHIBITION
AND CONVENTION CENTER
SHANGHAI, CHINA

- A mega showcase of cutting-edge solutions for textile makers
- Strong support from all the major textile machinery trade associations
- Textile machinery and accessories structured by product category

For more information, please contact

ITMA Services
Tel: +65 68499368
Email: itmaasiacitme@itma.com

Beijing Textile Machinery International Exhibition Co., Ltd. (BJITME)
Tel: +86 10 5822 2655/5822 2955/5822 0766
Email: itmaasiacitme2@bjitme.com

Owners: CEMATEX

Organiser

Co-Organiser: ITMA SERVICES

In Partnership With

www.itmaasia.com
www.citme.com.cn

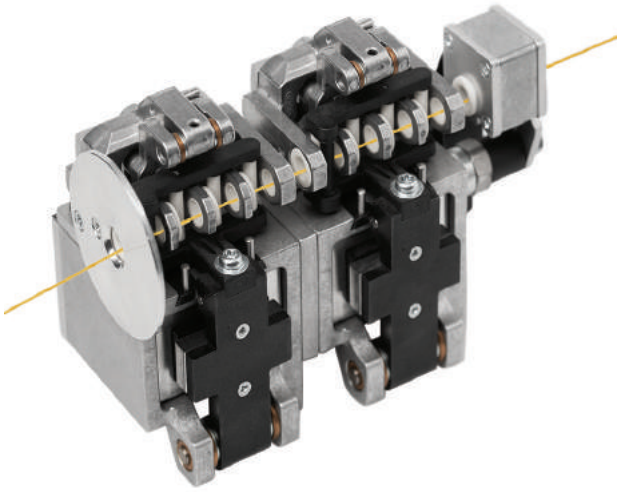
Loepfe Brothers Ltd.

New Loepfe Product accelerates Weaving Productivity

Loepfe Brothers Ltd. has announced the launch of its new WeftMaster SFB – the first of several of planned launches featuring latest technology products aimed at maximizing productivity in weaving mills.

The WeftMaster® brand carries with it a long heritage of international success and reputation for Swiss engineering quality. The WeftMaster SFB weft thread brake has now been upgraded with new electronics to control up to four brakes.

Designed for fitting to projectile and rapier looms, the WeftMaster SFB controls the tension for all yarn types, thus minimizing weft thread breaks. Braking start is optimized through precise projectile detection allowing increased loom speeds and promoting higher output. The WeftMaster SFB brakes also feature reduced yarn abrasion and higher wear resistance.



WeftMaster® SFB Weft Thread Brake

Loepfe's Head of Products & Solutions Guido Wieland commented: "Today, it's all about productivity and maximizing return on investment. The WeftMaster SFB helps our customers in the technical textile business to increase production while, effectively, prolonging the life of their original equipment. We know there are still many owners of mechanically-braked weaving looms out there, so would urge them to contact us – there's never been a better time to adopt a well-proven and reliable electronically-controlled solution!"

Loepfe CEO Dr. Ralph Mennicke added: "Despite the continuing Covid-19 crisis, a few months ago we announced our intent to transform the company and bring new products to the market. While our transformation is already well-advanced, many congratulations to the whole Loepfe team for their excellent work to facilitate the launch of the new WeftMaster SFB product on 15 September, 2020. We are all very excited about this and other upcoming product launches. Our customers can soon expect more new best-in-class products to support them as economic recovery gets underway."

About Loepfe

Loepfe Brothers Ltd. has established itself in the field of optical yarn clearers with pioneering achievements. Today Loepfe is recognized worldwide as the specialist for integral quality control systems. Fifty percent of the worldwide yarn production is monitored by Loepfe yarn clearers.

The Loepfe headqurters are in Wetzikon/ Switzerland near Zurich where the company employs close to 150 people. The Swiss production location guarantees stability and reliability. All Loepfe products are developed and manufactured in Switzerland. Loepfe quality is based on the employees' unique know-how and over 65 years of experience. Loepfe invests systematically in research and development of state-of-the-art technology, with its understanding of the complex requirements of the textile industry.

Loepfe lays the foundation for the international success of its textile quality assurance systems with sustainable products and highly personalized customer service. Loepfe is represented in all important textile markets via an international network of 90 agents and service representatives in 70 countries worldwide. Loepfe offers training and further education and ensures efficient local quality management at senior level.

https:/www.loepfe.com

About Savio Group

Savio Group is the world leader in the yarn finishing sector, operating in the design, manufacturing and distribution of winding machines, quality control devices and electronic boards for the textile industry. It has factories in Italy, China, India, Belgium, Germany and Switzerland. Established over a century ago, Savio has evolved over the years through intense

Research & Development, highest manufacturing flexibility and high quality standards. Global dimension, extreme flexibility and productive excellence are Savio's principal strategic assets, while the group continuously reviews, renovates and consolidates its leadership to reflect changing world market needs over time.

http:/www.savio.group

For further information, please contact :
Loepfe Brothers Ltd.
Guido Wieland, Kastellstrasse 10
8623 Wetzikon, Switzerland
phone : +41 43 488 11 11
email : info@loepfe.com
web : www.loepfe.com
www.linkedin.com/company/loepfe-brothers-ltd
www.youtube.com/user/loepfeswiss ❐

A.T.E. Enterprises Private Limited

World premiere : TEXPA with its automative innovation produces fitted sheets with 90° corners and 360° all-around elastic band

TEXPA, the world's leading manufacturer of fully automated production lines for home textiles, has taken automation to a new level with "FITTED C90 - 360".

With the introduction of the first fully automatic line, TEXPA has succeeded in creating an innovation that produces fitted sheets from the roll to the final product – with 90° corners and a 360° elastic band sewn in all the way round.

TEXPA meets the demand for highest precision and quality from producers and end customers alike thanks to a self-developed system that ensures the exact shaping of all four corners. State-of-the-art robot systems guarantee a consistently reliable and personnel independent production.

Built-in label dispensers allow for the positioning of labels in the hem as well as in the corners – and with the feature to connect an additional automatic folding machine, the efficiency increases even more.

The world's first automatic fitted sheet production line has already been delivered to a renowned German bed linen manufacturer.

For further information, please contact :
A.T.E. Enterprises Private Limited
M : +91-9869288040
T : +91-22-6676 6239
W : www.ategroup.com ❐

Gotester Machines Co., Ltd.

Gotester Machine Co. Ltd introduce TTM-8001B Breath Mas Air Tightness Resistance Tester and TTM-8032 Mask Automatic Particulate Filter Efficiency (PPE) Tester

Technical Parameter :

Model	TTM-8001B Breath Mask Air Tightness Resistance Tester for Filter Efficiency and Ex/ inhalation
Air pumping volume	40L / min ~100L / min, can be set, the standard stipulates 85 L/min.
Flowmeter range	0~100L / min, accuracy is 2.5%.
Pressure range	0~1000Pa, accuracy is 1Pa
Power supply	AC220V, 50Hz

Equipment Overview

It is produced according to relevant standards and is mainly used for testing the inhalation and exhalation resistance of masks and respirators under specified conditions. Suitable for masks and respirators manufacturers, quality supervision, scientific research, wearing and other units.

Main Features

1. PLC touch screen operation.
2. Two modes of breath detection and inhalation detection can be selected by themselves.
3. The micromanometer sensor uses a two-wire system, with high accuracy and good stability.

4. The range and zero point of the micromanometer sensor are continuously adjustable, the damping is adjustable, there is no mechanical moving part, and the maintenance workload is small.
5. Display the test pressure in real time.
6. Real-time display of the amount of breathing gas tested.
7. Configure a special test head mold.
8. The flow sensor is a digital flow meter with high sensitivity. The chip uses a thermal mass flow meter without temperature and pressure compensation.

Standard

GB/T 32610-2016, GB 2626-2006, GB19083-2010, YY 0969-2013

TTM-8032 Mask Automatic Particulate Filter Efficiency (PPE) Tester

Technical Parameter

Model	TTM-8032 Mask Automatic Particulate Filter Efficiency (PFE) Tester
Flow range	(20~100) L/min,accuracy 2%
Filter Efficiency	(0.001~99.999)%
Resistance	0~2000Pa, accuracy 2%
Test area	100cm²
Test temperature	(25±5)°C
Relative humidity	(30±10)%
Overall size	950×600×600mm
Gas source	flow 198l/min (0.6MPa) at 550kpa

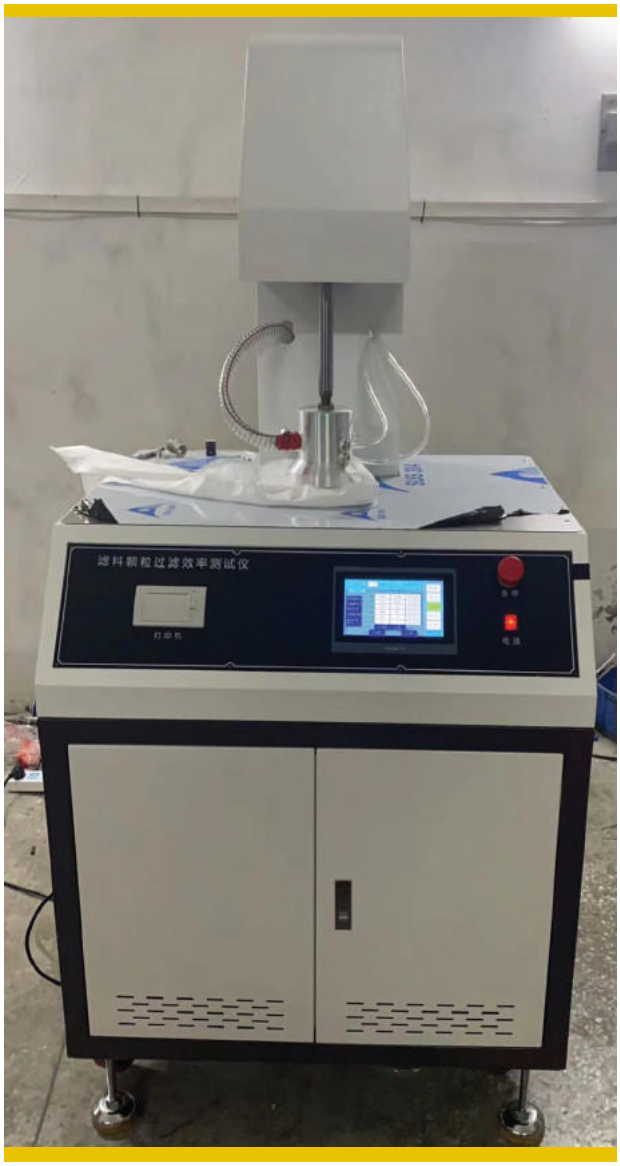
Product introduction

It is used to test the filtration efficiency of particulate matters such as masks and filter materials.

1. Aerosol: sodium chloride, (optional DOP, dehs, paraffin oil, corn oil)
2. Aerosol concentration: Not more than 30mg / m3 (Salinity), not more than 30mg / m3 (Oiliness)
3. Test pattern: Initial efficiency and loading efficiency

Standard

- NIOSH 42 CFR Part 84 Respiratory protective device
- EN 134 Respiratory protection. Particulate filters. Requirements, inspection and marking
- JMOL Japanese protective mask standard
- GB2626 Self-suction filter anti-particulate respirator
- GB / T 32610-2016 Technical Specification for Daily Protective Masks 6.13 (Appendix A)
- GB 2626-2006 Respiratory protective articles-Self-priming filter type anti-particulate respirator
- GB 19082-2009 Technical requirements for medical disposable protective clothing



- GB 19083-2010 Technical requirements for medical protective masks
- GB 24539-2009 protective clothing general technical requirements for chemical protective clothing 6.9
- YY 0469-2011 medical surgical mask

For further information, please contact :
Gotester Machines Co., Ltd.
No.712, A1 Building, Tian'an Cyber Park,
Huangjin Road 1, Nancheng District,
Dongguan City, China
Tel: 0086-135566 16550
Website: www.gotester.com.cn
Email: sales@gotester.com.cn

SCIENCE IN INDUSTRY

Oerlikon

Australia to produce medical masks from April 2021 with Oerlikon nonwoven meltblown technology

Queensland company OZ Health Plus will establish Australia's first manufacturing plant to make the critical fine plastic material used in most protective face masks. OZ Health Plus has purchased a plant of the Swiss-based technology company Oerlikon to establish a Queensland-based production plant for spunbond and meltblown nonwovens. These fabrics are essential for Australia's face mask manufacturers, who currently produce about 500 million medical and industrial masks per year. However the fabrics have to be imported from overseas and access to these materials has been severely disrupted during the COVID-19 pandemic.

In times of Corona: Online contract signing between Oerlikon Nonwoven and OZ Health Plus for the new order of an Oerlikon Nonwoven meltblown line for Australia.

Oerlikon's German-based business unit Oerlikon Nonwoven has now executed legal and commercial arrangements to supply the specialised machinery which can manufacture the nonwoven material locally. The same machinery is used to make almost all face masks material manufactured in Europe. The world-leading Oerlikon Nonwoven meltblown plant will commence operations in April next year, with a second stage planned for late 2021.

The Oerlikon Nonwoven plant can produce meltblown fabrics for 500 million masks per year, along with other medical and non-medical grade products, filtration products, sanitary items, antiseptic wipes and more. Rainer Straub, Head of Oerlikon Nonwoven said: "We are very proud that we can now for the first time supply our Oerlikon Nonwoven meltblown technology to Australia. Due to the short delivery time, we hope to make our contribution to the Australian population and their safe supply of high quality protective masks as soon as possible."

Queensland company secures manufacturing plant for the only Australian production of critical face mask material

OZ Health Plus director Darren Fooks said: "Australia has access to raw polypropylene feedstock but lacks the plant to convert that raw material to specialised spunbond and meltblown fabrics. These fabrics are essential for local mask manufacturing. The Australian-based Oerlikon Nonwoven plant will fill the production chain gap for Australia by producing the fabrics we need for mask production and many other products – it will reduce Australia's protective mask supply chain from thousands of kilometres, to tens of kilometres."

"Our decision in favor of Oerlikon Nonwoven was a given once we had analyzed the material samples. It was a matter of course for us that the Business Unit of the Oerlikon Manmade Fibers segment could supply high-quality machines and systems", added Darren Fooks.

Oerlikon Nonwoven meltblown technology is recognized in the market as the technically most efficient method for producing high-efficiency filter media from synthetic fibers.

OZ Health Plus' new facilities will take up 15,000 m2 of manufacturing space and will employ 100 fulltime roles once the second stage of the project is complete. OZ Health Plus continues to work with both Queensland and Federal Government stakeholders and values their support in bringing this vital capability to Queensland.

Leading meltblown technology

Oerlikon Nonwoven meltblown technology, which can also be used to produce nonwovens for protective masks, is recognized in the market as the technically most efficient method of producing

high separation filter media from plastic fibers. Most of the protective mask capacities available in Europe to date are produced on Oerlikon Nonwoven equipment.

About OZ health plus

OZ Health Plus is an Australian-owned, Queensland based company developing vital, sovereign manufacturing capability for medical grade fabrics. Currently these fabrics are imported from overseas for processing in Australia creating an unacceptable level of supply chain exposure in a post-COVID world. OZ Health Plus is working to commence Queensland-based manufacturing of these vital supplies early next year using world-leading Oerlikon manufacturing technology.

Gama converts people's waste material into new kind of gold—regenerated yarns and fibers

Business growth and environmentalism rarely go hand in hand. For some, the two ideas are diametrically opposed, forcing companies to take an either or approach. One of the global recycling pioneers Gama Recycle, however, has spent the last two decades spinning other people's waste material into a new kind of gold – regenerated yarns and fibers. We had the opportunity to discuss with Zafer Kaplan, founder of Gama Recycle, the current state-of-the-art in recycling and catch a glimpse of how the company is planning to ramp up production with an upcoming stable fiber plant from Oerlikon Neumag.

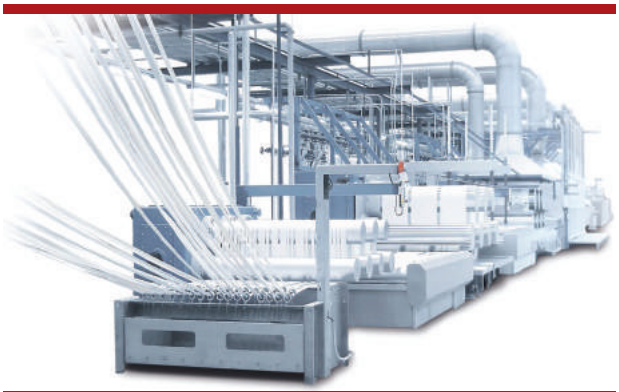
Zafer Kaplan, founder of Gama Recycle, has been establishing sustainable processes for more than twenty years.

As one of the largest producers of regenerated yarn and fibers, you both recycle textiles and use R-PET bottle flakes in production. How did this develop, and why did you commit yourself to recycling?

We have been in business since 1997. From the very beginning, we produced recycled items. We gained a reputation for recycling textiles, as well as some plastics, so five years ago we even changed our name to Gama Recycle. To be honest, it was both environmentally and financially relevant at the time. There was a huge amount of plastic and textiles waiting to be reused. One of the most complicated aspects, though, was actually collecting all the materials.

What special considerations are required to produce regenerated yarns and fibers?

In the beginning, producing regenerated fibers and yarns was not a high priority for most people. Most countries and companies were not particularly sensitive to environmental issues. A lot of the cutting waste from the garment or textile industry was simply thrown away as trash or sent to be incinerated. It was not valuable for them to actually take care of these leftover materials.



With a staple fiber plant from Oerlikon Neumag, Gama is able to control the whole production process in a very efficient way.

As a result, we developed some ideas to turn these 'unusable' materials into regenerated fiber and yarn for several industrial use cases. We already have 18 patents for recycled products, machines, and equipment, with 10 more currently under review. Today, most garment manufacturers have started to sort and sell their leftover cutting materials, instead of simply throwing them into the garbage.

This is a huge improvement, because there were also only a few machine manufacturers on the market when we started recycling textiles, and most of the time we had to convert or modify our machines to make it suitable for recycling processes. Today, a lot of companies are focusing on recycling machines, and this has helped encourage a lot of growth in the whole industry as well.

What do you recycle, and which polymers are these materials made of?

We recycle pre-consumer cutting or industrial waste as well as postconsumer garments, PET bottles, PET trays, and other PET-based packaging materials or consumer products. We also have several patents for recycling previously used garments into recycled cotton and polyester fibers.

In what condition do you purchase your raw materials, and which steps of the process do you handle internally?

Sourcing is the most crucial and complicated part of our work. We purchase waste (our raw materials) from all over the world. We have several standards for raw materials, but unfortunately sometimes this does not match up with the specification of what you actually buy.

You will also use a staple fiber plant from Oerlikon Neumag in your production. What makes this plant technology so interesting for your process?

Recycled fibers have huge market potential. End-users are looking for environmentally friendly products, but they won't compromise on the quality of the products they buy. This is why we prefer to use the Neumag fiber line. We are able to control the whole process in a very efficient way, with a consistently high quality of fiber as well as less production waste.

The preparation of recycling materials is a bit more complex. It seems that producing yarn and fiber from recycled materials is really profitable compared to virgin material. Or was your decision motivated more by idealism?

Yes, it is more profitable in most of cases – but also riskier and more complicated as well. You need a lot of know-how and experience, good machinery and equipment; otherwise, it will be a huge loss. While we do run a business, we are of course proud to do our part for sustainability and the environment by extending natural resources for future generations.

For example, we have developed a new patented fiber called CUPROCEL that is made of rPET polymer. Its touch, drape, stretch, recovery, etc., is not comparable to any other synthetic fiber. It is almost like cellulosic fibers such as modal or lyocell. We sell it as a fabric which is created with recycling processes. We even offer to buy cutting waste from our customers, as well as post-consumer garments. That is how we take sustainability into consideration. We believe this will help other people to follow suit.

What are your goals for the next three to five years? And what role does the Oerlikon Neumag plant play in your overall approach?

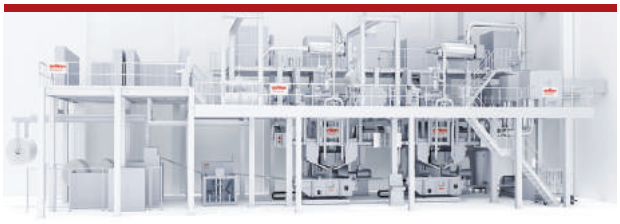
We will work up to a total of 300 tons of PET flake capacity per day, which will allow us, on a daily basis, to make 200 tons of recycled polyester fibers and 100 tons of PET chips for filament yarn and bottle-to- bottle (food-grade) applications. This is a great opportunity to have the Neumag line. With its impressive technology and capability, we will be able to achieve our goals more easily.

ecuTEC+ improves filter performance significantly

Spunbond and meltblown materials can be electrostatically charged to improve their filter performance. The ecuTEC+ electro-charging unit is part of the delivery scope of all meltblown

systems currently sold for the manufacture of protective mask nonwovens.

The patented Oerlikon Nonwoven solution is characterized by its exceptional flexibility: ecuTEC+ stands out above all as a result of its diverse applications, which can be electro-charged. Nonwovens manufacturers can freely choose between numerous variation options and set the optimal charging method and intensity for their specific filter applications. And EPA- and HEPA-class filter media can also be manufactured using the ecuTEC+. As a result, the concept distinguishes itself from other technologies available on the market.



Electrostatically-charged filter media offer noticeably improved filter performance.

Demand for filter media remains high

The demand for filter media – and those made from meltblown nonwovens in particular – has been extremely high since the start of the coronavirus pandemic. The Oerlikon Nonwoven meltblown technology – with which nonwovens for respiratory masks can also be manufactured, among other things – is recognized by the market as being the technically most efficient method for producing highly separating filter media made from plastic fibers. The capacities for respiratory masks available in Europe to date are predominantly manufactured on Oerlikon Nonwoven systems.

About Oerlikon

Oerlikon (SIX: OERL) develops modern materials, systems and surface technologies and provides specialized services aimed at securing high-performance products and systems with long lifespans for customers. Supported by its technological core competencies and its strong financial footing, the corporation continues its medium-term growth plan by implementing three strategic factors: focusing on attractive growth markets, ensuring structural growth and expanding through targeted M&A activities. Oerlikon is a globally-leading technology and engineering corporation, operating its business in two segments (Surface Solutions and Manmade Fibers) and employing around 11,100 members of staff at 182 sites in 37 countries worldwide. In 2019, Oerlikon generated sales of CHF 2.6 billion and invested more than CHF 120 million in research & development.

For further information: www.oerlikon.com

About the Oerlikon Manmade Fibers segment

With its Oerlikon Barmag, Oerlikon Neumag and Oerlikon Nonwoven brands, the Oerlikon Manmade Fibers segment is one of the leading provider of manmade fiber filament spinning systems, texturing machines, BCF systems, staple fiber systems and solutions for the production of nonwovens and – as a service provider – offers engineering solutions for the entire textile value added chain.

As a future oriented company, the research and development at this division of the Oerlikon Group is driven by energy-efficiency and sustainable technologies (e-save). With its range of polycondensation and extrusion systems and their key components, the company caters to the entire manufacturing process – from the monomer all the way through to the textured yarn. The product portfolio is rounded off with automation and Industrie 4.0 solutions.

The primary markets for the product portfolio of Oerlikon Barmag are in Asia, especially in China, India and Turkey, and – for those of Oerlikon Neumag and Oerlikon Nonwoven – in the USA, Asia, Turkey and Europe. Worldwide, the segment – with just under 3,000 employees – has a presence in 120 countries with production, sales and distribution and service organizations. At the R&D centers in Remscheid, Neumünster (Germany) and Suzhou (China), highly-qualified engineers, technologists and technicians develop innovative and technologically-leading products for tomorrow's world.

For further information: www.oerlikon.com/manmade-fibers

For further information, please contact :
André Wissenberg
Marketing, Corporate Communications & Public Affairs, Oerlikon
Tel : +49 2191 67 2331, Fax : +49 2191 67 1313
andre.wissenberg@oerlikon.com
Claudia Henkel
Marketing, Corporate Communications & Public Affairs, Oerlokon
Tel : +49 4321 305-105, Fax : +49 4321 305-4888
claudia.henkel@oerlikon.com ❐

SCIENCE IN INDUSTRY

Dilo Group

DiloGroup presented its product and development in CINTE Techtextil

CINTE Techtextil was the first textile show on the Asian continent since the pandemic outbreak. It was interesting to see how the nonwoven branch reacted. The show was well attended and a large number of Chinese customers took the opportunity to inform themselves about needlefelt production.

DiloGroup, leading supplier for needling lines, presented its products and developments. In its 118 years of history, the company has always set new standards in regard to machine performance and efficiency. Innovative technologies like DI-LOUR, DI-LOOP and Hyperpunch have created new markets for the nonwovens industry and contributed to continuous growth. Examples of recent developments in our machinery are the Hyperlayer, Feeder VRS-P, the DILO Compact Line, the 3-D Lofter, HyperTex, 8000X and diloline 4.0.

The number of visitors was almost the same as two years ago. Machinery and production lines for hygiene products, filters and roofing material were of special interest, but the latest developments of DiloGroup were also widely discussed.

In focus was HyperLayer designed for the highest speeds with hygiene web from fine fibres. The kinematic solution of this crosslapper transports and lays down web very precisely and is especially suited for very light weight webs with only a few layers. It realizes highest production speeds (web infeed speed up to 200 m/min) at a precise laydown with a minimum of draft.

The new card feeder VRS-P combines the principles of a volumetric, precisely charged feeding with the characteristics of a vibration chute feeder and saves a conventional large trunk. This results in a better and more homogeneous distribution of the flocks and the ceiling height of the building is no more a limiting factor. A vacuumed delivery apron condenses and homogenizes the fibre flock matt. Additional control flaps control the fibre distribution over the working width. On the whole this results in a superior flock matt and consequently better web quality.

The Dilo Compact Line (DCL) was first presented 2015 and has since been successfully used in industry and research. It meets the requirement for the production of small amounts of high quality felts made from special fibres such as carbon fibre, ceramic or ptfe. Very interesting topics like the recycling of carbon fibres are already researched on these lines in various projects. With a working width of the compact carding machine of 1.1 m and a layering width of 2.2 m, only 60 m² of space is required for the installation.

The surface quality of nonwovens is an important parameter and highly influenced by the needle pattern. The new needle pattern "8000X" can be considered a breakthrough for realizing very uniform stitch distributions over a wide range of line speed. The related "6000X" is suitable for Hyperpunch needle looms.

The Hypertex technology combines a grid of endless yarns and nonwoven fabric as a sandwich using the needlepunch process. An additional weaving process becomes unnecessary. The grid improves the tensile strength of products such as filters or roof sheets and will lower costs and production time.

In the field of "textile additive manufacturing" the "3D-Lofter" will provide fibre savings for needlefelts used in automotive and other applications because topologically distributed fibre masses can be positioned in the felt where needed by so called "individual webforming spots".

"diloline 4.0" includes a wide variety of "smart manufacturing" actions in collaboration with Siemens which all aim at further simplifying operation, increasing transparency in web forming and consolidation thereby increasing efficiency. Production data are stored, documented and compared. An "alarm monitor" indicates irregular behaviour. A production analysis documents the reasons for standstill times. This data can be used to avoid irregular behaviour. Numerous information modules can be recalled via mobile apps and cloud data (mindSpheres). All these methods to control machines and to generate production data will be helpful to further secure the complex functions within a production system independently of personnel and shift.

For further information, please contact :
DiloGroup
Im Hohenend 11
69412 EBERBACH
phone : +49 / (0) 62 71 / 9 40-0
fax : +49 / (0) 62 71 / 7 11 42
e-mail : info@dilo.de

❐

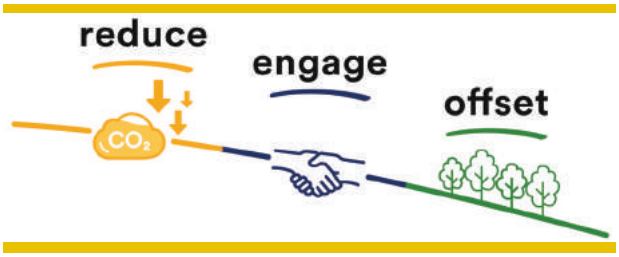
Lenzing Group

Lenzing executes its commitment and launches carbon-zero TENCEL™ branded fibers to kick-start the decarbonization of the textile industry

- The TENCEL™ brand is now going carbon neutral with a "reduce-engage-offset" approach, which helps to reduce the product's carbon footprint, engage industry partners and offset unavoidable emissions to drive decarbonization in the textile industry.
- The TENCEL™ brand launches new carbon-zero TENCEL™ branded lyocell and modal fibers, certified as CarbonNeutral® products. The fibers will contribute to lower carbon emissions and energy consumption across the supply chain.
- As part of Lenzing's longer-term "true carbon zero" campaign, four key levers will be deployed to coverenergy reduction, renewable energy, new technologyand supplier engagement toachieve carbon-zero in the long run.

Following wider corporate commitments made by the Lenzing Group in 2019to drive sustainability and combat climate change, TENCEL™, Lenzing's flagship brand for textiles, is introducing its veryfirst carbon-zero TENCEL™ branded lyocell and modal fibers to the market. Following the strict guidelines of The Carbon Neutral Protocol, the leading global framework for carbon neutrality, carbon-zero TENCEL™ branded fibers are certified CarbonNeutral® products for the textile industry. This means that the emissions associated with the fibers' production, manufacturing and distribution have been calculated and offset. Under the guidance of theTENCEL™"true carbon zero" campaign, the TENCEL™ brand is contributing to Lenzing's commitment to the Science Based Targets (SBT) initiative and its continuous support of the United Nations Sustainable Development Goals to limit global warming.

To date, the Lenzing Group is the first wood-based fiber manufacturer with approved Science Based Targets in the industry. Lenzing'sgoal is to reduce its specific greenhouse gas emissions by 50% by 2030. Available from September, the newly launched carbon-zeroTENCEL™ Modal and Lyocell fibers are contributing to this target through reduced production emissions and its industry engagement to lower energy consumption across the supply chain. In addition to offering new sustainable options to the textile and fashion industry, the new carbon neutral fibers show a clear commitment to Lenzing's earlier announcement of investing more than EUR 100 million in reducing carbon emissions in its operational boundaries and supply chain.



All-new fiber journey towards achieving carbon zero

Biodegradable and derived from botanic origin, fabrics produced using carbon-zero TENCEL™ fibers will have a third party verified label, offering a new level of sustainable transparency to Lenzing's customers, brands and consumers. In addition to having a higher environmental value, the fibers will also featurethe functional benefits of standard TENCEL™ branded fibers including gentleness onthe skin, long-lasting softness, silky smoothness, enhanced breathability and color retention.

The introduction of the new carbon-zero TENCEL™ fibers is a key milestone in promoting the transparency of raw materials used in textile products. According to Lenzing's Global Consumer Perception Survey on Sustainable Raw Materials in Fashion and Home Textiles conducted in early 2020, respondents indicated that they actively educate themselves on sustainability through research around the production process of products before purchase. Most respondents also considered brands that are transparent with their ingredients and the origin of their raw materials as trustworthy. These findings demonstrate the significance of raw materials, echoing Lenzing's ongoing efforts to engage with its partners for new sustainable developments and educate brands and consumerson sustainability in textiles.

Committed to "Reduce", "Engage" and "Offset" to support net carbon-zero by 2050

In late 2019, Lenzing pledged to reduce specific carbon emissions by 50% by 2030 and become

net carbon-zero by 2050. Picking up on these commitments, Lenzing's TENCEL™ brand is taking action via the pillars "Reduce", "Engage" and "Offset", which actively reducesthe product's carbon footprint, engages industry partners and offsets unavoidable carbon emissions.

With the priority of achieving continuous reduction of carbon emissions through more efficient production methods across the entire supply chain, using renewable energy sources and embracing new technologies, Lenzing is also working with the leading experts on carbon neutrality and climate finance, Natural Capital Partners, to achieve CarbonNeutral® product certification for TENCELTM Lyocell and Modal fibers. Natural Capital Partners requires an independent third-party assessment of the products' carbon footprint and works with the highest quality carbon finance projects which produce verifiable, additional and permanent emission reductions that meet International Carbon Reduction and Offset Alliance (ICROA) approved standards. Furthermore, carbon-zero TENCEL™ fibers are produced using renewable energy, whilst also monitoring and engaging with suppliers.

Tom Popple, Senior Manager, Climate Change and Sustainability at Natural Capital Partners, commented: "By achieving CarbonNeutral® product certification for two TENCELTM fibers, Lenzing has taken an important step in its long-term journey to reduce its company and product emissions. Not only that, but due to the position of Lenzing in the supply chain of many fashion retailers, this certification sends a message of commitment to climate action for the textile industry. We are delighted to be working with Lenzing and look forward to supporting the company to achieve its future climate commitments."

In parallel, the TENCEL™ brand is engaging industry partners and raw material suppliers to collaborate and empower brands to take part

in the carbon neutral movement. To this end, Lenzing is the first cellulosic fiber producer to commit to the Science Based Targets initiative, as we engage and steer our industry to normalize supply chain transparency, source materials with low carbon footprint and thereby reduce overall carbon emissions.

Until carbon emission levels can be completely eradicated, the TENCEL™ brand will take actions to offset emissions by supporting verified global carbon reduction projects in areas that are linked to the textile industry, such as India, Bangladesh or Thailand. "We as a company and brand have taken steps to reduce our footprint, but not all emissionsare avoidable. This motivates us to act on a global level and we found possibilities to help and support the avoidance of CO_2 emissions around the world. The concept of carbon compensation through offsetting helps to contribute to carbon reduction through verified climate finance projects,"said Florian Heubrandner, Vice President of Global Business Management Textiles at Lenzing.

"In the midst of such aclimate crisis, Lenzing believes that every company musttake action against global warming within its sphere of influence. We are extremely excited to embark on this new initiative featuring CarbonNeutral® product offerings under the TENCEL™ brand. This is a new step forward for Lenzing's overall corporate goal, enabling us to assist supply chain partners and motivate textile brandsin reassessing carbon emissions in their production lines. Looking forward, we will continue to diversify our product portfolio following stringent internal guidelines that help to avoid green washing and involves consumers in the carbon neutral discussion," said Florian Heubrandner.

Makinga fundamental change in operationsto reduce carbon emissions

Guided by Science Based Targets to facilitate the seamless transition of Lenzing's carbon-zero journey, Lenzing will deploy four key levers that cover energy efficiency, reduction of fossil fuel use, integration of pulp and fiber production facilities and ongoing investment in new technologies to reduce carbon emissions.

"The launch of our carbon-zero TENCEL™ fibers is just the start of an ongoing battle against climate change. As we continue to innovate our production processes and fiber offerings, we will look beyond being complacent about the inherent climate advantage of the wood-based fiber business model. Our ultimate goal is to offer the carbon neutral benefit across our entire selection of TENCEL™ fibers and the textile supply chain," says Robert van de Kerkhof, Chief Commercial Officer at Lenzing Group. "In parallel, we will continue to work with different partners, from brands and designers to NGOs, to build a more effective ecosystem that strives to achievethe common goal of carbon neutrality. While we continue to support our partners in their journey towards carbon neutral, we encourage everyone to join our 'true carbon zero'movement. With the clock already ticking, let us come together against climate change!"

About TENCEL™

TENCEL™ is the textile specialty brand under The Lenzing Group that covers textile specialty product fiber offerings for apparel and home. The TENCEL™ product brand portfolio defines a new evolutionary step in terms of sustainability, functional benefits, natural comfort and caters for distinctive everyday usage or application. Product brands under TENCEL™ include TENCEL™ Active, TENCEL™ Denim, TENCEL™ Home, TENCEL™ Intimate, TENCEL™ Luxe and TENCEL™ for Footwear.

Featuring botanic origin and biodegradable quality, TENCEL™ Modal and TENCEL™ Lyocell fibers can enhance the breathability of fabrics

and have a minimal static charge when used in fabrics. Fabrics made of TENCEL™ Modal and Lyocell fibers are also gentle on skin with smooth, long-lasting softness, color vibrancy and color retention features. TENCEL™ Lyocell fibers are versatile and can be combined with a wide range of textile fibers to enhance the aesthetics and functionality of fabrics. Through moisture management, TENCEL™ Lyocell fibers can also absorb moisture efficiently. Exhibiting high flexibility, TENCEL™ Modal fibers enhance textiles with a naturally soft quality. Offering endless design possibilities, TENCEL™ Modal fibers can be blended with other fibers and processed using conventional machinery, significantly improving the softness and comfort of fabrics.

Fibers used under the TENCEL™ brand are derived from certified and controlled sources following the stringent guidelines of the Lenzing Wood and Pulp Policy. Namely, TENCEL™ Modal and TENCEL™ Lyocell fibers, both cellulosic fibers are produced via environmentally responsible production processes and are compostable and biodegradable, thus can fully revert back to nature. TENCEL™ Modal and TENCEL™ Lyocell fibers are designated by the USDA (U.S. Department of Agriculture) BioPreferred® Program.

About the Lenzing Group

The Lenzing Group stands for ecologically responsible production of specialty fibers made from the renewable raw material wood. As an innovation leader, Lenzing is a partner of global textile and nonwoven manufacturers and drives many new technological developments.

The Lenzing Group's high-quality fibers form the basis for a variety of textile applications ranging from elegant ladies clothing to versatile denims and high-performance sports clothing. Due to their consistent high quality, their level of biodegradability and compostability, Lenzing fibers are also highly suitable for hygiene products and agricultural applications.

The business model of the Lenzing Group goes far beyond that of a traditional fiber producer. Together with its customers and partners, Lenzing develops innovative products along the value chain, creating added value for consumers. The Lenzing Group strives for the efficient utilization and processing of all raw materials and offers solutions to help redirect the textile sector towards a closed-loop economy.

Key Facts & Figures Lenzing Group 2019

Revenue: EUR 2.11 bn

Nameplate capacity: 1,045,000 tons

Employees: 7,036

About Natural Capital Partners

With more than 300 clients in 34 countries, including Microsoft, MetLife, Logitech, PwC, Sky, Ørsted and SITA, Natural Capital Partners is harnessing the power of business to create a more sustainable world. Through a global network of projects, the company delivers the highest quality solutions which make real change possible: reducing carbon emissions, generating renewable energy, building resilience in supply chains, conserving and restoring forests and biodiversity, and improving health and livelihoods.

naturalcapitalpartners.com

carbonneutral.com

For more information, please contact:
Rita Ng
Marketing Services Manager – Lenzing
Phone : (852)3718 5675
Email : r.ng@lenzing.com ❐

Mimaki Europe B.V.

Mimaki Customer, TOMDOM, announces Digital Technology the Fabric of a Successful Textile Print Business

- TOMDOM online store is one of the largest Russian online trading platforms, offering a broad range of home textiles.
- During its 12 years in the market, Moscow-based TOMDOM has become a leading vendor of ready-made curtains with a diverse clientele throughout the country and abroad.

The concept of TOMDOM begun 12 years ago, when the future founder of the company, Vyacheslav Markov, went curtain shopping for his grandmother. There he faced a serious issue – the range of curtains was incredibly limited, and those that were in the medium price range were particularly hard to find in store. A long search eventually resulted in a purchase and a

realization that this consumer niche is virtually empty – with very few Russian or foreign vendors. So, with a little effort and education, one could create a business with guaranteed success and high demand for its products.

"People enjoy refreshing their homes or offices with new and exciting pieces every so often; and, on top of that, housing construction was already quite intense in Moscow, and many people were moving into their new apartments, which urgently required home textiles," explained Markov. "This is how the idea of opening a specialized online store came about. Initially, TOMDOM only sold ready-made products, but eventually we expanded production and became a major supplier of our own home textile products."

TOMDOM Founder, Vyacheslav Markov, with the Mimaki JV300-160 sublimation printer

Russia had very few online stores selling custom-made textile goods with digital print, and so, TOMDOM's realization of the advantages and prospects of fast-fashion came at just the right time. The company followed the trends and integrated sales within its own print production facilities, thanks to the hard work of their coordinated and customer-oriented team.

A high-quality, flexible production line all sewn up

The TOMDOM factory, which currently employs more than 20 staff, produces curtains, furniture cases, bed covers, decorative pillows, bed linen, tablecloths, and various textile gift items. The production meets the highest quality criteria and uses cutting-edge sewing and digital printing equipment. TOMDOM constantly monitors global interior design trends so that it offers its customers only the most stylish and best-quality goods manufactured using the latest technologies. Thanks to flexible production capabilities, TOMDOM can meet orders of any style and complexity with the upmost quality and all in a short timeframe. The company ensured they hired a team of true professionals, which is why these carefully made, factory products are so highly appreciated by its customers.

Their production site has two Mimaki JV300-160 sublimation printers, chosen for their high performance, excellent print quality, simple controls and stable work under heavy production loads. Finished prints always live up to the company designers' expectations, in terms of both picture clarity and colour reproduction. Long-lasting colours, no need for complex fabric preparation and finish processes, along with product safety, all played an important role in choosing this print method. Another reason why sublimation technology turned out to be an ideal match for TOMDOM is that most curtains and net curtains today are made of polyether fabrics.

Thanks to its flexible production capabilities, TOMDOM can meet orders for curtains of any style and complexity with the upmost quality and all in a short timeframe

SCIENCE IN INDUSTRY

"We took time to look at various solutions in the market, visiting exhibitions and inquiring what equipment others are using so that we could invest in the right technology. Once we saw the Mimaki printers in action, we were keen to have one for ourselves. And, of course, we trusted the legendary Japanese reliability, which has not failed us once in all these years. We immediately reached out to Smart-T, Mimaki's representative in Russia, and they provided comprehensive help in implementing the sublimation printing equipment, and the digitalization process went without a hitch", Markov recalls.

The company highlighted another key advantage of digital print: no risk of excess production, as every metre of fabric is printed to order. Digital printing helps keep the company profitable for batches as small as one metre, without the need to stock up on large quantities of pre-made products. With digital printing, you simply need to buy the amount of fabric that is required.

TOMDOM is well-known for producing high-quality curtains, bed covers, tablecloths, and other textiles

It is important to TOMDOM that digital technology helps them to provide a broad range of products and allows them the flexibility to diversify their collections at any time. This is what customers want, and therefore boosts the store's profitability.

A successful future by design

When creating curtain designs, TOMDOM's designers primarily focus on Russian consumers' choices. They begin by analyzing the demand, by looking at website page hits and identifying customer preferences. The popularity of certain patterns shapes the primary direction of the artists' work. The company also looks at interior design projects and takes into account the latest trends in urban apartment and country house design. Global fashion trends are also a key part in influencing their collections, both in terms of design and colour schemes.

Finished prints always live up to the company designers' expectations, in terms of both picture clarity and colour reproduction.

TOMDOM has a keen interest in the latest developments of Mimaki's textile printers. Its business is successfully thriving thanks to utilizing modern hi-tech equipment. Today, TOMDOM is seriously considering purchasing a Tx300P-1800 MkII printer for natural fabrics, which are incredibly popular in Russia these days. Expanding the range of designer fabrics by adding natural materials will allow TOMDOM to start its own independent production of bed linen and various textile products for the kitchen and dining room. This progressive attitude towards business development is what helped the company overcome all economic challenges and maintain the growth it achieved over the years with its digital printing facility.

TOMDOM believes that, as the competition in the e-commerce market expands and new opportunities in textile printing appear, it is vital to uphold high product quality and avoid delays in delivery times- the customer should get exactly what they want, exactly when they want it. The company also values the importance of a well-refined online store; how their collections are presented, how informative the photos are and how accessible the navigation is. Having an easy to use online storefront is key in retaining existing customers while also engaging new ones.

"Digital printing technology makes designing and personalizing your interior that much simpler, especially since our collection has such a great variety of designer patterns. I believe curtains with photographic print will see a boost in popularity, as the demand for personalization becomes greater. We expect that our fleet of Mimaki technologies will increase in the near future, and our reliable, time-tested partner (Smart-T) will help us take our company to the next level," Markov concludes.

For further information, please contact :
Danna Drion
Senior Marketing Manager EMEA,
Mimaki Europe B.V.
Tel : +31 20 462 7642
email : d.drion@emea.mimaki.com
Ivan Lesmana
Communication Coordinator EMEA
Mimaki Europe B.V.
Tel : +31 20 462 7642
email : i.lesmana@emea.mimaki.com
Clare Porter, Associate Director
Bespoke
Tel : +44 1737 215200
email : clare@bespoke.co.uk

SCIENCE IN INDUSTRY

Mylon Metallics P. Ltd

Mylon Metallics was incorporated as an engineering company par excellence for manufacture of engineering products that finds applications in

1. Textile mills - Machines, spares and services.
2. Transport sector – Refrigerated insulated trucks for perishables.
3. Original Equipment Manufacture supplies.

Mylon is promoted by professionals with over 35 years of experience in various fields of design, manufacture, marketing and technical services.

The reputation gained with over 800 customers in India and abroad is the biggest asset for the company.

Mylon is built with a modern PEB structure of 12000 sq ft with EOT crane and other latest gadgets and CAD software to meet the manufacturing requirements. Further CNC machines for sheet metal and metal cutting are shared with other dedicated suppliers in the manufacturing hub of Coimbatore.

Yarn Conditioning

Yarn loses the moisture during spinning process from blow room to winding. To regain the lost moisture various methods were followed. The process of yarn conditioning has been prefected over the years with vacuum steaming of yarn.

Conditioning of yarn improves

- Yarn elongation and strength
- Better performance at warping, weaving and knitting
- Reduced snarling
- Reduced fly liberation
- Optimum moisture in yarn

Variety of yarn that can be conditioned

- Cotton
- Cotton blends with Rayon /Viscose
- Cotton blends with Polyester
- Worsted/Woollen yarn

Principle of Yarn Conditioning

Conditioning of yarn in atmospheric conditions take several hours for moisture to penetrate the inner layers of cone/cheese.

Generation of steam under vacuum is an established process of conditioning that offer the advantages as :

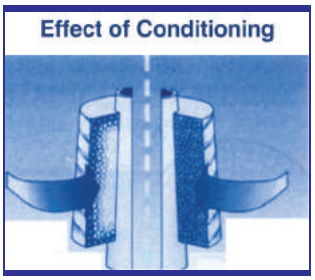
- Helps in generation of steam at lower temperature
- Better penetration of steam across several layers of yarn homogeneously
- Shortened conditioning time

Process parameters

Material-Yarn	Temperature Deg C	Dwell Time - Minutes	Process Time - Minutes
Cotton-Waxed	55 to 60	25 to 30	50 to 55
Cotton-Warp/ Weft	60 to 80	25 to 30	50 to 55
PC/PV blends - waxed	55 to 60	30 to 40	50 to 60
PC/PV blends - warp	75 to 90	35 to 40	50 to 60
Wool	70 to 80	25 to 30	55 to 60

Principle of Yarn Conditioning Plant

Conditioning at atmospheric pressure takes several hours for moisture to penetrate the inner layers of cones/cheese.



Generation of steam under vacuum has the advantages as :

- Helps in generation of steam at lower temperatures
- Better penetration of moisture across several layers of yarn homogeneously
- Shortened Conditioning time

Mylon - Yarn Conditioning Plant

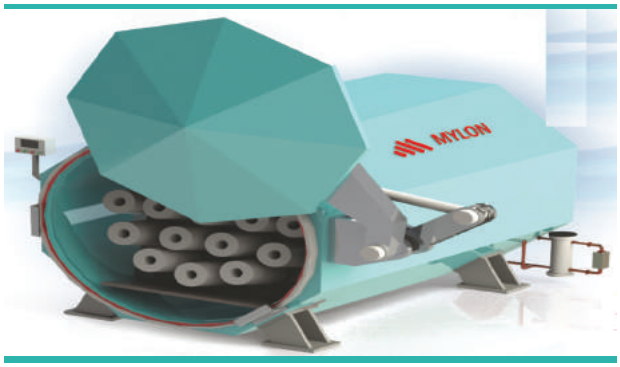
Technical Specifications

MYLON – Yarn Conditioning Plant						
Description	YCP 200	YCP 750	YCP 1000	YCP 1250	YCP 1500	YCP 2000
Batch Capacity-Kgs	200	750	1000	1250	1500	2000
Production/day-tonnes	4–4.5	16–18	22–24	27–30	33–36	44–48
Diameter-mm	1400	2000	2000	2000	2000	2000
Length-mm	1500	2500	3300	4100	4900	6500
Height	2800	3400	3400	3400	3400	3400
Connected load-Kw	36	90	120	150	180	210
Number of trolleys	1	3	4	5	6	8

- Specifications are subject to change
- Batch capacity will depend on cone diameter and weight of cones
- Production capacity will depend on process parameters

Heating options : Electrical, Steam, Dual, Gas

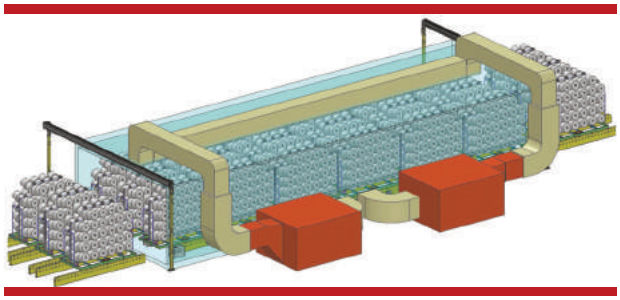
Material loading : Trolleys with automatic loading platform.



Pre Condition/Post Condition

Yarn Conditioning

A typical conditioning improves the moisture in yarn by 1.5 to 1.8% depending on the yarn/ fiber properties and conditioning parameters. Certain application may require higher increase in moisture. Pre/post conditioning of the yarn increases the moisture by 0.2 to 05% depending on the duration of the process, yarn/fiber properties.



Customised Manual, Automatic Pre/Post conditioning systems can be offered.

Spares

A reliable source for

Yarn Conditioning ◆ Spares ◆ Trolleys ◆ Service

Spares and Service for Yarn Conditioning Plant

Yarn Conditioning Machines supplied by several reputed suppliers in the past 20+ years are in operation in most of the spinning mills. These machines need spares and services from experts with vast experience in conditioning.

Mylon offers all the essential spares, PLC, Electrical and Mechanical upgrade kits for improving the performance of conditioning machines at an economical cost.

Mylon Automatic Yarn Packing

Yarn Packing

The next sequential process of any conditioning process is packing. Mylon offers different packing solutions to meet the requirements of spinning mills.

1. Stretch Wrapping Machine - for packing of cones in a pallet with stretch film.
2. Carton Packing Machine - for packing of cones in cartons. Individual cones are inspected, wrapped in poly sheets and stacked in Carton boxes.

   Automated case erectors, taping machines, strapping machines and labelling can be integrated to offer a complete packing line.
3. Bag Packing Machine - for packing of cones in bags. Individual cones are inspected, wrapped in poly sheets and stacked in HDPE bags.

SCIENCE IN INDUSTRY

MYLON Yarn Conditioning Plant – Technical Specifications							
Description	**YCP-Cube**			**YCP–Cube Floor Mounted**			
	1250	**1500**	**2000**				
Production/batch in kgs	1250	1500	2000	200	600	1200	1600
Production / day in Tonnes	27–30	33–36	44–48	4–5	13–15	upto 29	upto 35
Width in mm	1450	1450	1450	1450	1450	1800	1800
Length in mm	4300	5100	6700	1200	1600	3075	3475
Height in mm	1850	1850	1850	2000	2000	2000	2000
Overall height from pit	2300	2300	2300	2600	2600	2600	2600
Connected load heater KW	90	150	150	36	60	90	150
Other motors KW	14.5	14.5	26	5	7.5	14.5	14.5
Loading options	Auto	Auto	Auto	Direct	Direct	Direct	Direct
Number of Carriers	5	6	8	1	2	4	6
Pallet size LxWxH mm	1200×1200×1300	1200×1200×1300	1200×1200×1300	NA	NA	NA	NA

➤ Capacity depends on package diameters, package weight. ➤ Production/day depends on capacity/batch & process parameter. ➤ Technical details given in this catalogue are subject to change without prior notice.

- Specifications are subject to change
- Batch capacity will depend on cone diameter and weight of cones
- Production capacity will depend on process parameters

Heating options : Electrical, Steam, Dual, Gas. **Material loading :** Trolleys with automatic loading platform.

Containers

Reefer trucks

Mylon with the facility to manufacture and experience in engineering has ventured into the manufacture of Insulated Containers for perishables.

A wide range of containers are offered

1. GRP Insulated containers. 2. Aluminium Insulated containers. 3. Steel Insulated containers. 4. Dry containers

The sectors served in Normal, Zero and Sub Zero temperatures

1. Ice creams. 2. Fish & Poultry. 3. Cakes & Pastry. 4. Vegetables. 5. Milk and milk products

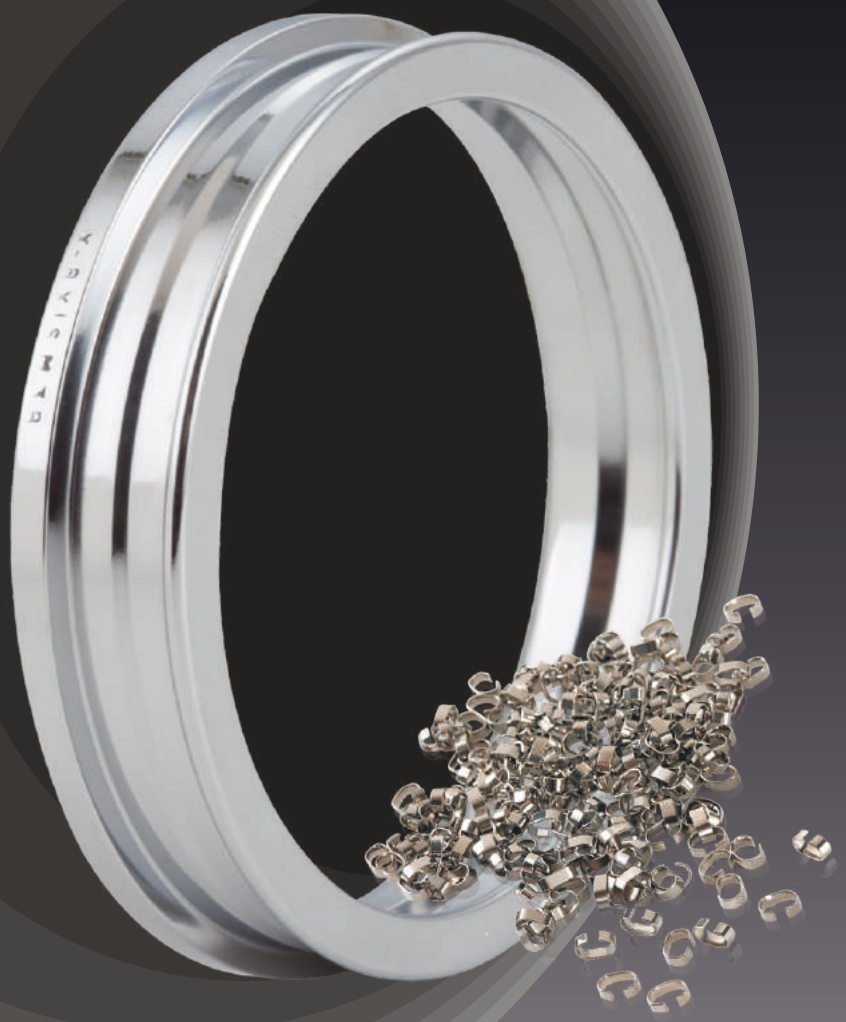
Advantages of Mylon - Reefer Trucks

Have an association with COOLTECH Containers for marketing and technical support

- Association with reputed Air conditioning & Refrigeration companies like Carrier Thermo King. Tessol to offer complete package.
- Experience in working with all reputed truck manufacturers like Bharat Benz, Ashok Leyland, TATA, Isuzu, Eicher.

For further information, please contact :
Mylon Metallics P Ltd
SF 38/2A, Arasur, Near LMW foundry
Coimbatore 641407
Tel : +91 9894756798
Landline : +91 9047033798, +91 9047022798
mail : mylonmetallics@gmail.com
www.mylonmetallics.com ■

EXPERIENCE THE POWER OF NEXT



UNLOCK THE NEXT-GEN SPINNING QUALITY

The X-Axis' NEXT manufacturing process combines precision engineering and top of the line technologies, leading to excellence across every quality parameter.

the X-axis®
OCL

Short Staple & Long Staple
Spinning Rings & Ring Travellers

RIMTEX ENGINEERING PVT. LTD. (an ISO 9001:2015 TUV certified co.)
2701 GIDC, Phase IV, Wadhwan-363035, Gujarat. India.
Tel : +91 2752 243 322 I 241 088 I rings@rimtex.com I theXaxis.in

Lets Promote Quality®

Better OCL
OUTPUT CONSISTENCY LONGEVITY

LIKE / FOLLOW / SUBSCRIBE

rimtex®

Sliver Management Systems

Yet another innovation by RIMTEX

SAME CAN SIZE, SAME MACHINERY, **MORE SLIVER CAPACITY !**

much*more* than the **most**

- RIMTEX has successfully re-designed the Sliver Cans to increase the sliver loading space inside the Can.
- Effectively adds more than 10% (approx) space for sliver loading in the Can.
- Gain **10% more** sliver space in your Carding Cans.

Imagine.Invent.Transform >

SUMO CANS

*Patent Pending

Ideally suited for 1000 mm & 1200 mm dia. cans

TRENDING INNOVATIONS

Lets Promote Quality®

1992 den beri şerit işleme.

LIKE / FOLLOW / SUBSCRIBE

Manufactured In India By :
Rimtex Industries (an ISO 9001:2015 Company) :
1514 GIDC, Phase IV, Wadhwan-363035, Gujarat. India.
Tel : +91 2752 243 322 / 241 088 I Fax : +91 2752 243 726
www.rimtex.com I Email : info@rimtex.com

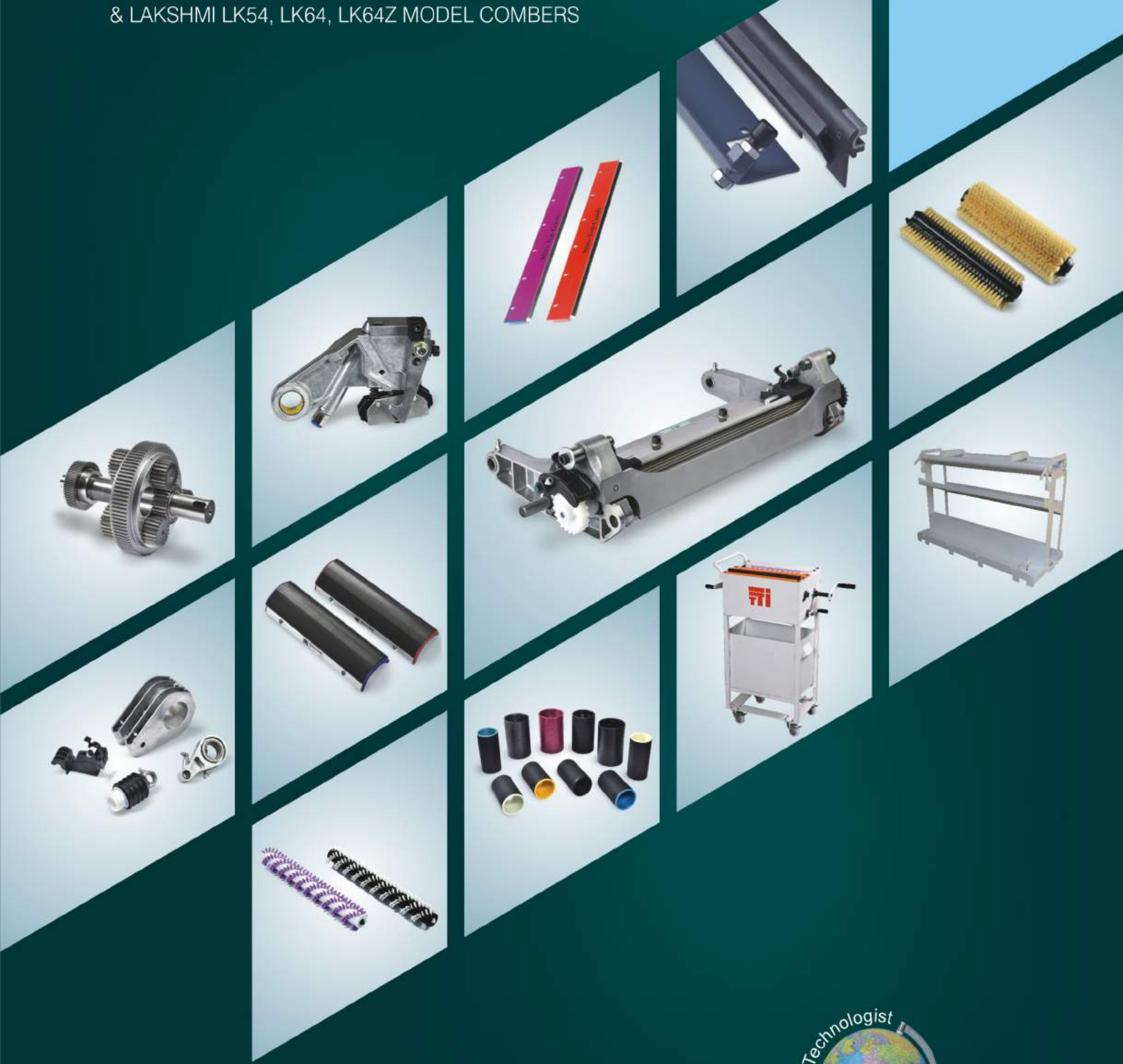
INDEX TO ADVERTISERS

OCTOBER 2020

Hi-PERFORMANCE SPARE PARTS FOR

E7/5, E7/5A, E7/6, E60, E60H, E62, E65, E66, E80

& LAKSHMI LK54, LK64, LK64Z MODEL COMBERS



TEX-TECH INDUSTRIES (INDIA) PRIVATE LIMITED

27- D, V.N. Industrial Estate, Bharathi Colony
Peelamedu, Coimbatore - 641 004. India.
Ph: +91 422 2566667 / 2560078 / 2562796 M : 93606 65968
E : textech@textechonline.com W : www.textechonline.com

Combing Technologist

We also manufacture all types of critical spare parts for LR E7/4, LK250, VOUK,MARZOLI, CHERRY HARA COMBERS AND LAP FORMERS

Registered with the Registrar of Newspaper for India R.N.I. No. 2815/1958
Postal Registration No. KOL RMS/264/2019-2021

Published & Printed by Shri Debajyoti Dutta on behalf of M/s. Eastland Publications Private Ltd.,
Published at: 44, Chittaranjan Avenue, Kolkata-700 012. Printed at: Rainbow Printers, 40D/H/7/8,U.C.Banerjee Road, Kolkata-700 054
Editor : Malay Chakarabarti