

Textile Insights

Delivering Inspiring Information

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Domestic T&A Industry Likely To Turn Around On Global Demand Revival

The last ITMF Global Textile Industry Survey (GTIS) was conducted in January 2024. It revealed a significant improvement in the business climate, signaling a potential turning point driven by lower inflation rates, increased real wages and consumer sentiment in the USA, alongside expectations of interest rate cuts. Business expectations for July 2024 reached a peak not seen since late 2021, fueled by improved order intakes and a more optimistic consumer demand outlook, despite ongoing cost concerns. Order intake began showing recovery signs, with notable increases across regions except East Asia, particularly in North and Central America and South America.

The average order backlog has stabilized around two months since July 2023, with no change in January 2024, while capacity utilization remained at the lowest level (67 per cent), reflecting a cautious production outlook.

Concerns over weakening demand in the global textile value chain have decreased, with a drop



in respondents citing it as a main concern to 67 per cent in January 2024, the lowest since May 2023. Despite this weakening demand, the phase has led to reduced rather than cancelled orders, a departure from early pandemic responses. Inventories in the textile value chain are deemed average by 57 per cent of participants, with South Americans reporting higher levels and garment producers noting the lowest inventories, indicat-

ing a nuanced view of the current market conditions, says the ITMF report.

The ITMF findings augur well for the overall sentiment of the Indian textiles and apparel industry which for the last couple of years is desperately looking for a trigger that can pave the way for its revival. Experts and observers strongly believe that the sluggish trend has bottomed out and from here onwards things will look up

gradually. The revival process will, however, take at least 6-12 months.

"Things are gradually turning out to be in the favourable zone on the global front. In the US, which is a major consumer of textiles and apparel, inflation is coming down as also other macro-economic indicators are moving into the positive zone. All this will have a positive bearing on the Indian industry as well," says Prashant Agarwal, co-founder & Jt MD of Wazir Advisors.

Commenting on the survey, Rakesh Mehra, Chairman, Confederation of Indian Textile Industry says that the ITMF's global survey indicates that the business solutions and order intakes have increased in January 2024 and respondents feel optimistic about the prospects of 2024. India being an important player in the global textile industry is also expected to witness the same positive trend in the future. However, the present exports of India are somewhat contradictory, which shows that India's exports of textile and

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Domestic T&A Industry Likely To Turn Around On Global Demand Revival

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apparel have declined by about 6 per cent during April 23-Jan 24 as compared to Apr 22-Jan 23. As the conditions improve globally during 2024, the Indian industry will also definitely show good growth.

"The forecast of improvement in the textile business over the next two to four quarters, as indicated by the ITMF survey, suggests potential growth and recovery in the industry. The interplay between the improvement in the textile business forecasted and the role of US consumer sentiment is crucial. Consumer sentiment in the US often serves as a key indicator of spending patterns, which directly influences demand for textiles and apparel," says Updeep Singh, textile industry expert.

"Positive consumer sentiment can drive increased purchasing activity, supporting growth in the textile industry. However, factors such as economic uncertainty, inflation and changes in consumer behaviour could also impact sentiment and, consequently, textile business performance. Therefore, closely monitoring consumer sentiment

alongside other market indicators will be essential for assessing the trajectory of the textile industry in the coming quarters," adds Singh.

Balkrishnan Sharma, Business Head and Chief Executive-Yarn, RSWM Ltd says: "I'm feeling pretty optimistic about the economic landscape lately, especially when I look at those key indicators. It's like we're finally seeing some light at the end of the tunnel. I mean, better inflation rates, real wages ticking up and folks feeling more confident about spending. That's definitely a mood lifter."

"Talking about the US, seems like things are really picking up there, with consumer sentiment getting stronger and whispers of interest rate cuts in the air. That's some good news. But it's not just the States. Even globally, the textile industry seems to be bouncing back. It's like everyone's getting their groove back, responding smartly to what people want and need. Sure, there are still concerns lingering about costs, but overall, the vibe feels pretty positive. Hope this momentum keeps on going," concludes Sharma.

"I feel we have bottomed out

and here onward, things are going to look up only. The whole process of revival may take at least couple of quarters. The US market is showing signs of improvement and that is certainly a very positive indicator for the global textile trade. The Indian industry must gear up to cater to the global demand in a competitive manner," says Gurudas Aras, former director, ATE group and strategic advisor to ITA Group (Germany), Rabatex Industries and Piutex Ventures.

S K Sundararaman, Chairman, The Southern India Mills' Association, also feel that there are signs of revival and the industry can expect a turnaround soon.

"It is encouraging to note that there is a symptom of revival in the US consumer sentiments that might improve the market sentiment in the US. This might greatly help us to increase our exports to the US, particularly home textiles. During the last two months, the enquiry is better and home textiles manufacturers started taking up orders. Since made-ups segment predominantly use PIMA, GIZA cotton, the removal of 11 per cent import duty on ELS cotton would

improve the competitiveness," states the SIMA chief.

"With regard to the UK, though imports from different countries are on the downward trend, Indian manufacturers are able to sustain the orders, particularly clusters like Karur that manufactures predominantly recycled textile products like kitchen linen. If the FTA with UK is concluded, clusters like Karur will have the potential to double the exports. EU market continues to have downward trend. Stability and competitive domestic cotton prices is also favouring the market to revive," adds Sundararaman.

Meanwhile, India's export of textiles and allied products including RMG during December 2023 has increased by around 4.4 per cent to \$ 2890.50 million as against \$ 2768.36 million. On the cotton front, export of cotton yarn, cotton fabrics, made-ups, etc., RMG of cotton including accessories and cotton raw including waste during December 2023 registered a growth of around 8%, 5%, 7% and 5%, respectively, when compared to April 2023 export figures. [>> CLICK HERE TO READ ONLINE](#)

Bloomtex Industries Invests Rs 120 Crore, To Create 650 Jobs

Bloomtex Industries launched its operations at SIDCO Bhagthali in Kathua, Jammu and Kashmir, with an investment of Rs 120 crore. The inauguration ceremony was graced by Vikramjit Singh, Commissioner of the Industries and Commerce Department of the Jammu and Kashmir Government, along with Bloomtex Directors Mukesh Tyagi and Anil Tyagi.

Bloomtex Industries is positioned as an environmentally friendly venture, having secured 201 Kanals of land (25 acres) on lease from SIDCO at the Bhagthali Industrial Estate in Kathua. The company plans to invest approxi-



The Commissioner to the Government of Jammu and Kashmir's Industries and Commerce Department, Vikramjit Singh inaugurates industrial unit of Bloomtex Industries (Photo Credit: X@OfficeOfLGJandK)

mately Rs 550 crore in three phases, with the first phase already executed at a cost of Rs 120 crore.

Mukesh Tyagi, one of the pro-

motors, outlined the future plans, stating that the second phase, costing Rs 138 crore, will commence in April 2024 and is pro-

jected to begin production by June 2025. The third phase, estimated at Rs 300 crore, is slated for implementation in 2026-27.

Employment opportunities are set to expand significantly, with over 650 jobs to be created in the first two phases. Upon completion of the third phase, the workforce is expected to reach around 1000 employees. The commendable efforts of Bloomtex Industries were acknowledged by Commissioner Vikramjit Singh, who emphasized the importance of industrialization in bolstering the economy and generating employment opportunities for local youths in Jammu and Kashmir. [>> CLICK HERE TO READ ONLINE](#)

Revolutionizing India's Cotton Industry: Embracing Organic Fibre Production

In the pursuit of sustainability and environmental responsibility, India's cotton industry finds itself at a pivotal moment. Dr Ajay Ranka, the Founder and CEO of Zydex Industries, presents a visionary plan to overhaul organic fibre production in the country. Through innovation of products and protocols for cotton farming and comprehensive sustainability practices, a bold vision emerges for a future where collaboration with user and farmers for organic farming flourishes, offering not just economic gains but also ecological benefits.

The narrative begins by acknowledging the challenges confronting conventional cotton farming, marked by excessive use of fertilizers, pesticides and water. These practices have degraded soil structure and biology, leading to diminishing yields and environmental contamination of nitrates through water seepage. The fashion and textile industry is concerned with water usage and pollution throughout its supply chain, soil degradation, depletion of water table, water pollution, all of which are set to worsen by 2050.

Organic (chemical free) cotton presents a promising alternative to conventional cotton farming practices, yet hurdles like lower yields and higher costs for organic cotton



Dr Ajay Ranka, Founder and CEO of Zydex Industries

impede its widespread adoption. Recognizing the need for systemic change, there is a call for the entire value chain, from farming to processing, to embrace sustainability principles.

Zytonic is a new technology platform which can allow in a single crop transition from chemical to profitable chemical-free farming. It has innovated products for composting, soil fertility improvement, water stress reduction and crop protection with new micro encapsulation technology. These, when used as

per "Sanjeevani Protocol", allows high yields, low water consuming crops which are organic (chemical free).

Zydex has commissioned large-scale projects across 13 Indian states to realize this vision, showcasing tangible results with improved yields and profitability for hundreds of farmers. Through collaboration with industry stakeholders, a broader movement toward organic agriculture in India can be catalysed. It is also important to enable farmers to continue profitable

organic farming for other crops at market prices.

In conclusion, a call to action is extended to all cotton industry stakeholders. From policymakers to industry leaders and consumers, there is a collective responsibility to drive change by creating demonstrative plots in every profitable growing area and support the transition to profitable organic farming. By aligning interests, forging partnerships and investing in sustainable solutions, India can emerge as a global leader in organic cotton production.

The vision for organic fibre production in India offers hope as we have best temperature, water (rains), sunlight and cheaper labour for a perfect ecosystem to be organic cotton leader, amidst global environmental challenges. By blending innovation with sustainability and fostering collaboration across the value chain, a path is charted toward a future where organic farming sustains livelihoods and nurtures the planet. As India embarks on this transformative journey, the seeds of change are planted by Zydex, heralding a new era of prosperity and harmony with nature. Many producer mills are partnering to showcase that the new "Prakalp Sanjeevani" is possible for the next three seasons. [>> CLICK HERE TO READ ONLINE](#) ☐

CmiA And Avon Join Forces For Sustainable Cotton Initiative

Cotton made in Africa (CmiA) is celebrating its inaugural partnership in the cosmetics industry, joining forces with Avon, a subsidiary of Brazil-based Natura & Co, a leading global cosmetics conglomerate. Committed to enhancing sustainability across its supply chains, Avon pledges to incorporate more renewable materials and minimize its products' environmental impact. This collaboration signifies a significant stride towards cotton

sustainability for Avon.

Natalie Deacon, Avon's global sustainability head, emphasized the company's dedication to utilizing sustainably sourced raw materials. Avon aims to achieve cotton traceability by 2025 and certification by 2030. Partnering with CmiA aligns with this objective, contributing to a better world for women, who play a crucial role in CmiA's African initiatives.

CmiA's standards prioritize gender equality and women's empower-

ment, ensuring equitable resource distribution, employment conditions and opportunities at farm and ginnery levels. Tina Stridde, Managing Director of the Aid by Trade Foundation, lauds Avon's entry into the partnership, facilitating expanded training and climate resilience projects for African small-scale farmers.

Avon, as a new purchaser of CmiA-certified cotton, benefits from the Hard Identity Preserved (HIP) system, guaranteeing transparency and

traceability throughout the textile value chain. CmiA cotton boasts a smaller environmental footprint, produced without irrigation or genetically modified seeds. Revenue from CmiA cotton sales supports small-scale farmers, including women, through training and biodiversity initiatives.

Beyond environmental sustainability, CmiA champions human rights and gender equality, enhancing living conditions for small-scale farming families. [>> CLICK HERE TO READ ONLINE](#) ☐



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From Growth To Decline: An Overview Of India's Textile Machinery Trade In 2023

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Henry Dsouza
Mumbai

In 2023, India's textile machinery trade went through ups and downs. It was a year of change, with some parts of the segment growing, while others facing challenges. Despite this, the sector showed resilience and adaptability. Let's take a closer look at what happened in India's textile machinery trade last year, exploring how it coped with changes in demand, supply and market conditions.

Textile Machinery Imports Overview

India's imports of textile machinery saw a marginal decrease of 2.20% to US\$ 4816.96 million in 2023 compared to the previous year. Printing machinery, which includes imports of computer printers, emerged as the highest imported commodity with an import value of US\$ 1721.45 million, marking a growth of 6.94% in 2023. This commodity represents a 36% share of India's total textile machinery imports. Following printing machinery, weaving machines lead with a 16% share of the total.

India primarily imports its textile machinery from China, Japan, Germany, Singapore, and Italy.

Product-wise Imports Trends

Printing machinery stands out as the highest imported commodity in India's textile machinery sector. In 2023, imports totaled US\$ 1721.45 million, marking a growth of 6.94% over the previous year. Machines capable of performing multiple printing functions top the list, with imports totaling US\$ 494.71 million, showing a marginal drop of 0.7% in 2023. Inkjet printing machinery imports grew by 15.55% to US\$ 74.11 million in 2023. China remains the top supplier for this commodity, with imports totaling US\$ 568.41 million, marking an 8.69% growth in 2023 and representing 33% of India's total printing machinery imports. Singapore and Japan, the other



top two suppliers, experienced drops of 2.8% and 15.6%, respectively.

In 2023, imports of weaving machines increased by 12.52% to US\$ 762.66 million. China remains the largest supplier to India, providing machinery worth US\$ 379.29 million, with a minor drop of 0.4% over the previous year. Fifty percent of India's weaving machinery imports come from China. Imports from Japan increased substantially by 48.77% to US\$ 186.83 million in 2023. Belgium also saw a significant increase, with imports from the country growing by 38.18% to US\$ 106.87 million. Among the top five weaving machinery suppliers, Italy was the only country to experience negative growth, with imports falling by 7.43% to US\$ 42.18 million in 2023.

India's imports of spinning, twisting and yarn preparation machines grew by 14.6% to US\$ 561.62 million in 2023. This commodity is the third-largest imported in the country's textile machinery sector. Textile winding machines are the most imported, with imports totaling US\$ 291.90

million, witnessing a growth of almost 40% in 2023. Cotton yarn winding machines alone were imported worth US\$ 187.98 million, showing a growth of 29.28% in 2023. Japan is the largest supplier of this commodity to India, with imports totaling US\$ 170.47 million, marking a growth of 51.9% in 2023 and representing 30% of the total spinning, twisting and yarn preparation machine imports. Imports from China dropped by 9.7% to US\$ 133.67 million. There was a significant rise in imports from Italy, the Netherlands and Belgium, with growth rates of 63.03%, 26.29% and 87.66%, respectively, in 2023.

Knitting machines rank as the fifth-largest commodity in India's textile machinery imports. The imports totaled US\$ 416.84 million, experiencing a negative growth of 2.06% in 2023. Machines for making embroidery, under this commodity segment, totaled US\$ 234.08 million, growing by 8.6% in 2023. The majority of knitting machine imports to India came from China, totaling US\$ 299.07 million, with a growth of 1.64% in 2023. China accounts for a 72% share of

India's total knitting machine imports. There was a substantial growth of 118.41% in imports from Japan to US\$ 26.12 million and from Belgium by 272.33% to US\$ 20.11 million in 2023.

In 2023, auxiliary machinery imports dropped by 15.6% to US\$ 510.30 million, representing 11% of India's total textile machinery imports. China is the leading supplier for this commodity, but imports dropped by 28.6% to US\$ 195.20 million in 2023. Currently, China holds a 38% share of India's total auxiliary machinery imports. Germany, the second leader, experienced growth of 20.67% to US\$ 144.49 million in 2023. Japan, Switzerland and Italy, among the top five suppliers of auxiliary machinery for India, all experienced negative growth of 21.09%, 8.61%, and 14.3%, respectively.

Nonwoven machine imports to India drastically dropped in 2023 by 66.54% to US\$ 43.27 million compared to the previous year. Here too, China is the top supplier to India, but imports from China dropped by 46.22% to US\$ 29.11 million. Other top suppliers, such

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From Growth To Decline: An Overview Of India's...

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as Germany and Italy, also experienced negative growth of 87.89% and 27.09%, respectively, in 2023.

Imports of extruding, drawing and texturing machines totaled US\$ 126.15 million, marking a drop of 12.58% in 2023 compared to the previous year. Again, China is the top supplier for this commodity, with imports totaling US\$ 94.38 million, showing a growth of 53.04%.

Imports of sewing machines witnessed a drop of 25.24% to US\$ 267.82 million in 2023 compared to the previous year. Once more, China is the top supplier to India, with imports totaling US\$ 158.09 million, experiencing a negative growth of 23.84% in 2023. Singapore and Vietnam, the other top two suppliers to India, both experienced negative growth of 38.72% and 1.08%, respectively, in 2023.

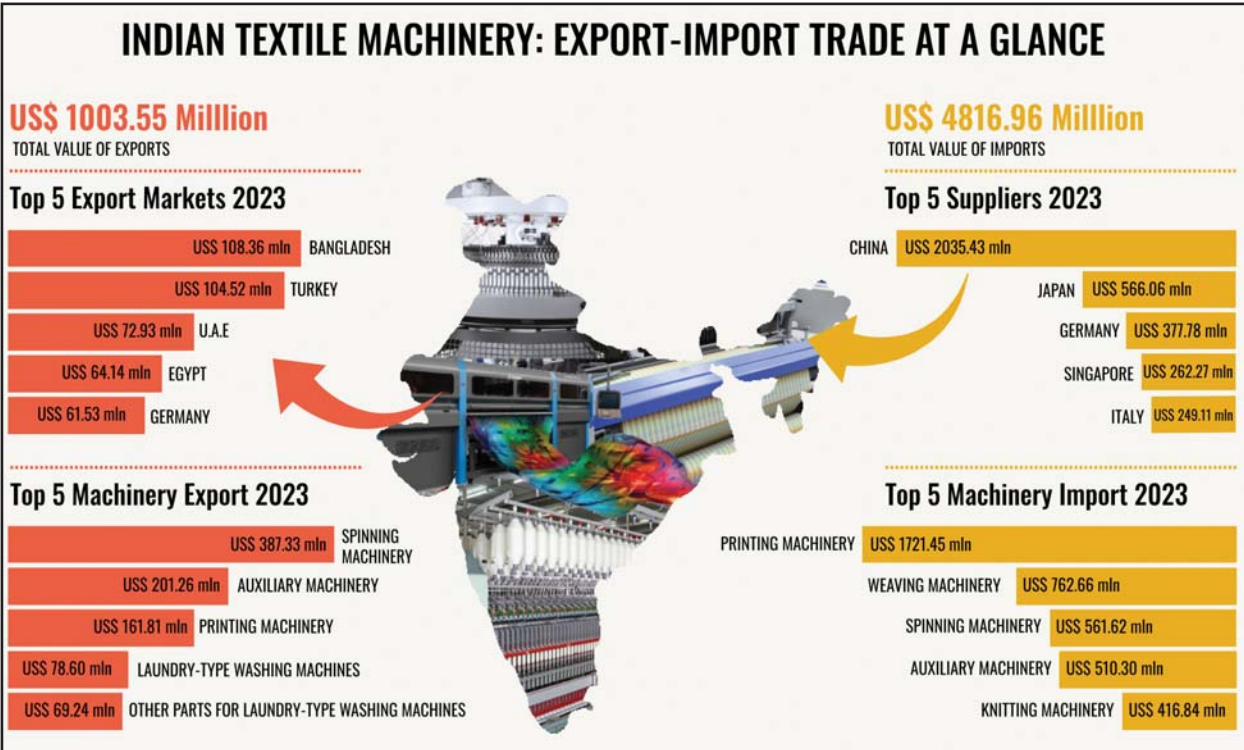
Country-wise Textile Machinery Imports to India

China remains the top supplier to India for textile machinery. India's textile machinery imports from China totaled US\$ 2035.43 million, but imports dropped by 5.67% in 2023 compared to the previous year. China holds a 42% share of India's total textile machinery imports.

Japan is the second-largest supplier to India, with imports totaling US\$ 566.06 million, showing a growth of 22.17% in 2023 compared to the previous year. Japan holds 12% of the total imports of India's textile machinery.

Germany is the third-largest supplier of textile machines to India, with imports totaling US\$ 377.78 million in 2023, but experiencing a negative growth of 6.94%. Printing machines saw a sudden rise in imports with a growth of 120.44% to US\$ 82.25 million in 2023, while nonwoven machine imports dropped by 87.89% to US\$ 7.16 million over the previous year.

Singapore, the fourth-largest supplier to India, registered negative growth of 9.61% in 2023, totaling US\$ 262.27 million. Italy, the



fifth-largest supplier, experienced a growth of 6.60% to US\$ 249.11 million in 2023. Belgium is the leading supplier for weaving machines, with imports totaling US\$ 106.87 million, a growth of 38.18%.

Textile Machinery Exports Overview

India's textile machinery exports declined by 5.09% to US\$ 1003.55 million in 2023 compared to the previous year. Under the export segment, spinning, twisting and yarn preparation machines were exported the most to the world. This commodity makes up 39% share of the total textile machinery exports from India. Bangladesh remains the largest market for India's textile machinery products.

Product-wise Export Trends

Spinning, twisting and yarn preparation machines are the largest exported commodity, with a value of US\$ 387.33 million and a negative growth of 3.07% in 2023. Turkey remains the largest market for India's spinning, twisting and yarn preparation machines. Exports to Turkey totaled US\$ 78.85 million, experiencing a decline of 23.46% in 2023. Bangladesh, the second-largest market, also witnessed a negative growth of 24.33% to US\$ 67.51

million in 2023.

Auxiliary machines witnessed a downtrend, with a negative growth of 13.75% to US\$ 201.26 in 2023. China was the leading market for India's auxiliary machines in 2022, but last year, exports dropped by 55.5% to US\$ 17.53 million in 2023. Germany remains the second-largest market for India's auxiliary machines, but it witnessed a drop of 19.2% to US\$ 19.70 million in 2023. With a sudden rise of 80.4% in exports to the U.A.E., it is now the leading market, totaling US\$ 21.22 million.

Printing machinery exports rose slightly by 14.39% to US\$ 161.81 million in 2023. Russia witnessed a growth of 535.47% to US\$ 15.26 million, making Russia the leading market for India's printing machinery. Exports to Bangladesh grew by 5.45% to US\$ 13.99 million in 2023.

India's weaving machines were low in demand in 2023, witnessing a drop of 29.3% to US\$ 27.35 million over the previous year. Exports to Bangladesh for weaving machines dropped by 55.23% to US\$ 2.66 million, making Bangladesh the second-largest market for this commodity.

Sewing machine exports totaled US\$ 62.35 million in 2023, witnessing a marginal drop of 4.16%. Germany is the leading

market for this commodity, with exports totaling US\$ 17.64 million, a growth of 9.76%.

Country-wise Export Trends

In the overall textile machinery exports of India, Bangladesh remains the largest market, totaling US\$ 108.36 million in 2023, but experiencing a 26.8% drop over the previous year. Bangladesh holds share of 11% of the total textile machinery exports from India. Turkey remains the second-largest market for Indian textile machines, with exports totaling US\$ 104.52 million, but witnessing a drop of 20.1% in 2023.

China was the third-largest exports market for India in 2022, but with a drop in 2023, the country stood as the sixth-largest market. In 2023, exports to China totaled US\$ 55.59 million, with a drop of 35.1%. The U.A.E. is the third-largest market, with exports totaling US\$ 72.93 million and experiencing a growth of 21.9% in 2023.

There was a sudden spike in exports to Egypt, with exports to the country growing by 122.2% to US\$ 64.14 million in 2023 over the previous year. The demand for spinning, twisting and yarn preparation machines rose by 135.1% to US\$ 56.04 million in 2023, contributing to the increase in exports to the country.

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Relief For Bangladesh As WTO Extends Duty-Free Market Access Till 2029

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Bangladesh has successfully secured a three-year extension of duty-free market access following its graduation to a developing nation in 2026. The decision, endorsed by 166 members of the World Trade Organisation (WTO) at its Ministerial Conference in Abu Dhabi on March 1st, ensures continued trade benefits for Bangladesh until 2029.

The extension comes after intense negotiations spanning over five days during the 13th WTO Ministerial Conference. Bangladesh, set to leave the least-developed country (LDC) category on November 24, 2026, faced uncertainty regarding the loss of approximately US\$ 7 billion worth of trade annually post-graduation. However, with the extension, these concerns have been alleviated.

The initiative for the extension



originated from the LDC group, chaired by Djibouti, which appealed to the WTO and other UN bodies in 2020. The Covid-19 pandemic and subsequent economic challenges, compounded by the Russia-Ukraine war in 2022, underscored the need for continued support to graduating LDCs.

The decision to extend trade benefits was first considered at the 12th Ministerial Conference in Geneva in June 2022, with further discussions culminating in the recent endorsement. Mustafizur Rahman, a distinguished fellow of the Centre for Policy Dialogue (CPD) in Bangladesh, emphasized

the significance of the extension, stating that it not only benefits Bangladesh but also opens opportunities for other graduating LDCs.

With the extension, Bangladesh can now negotiate for trade benefits with various countries, including the European Union, China, India, UK and South Korea. However, it will not enjoy such benefits in the US, as the country lacks a preferential duty programme for LDCs.

Bangladesh's international trade has thrived on the duty-free benefits under the LDC category, with 73 per cent of the country's shipments currently enjoying LDC-linked market access. This support has been instrumental in establishing Bangladesh as the second-largest apparel supplier globally, following China, and as the highest beneficiary of duty-free trade benefits among 45 LDCs. □

Bangladesh Govt's Proposed Minimum Wage Of Tk 10,000 For Textile Sector Stirs Controversy

The Bangladesh government is poised to finalize the minimum monthly wage for textile workers at Tk 10,000, a move that comes three months after the minimum wage for garment workers was raised to Tk 12,500. However, this decision has ignited a contentious debate, with labour leaders deeming the proposed wage "unacceptable" amidst soaring inflation and market prices.

In defence of the proposed wage hike, textile entrepreneurs argue that it represents a significant increase compared to previous levels and highlight the lighter workload in the textile sector compared to garment work.

Raisa Afroz, Secretary of the Minimum Wage Board, has confirmed that the draft of the minimum wage for textile workers has been finalized, with a gazette notification expected soon. She asserted that the decision was reached with the consensus of both factory owners and workers'



representatives.

Monsoor Ahmed, acting Secretary-General of the Bangladesh Textile Mills Association (BTMA), emphasized that the proposed minimum

wage, set at Tk 10,000, signifies a substantial 75% increase compared to the garment sector's 56% hike. However, Taslima Akhter, President of the Bangladesh Garment Sramik

Sanghati, and Kutubuddin Ahmed, General Secretary of IndustriALL Bangladesh Council, criticize the proposed wage hike as inadequate to meet workers' daily needs.

Despite dissenting voices, Md Shahjahan Saju, the worker representative on the wage board for the textile sector, disclosed that all parties on the board settled on Tk 10,000, although their initial demand was Tk 25,600. The proposed wage increase has sparked dissatisfaction among textile workers, echoing similar grievances seen in the garment industry.

The proposed wage hike for textile workers follows a similar increase in the garment sector, where demands for higher wages were met with government settlement on Tk 12,500. However, dissatisfaction remains prevalent in both sectors, with calls for wage revisions in line with living expenses. [>> CLICK HERE TO READ ONLINE](#) □

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Win-Win Negotiation: A Sustainable Way Of Doing Business

When the objective of negotiation is not a zero-sum game where one side triumphs at the other's expense, it is a win-win negotiation. This is the insightful lesson learnt from friend's experience, writes **Murugan S.**



Murugan Santhanam

"Did you know that win-win negotiation is an art that contributes to sustainable business growth?" My friend, who operates his business in Chennai, asked me this question.

In response, a series of past experiences flashed through my mind, during which some of my bosses were seen bragging about their success in concluding deals at the lowest rates.

"While the concept sounds appealing, I'm sceptical about its practicality. From my observations, people always play hardballs during negotiations. Often, these negotiations devolve into a zero-sum game, where one party's victory comes at the expense of the other's loss," I replied.

"It's unfortunate that such adversarial negotiations are common in our industry. Many approach the negotiation table as a battlefield, solely focused on ensuring their own success regardless of the cost to the other party. However, not everyone operates this way. I once had a remarkable negotiation experience while dealing with the sale of a high-value item: the worsted carding machine," my friend shared.

Knowing my friend's knack for sharing captivating and insightful stories, I eagerly awaited further details.

He began to recount the experience:

While the salesman friend offered 5% lower price than his initial offer, the client told the friend to increase the price by 3%! So, with a net rebate of 2% on the initial price, it became a win-win situation for both parties.

The Dreaded Negotiation:

"While I typically don't dread negotiations, one particular negotiation with a spinner in North India left me feeling apprehensive. Right from the outset, the spinner exhibited a stoic demeanour, making it challenging to gauge his reactions to my presentations. After presenting the details of my machine to all the other technical teams, I had the final meeting with him, the boss! Based on the report from my technical team, your machine meets all our requirements," he began in a matter-of-fact tone.

I thought to myself, 'Great, negotiation over! Time to seal the deal!' But life seldom unfolds as we expect.

"Although replacing our current machine with yours promises energy and waste savings, the upfront investment appears steep to me and I'm struggling to justify it," he stated, maintaining his poker face.

"Sir, our company supplied the previous machine to you ten years ago. Over the past decade, with lots of effort and money, our research and development teams have tirelessly worked to innovate, resulting in this latest model. We are one of the few suppliers offering this technology. Without your support, sir, it would be challenging for us to continue developing and serving you," I replied respectfully, thinking I had played my trump card effectively.

A faint smile appeared on his face. "Allow me to present an alternative perspective. While we may be one of the few buyers of your machinery, if your pricing remains exorbitant, you may struggle to find buyers," he responded calmly, but his words hit me like a bombshell.

Closing the deal:

At this point, both sides likely had a clearer understanding of each other's posi-

tions, and a potential solution seemed within reach. I decided to offer my best price, with a minimal profit margin, which was 5% lower than my initial offer.

He remained silent for a moment, his expression betraying no willingness to concede. "Alright, let's finalize the deal. An extra 3% to your offer, and we'll proceed," he finally said. I was taken aback. 'Another 3% discount? This could significantly impact our company,' I thought.

Seeing my perplexed expression, he smiled once more and explained, "I'm not asking for a further discount. Add 3% to your offer, and let's close the deal."

I couldn't believe it. 'Who increases their offer during negotiations? This is unheard of!' I marveled silently. But it had happened for real!

"It's a win-win negotiation. My objective isn't a zero-sum game where one side triumphs at the other's expense. Initially, I sought to gauge your sincerity, and with this additional 3%, both parties benefit, fostering a stronger relationship for the future," he elucidated.

I commended him for not only finalizing the deal but also imparting a valuable life lesson.

After such an experience, who wouldn't prioritize providing exceptional service to him? He would always remain a priority customer for us. And with such genuine support from the customers, we, the manufacturers, can plow back our earnings to make highly efficient machines. It'll be totally a win-win situation for the industry as a whole!

As my friend finished recounting his story, he awaited my reaction. I expressed my gratitude for the insightful lesson learnt. □

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(The author is the Managing Director of Texdoc Online Solution Pvt. Ltd.)

Cycora Material Validates Ambercycle's Sustainability Mission

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The European Centre for Innovative Textiles (CETI), a leading research centre in textiles located in France, has confirmed that the circular material Cycora is comparable to virgin materials and exceeds the quality standards of recycled materials.

Cycora, a groundbreaking re-generated material, meets the spinnability standards of virgin materials and surpasses other recycled materials, as stated by CETI. The centre, equipped with advanced melt spinning technology, conducted an independent assessment highlighting Cycora's potential to revolutionize the fashion industry by providing a circular alternative without compromising product integrity and excellence.

Introduced in 2021 by Ambercycle, a pioneer in material science, Cycora utilizes end-of-life textiles as feedstock for new high-performance circular polyester. Unlike conventional recycled materials, which often face quality and application limitations, Cycora polyester maintains consistent quality while delivering optimal performance. This allows for the creation of durable



products, reducing waste and extending the environmental benefits of Ambercycle's innovative material.

As global demand for sustainable materials continues to grow, leading fashion brands have embraced Cycora yarns in their products, confirming its emergence as a

frontrunner in circular materials. CETI's recent assessment further validates this status.

"We were delighted to collaborate with Ambercycle to advance innovation and sustainability in the textile industry," said Manisha Mariva, Recycling and Circular Economy Manager

at CETI. "Our comprehensive testing demonstrated that Cycora material performs on par with virgin alternatives across various processes and stands out among recycled textiles for its performance and versatility. Cycora material is a significant contributor to the industry and is setting a new standard for recycled materials."

The environmental benefits and high-performance standards of Cycora material reflect Ambercycle's dedication to innovation, sustainability and the pursuit of true circularity in fashion.

"We believe that sustainability should never compromise quality. The recognition from CETI reaffirms our commitment to redefining industry norms and demonstrating that excellence and environmental responsibility can coexist seamlessly," said Shay Sethi, CEO of Ambercycle. □

Recycled Fibres: Machinery And Services Promoting Circular Practices

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Swiss manufacturers are at the forefront of providing tailor-made solutions for achieving circularity in textile production. With an increasing demand from end-users for recycled materials in textile products, innovation is driving the industry forward. Despite the technical and economic challenges faced by yarn and fabric producers using recycled resources, members of the Swiss Textile Machinery Association offer effective solutions to these hurdles. Companies like Rieter, Autefa, Steiger, Uster Technologies and Stäubli are leading the charge in supporting the processing of recycled fibres to meet stringent quality standards.

When it comes to synthetic recycled materials like PET, the treatment process is typically similar to that of new yarn. However, complexities

arise with natural fibres such as wool and cotton. There is a growing trend towards mechanically recycled wool and cotton fibres, and companies like Rieter, Autefa, Steiger, and Uster Technologies are pioneering advancements in processing such materials. These firms provide machinery and services that facilitate the further processing of recycled fibres, ensuring they meet the required quality benchmarks. Stäubli, a member of the Swiss Textile Machinery, exemplifies a commitment to circularity concepts throughout its operations.

Processing recycled cotton presents specific quality considerations, including higher levels of short fibres and neps, as well as potential coloration, especially in post-consumer material. While rotor spinning machines can handle short fibres effectively, ring spinning poses challenges

due to the difficulty of guiding short fibres through the drafting zone. Rieter offers solutions to address these challenges, particularly in maintaining yarn quality and integrity.

In the case of recycled wool, mechanical procedures such as shredding and re-spinning influence the quality and characteristics of the resulting yarn. However, these operations may diminish the strength and durability of the yarn, making it more susceptible to breakage during knitting. Steiger conducts continuous testing of new yarns to ensure their suitability for processing on knitting machines, highlighting the importance of adapting machinery to accommodate recycled materials.

Nonwovens technology, born partly from the idea of recycling textile waste, offers a sustainable solution for processing recycled fibres

into fabric structures. Autefa Solutions provides comprehensive non-wovens lines capable of processing mechanically and chemically recycled fibres, contributing to a closed-loop production cycle where fibres are reused multiple times for various products.

Overall, the machinery and services offered by Swiss Textile Machinery members play a crucial role in supporting the circular economy's efforts to process recycled fibres. With decades of expertise and a commitment to innovation and quality standards, these companies are driving sustainable practices across the textile industry. Stäubli's global ESG strategy underscores the importance of environmental responsibility and sets key performance indicators related to energy consumption, machine longevity and recyclability. □

Tracing Success: How Technology Drives Value In Supply Chain

The concept of integrating transparent relationships with digital and physical traceability tools harbours broad potential. This approach could be tailored to support traceability across various other commodities, writes **Alison Ward**



Alison Ward, CEO of CottonConnect

Global supply chains have reached unprecedented levels of complexity. Companies now face a growing imperative to achieve comprehensive visibility across their supply networks. Simultaneously, there is mounting pressure from both consumers and regulators for enhanced transparency – a demand that is entirely justified. Consumers seek products that guarantee safety, ethical sourcing and sustainability. Consequently, businesses bear the duty and obligation to furnish such assurances, substantiated by precise, verifiable claims.

Traceability plays a pivotal role in achieving this level of transparency, fostering trust between companies and customers. In the realm of food, for instance, traceability empowers a company to track the journey of a food product and its constituents through every phase of the supply chain. This capability enables companies to disclose the origins of food to consumers, while facilitating prompt and accurate recalls in the event of safety concerns.

Likewise, the fashion industry stands to gain from heightened traceability measures. Given the intricate global web of supply chains, retailers offer products

crafted from textiles that have undergone numerous processing stages and exchanges. In the absence of robust traceability systems, pinpointing the original source of a garment or fabric becomes challenging.

Consider cotton as an example: following its harvest, it proceeds through stages of ginning, spinning, dyeing and ultimately garment production, often occurring in disparate locations. Given that nearly half of all textiles rely on cotton, this process results in a sprawling and intricate global network encompassing producers, suppliers and intermediaries.

As a consequence, only a third of the top 100 clothing companies actively monitor their supply chains, as indicated by research conducted by the United Nations Economic Commission. A significant majority (69%) cite the fragmentation and complexity inherent in the global business landscape as a major impediment, a challenge likely mirrored across various other sectors.

Supply chain visibility presents numerous challenges, yet viable solutions exist. While cultivating effective, trusted relationships throughout the supply chain serves as a fundamental starting point, technological advancements offer a growing array of tools to bolster and refine traceability efforts.

On the digital front, fashion brands and retailers must have access to digital data to enable real-time monitoring and tracking. This provides companies with heightened visibility into their supply chains, a deeper comprehension of movement of goods – from raw materials to finished products – and the capacity to better support their suppliers.

Moreover, when digital tracing alone falls short, the emergence of physical traceability tools

furnishes businesses with a secure means of identifying and authenticating all materials and products. This enables them to communicate their origins confidently and credibly.

In the cotton sector, CottonConnect's TraceBale platform serves as an exemplary case. It enables brands to trace their raw materials and products utilising various identifiers, including holograms on cotton bales, QR codes from farmers and unique DNA-based markers. Once the marker is affixed to the fibre, all materials manufactured from that cotton can undergo testing at any stage of the supply chain. This method validates the specific fibre used in manufacturing a particular garment, encompassing details such as origin, quality and sustainability criteria.

By integrating physical and digital traceability, this approach offers distinct advantages that can enhance supply chain efficiency, eliminate unethical practices, deter fraud and foster consumer trust. It represents a strategy for untangling the complexities of globalised supply chains, a feat that has been successfully achieved for more than a decade. Brands like The White Company, Mark's, and C&A, amongst others, have benefited immensely from this approach – with 1.4 billion sustainable cotton garments having hit the shelves of global retailers, thanks to the amount of sustainable cotton produced and linked to transparent supply chains.

As consumer awareness grows and regulatory pressures mount, more suppliers are gravitating towards sustainable practices. Therefore, fashion brands should initiate transparent dialogues with their suppliers, outlining how all stakeholders stand to gain from textile traceability initiatives.

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Publisher

Arvind B Semllani*

Strategic Advisor

Sureshkumar J Vibhaker

CEO

Dewang Shah

Managing Editor

Prakash Patil

Associate Editor

Henry Dsouza

Asst. Editor

Haimanti Gupta

Special Correspondent

Neeraj Mathuria

Operations

Hemal Semllani

operations@textileinsights.in

Editorial/Press Releases

editor@textileinsights.in

editorial.textileinsights@gmail.com

Advertisements

arvind@textileinsights.in

advtextileinsights@gmail.com

Registered Office

ABS Media and Events

B-21 Gnat Vikrant CHS,17

Poddar Street,

Opp Surya Hospital,

Santacruz (W),

Mumbai 400054.

Ph: 9833977743/ 8356862511

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Bharat Tex 2024: India's Global Textile Event A Runaway Success

The mega exhibition showcased Sustainable Solutions: From Kasturi Cotton to Waterless Dyeing

Bharat Tex 2024, the largest global textile event held in New Delhi from Feb. 26-29, showcased the vibrant landscape of India's textile industry with a unified Farm to Fashion focus. The exhibition, inaugurated by Prime Minister Narendra Modi and inspired by PM's 5F vision, aimed at integrating sustainability and innovation across the textile value chain.

The exhibition garnered significant attention from both Indian and global stakeholders. The collaboration of 11 Textile Export Promotion Councils and support from the Ministry of Textiles ensured a comprehensive representation of the industry.

The event boasted impressive participation numbers, including 3,500 exhibitors, 3,000 buyers from 111 countries and over one lakh trade visitors. Bharat Tex 2024 showcased the entire textile value chain, featuring exhibitions, thematic pavilions and engaging conferences. The exhibition was spread across nearly 2 million sq ft of area, including an artistically curated story of textiles- Vastra Katha were the highlights of the event. The event was hosted simultaneously at two state-of-the-art venues- Bharat Mandapam and Yashobhoomi with both



venues fully subscribed. Over 10,000 artisans, weavers, students, factory workers, NGOs and producer companies also participated in Bharat Tex 2024 as special invitees.

Global textile giants such as Coach, Tommy Hil-

figer, and H&M, alongside leading Indian players like Reliance and Aditya Birla Group, contributed to the event's success. Moreover, multilateral organizations, industry bodies and associations added depth to the discussions on key industry issues.

The event's highlights included a CEO roundtable chaired by Union Textile Minister Piyush Goyal, focusing on growth prospects and a farm-to-fibre expo highlighting India's potential in the textile sector. A global scale conference with 70 sessions and 112 international speakers saw engaging discussions on key textile issues of the day including Textile Mega Trends, Sustainability, resilient global supply chains and Manufacturing 4.0. Pressing issues of the global value chain such as green financing, resilient supply chains, waterless dyeing and innovation were discussed.

Bharat Tex 2024 served as a launch pad for various initiatives, including the IndiaTEX Project and the Textiles Grand Innovation Challenge, demonstrating India's readiness to embrace circularity and innovation. The signing of numerous MoUs and the release of technical publications further enriched the event's outcomes.

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Tracing Success: How Technology Drives Value...

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Without robust relationships, traceability tools may lack the necessary potency, as achieving full visibility requires active participation from all entities within the value chain.

The concept of integrating transparent relationships with digital and physical traceability tools harbours broad potential. This approach could be tailored to support traceability across various other commodities, such as different textiles, precious minerals and even food products. Indeed, the fundamental premise of assigning a unique identifier to each raw material for both physical and digital tracing could be extrapolated to encompass a wide array of goods.

In a changing world where the climate crisis and associated social challenges loom large, companies are increasingly acknowledging their responsibility for their impact on both people and the planet. Over the past decade, we have had the privilege of collaborating with

forward-thinking companies committed to traceability. Now, proven technologies exist to enable others to substantiate their own responsi-

ble practices and pursue enhancements. Authentic supply chain transparency is achievable. It is how we're revolutionising the fashion

sector, serving as a catalyst for the adoption of more sustainable and transparent practices across industries.

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CottonConnect Promotes Sustainability At Bharat Tex 2024

CottonConnect, a leading organisation driving responsible sourcing and resilient supply chains in the textile industry, participated in Bharat Tex 2024 held from February 26-29, 2024, in New Delhi. CottonConnect's mission was well aligned with Bharat Tex's theme and its leadership team actively contributed to the discussions through diverse sessions.

Alison Ward, CEO, CottonConnect, emphasised the importance of sustainability, stating, "As the world's second largest cotton producer, India can play a crucial role in the journey of garment supply chains towards sustainability, aligning with a global demand for brands to focus on ESG. India can lead collaborations to boost trade and investments and support global players in meeting their ESG and sustainability targets by 2027. We at CottonConnect are committed to brand responsibility and accountability, farmer well-being and empowerment – con-

tributing to shaping a sustainable future for the global and Indian apparel industry."

Kinner Lakhani, COO, who spoke at the Building Resilient Global Apparel Value Chain session at Bharat Tex 2024, added, "By leveraging its strengths and fostering responsible practices, India can become a key player in building a more resilient and sustainable global apparel supply chain. Better farming practices, capacity building of farmers and employing technology and innovation to make raw materials traceable are pivotal in this journey."

Hardeep Desai, Global Head – Farm Programmes, highlighted India's potential, saying, "ESG and sustainability are the future of the textile industry. It is crucial to ignite discussions on exploring technologies and practices that enhance visibility and foster transparency for accountability, ethical sourcing and responsible production practices."

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Birla Cellulose Launches Birla Viscose Intellicolor At Bharat Tex 2024

A Groundbreaking Solution Set to Transform the Textile Industry

In a revolutionary move, Birla Cellulose has unveiled its latest innovation, Birla Viscose - Intellicolor, at the prestigious Bharat Tex 2024 event. Birla Cellulose is poised to redefine the landscape of the textile industry with its patented product, addressing a long-standing challenge with conventional reactive dyeing.

Intellicolor represents a groundbreaking advancement in the dyeing process, using Cationic or Basic dyes. It boasts a remarkable dye exhaustion rate exceeding 95%, surpassing conventional methods. It eliminates the need for salt and soda ash in the dyeing process, streamlining operations and reducing environmental impact. By achieving brighter shades with higher tinctorial value and colour depth compared to reactive dyes, it offers superior colour vibrancy while using lower dye concentrations. This results in reduced chemical consumption, lower utility usage, shorter processing times and decreased dye quantities required, thereby promoting sustainability in dyeing practices.

In conventional or traditional reactive dyeing processes, the use of



(L-R) ManMohan Singh, Dr. Suraj Bahirwani, H.K Agarwal, Dr. Aspi Patel and Murugan Thenkondar

reactive dyes often necessitates the addition of large quantities of salt to the dye bath. This is primarily due to lower dye bath exhaustion, which results in inadequate dye fixation onto the fabric. As a consequence, high salt concentrations are required to facilitate the dyeing process, leading to significant levels of both salt and unreacted dye being discharged as the effluent. The presence of excessive salt and unreacted dye in the effluent not only poses environ-

mental concerns but also adds to the costs associated with effluent treatment. Intellicolor, aims to usher in a new era by introducing an innovative solution that not only overcomes this challenge but also enhances the overall quality of dyed fabrics.

Moreover, Intellicolor facilitates a more sustainable approach to dyeing by necessitating fewer washes post-dyeing and eliminating fixing steps. This not only conserves water but

also reduces energy consumption and ETP operating cost, thus leading to huge savings on the utility consumption. Speaking on this groundbreaking achievement, ManMohan Singh, Chief Marketing Officer (CMO) of Grasim Industries, Pulp & Fibre Division, expressed pride in the company's commitment to innovation. "This is a proud moment for Birla Cellulose as Birla Viscose Intellicolor marks the first of its kind in our ongoing pursuit of excellence. Our commitment to pushing the boundaries of what is possible in textile manufacturing has led to this remarkable innovation," the CMO stated.

Further, the MD of Grasim Industries, H.K Agarwal, stated, "Today, we mark not just a milestone in innovation, but a commitment to sustainability. Birla Viscose Intellicolor heralds a new era of vibrancy and responsibility in the textile industry, where innovation meets environmental consciousness. At Birla Cellulose, we weave sustainability into every thread of our operations, ensuring a brighter, more sustainable future for textiles." [CLICK HERE TO READ ONLINE](#)

LMW Showcases Cutting-Edge Solutions And Expertise In Spinning Technology At Bharat Tex

LMW's prominent presence at Bharat Tex 2024 showcased the company's unwavering commitment to excellence and innovation in the textile industry. Positioned at the forefront of Pragati Maidan, New Delhi, LMW's stall emerged as a focal point for industry professionals seeking cutting-edge solutions and expertise in spinning technology. A particular highlight was the display of LMW's state-of-the-art LDF3 2S machine, which garnered significant attention for its advanced capabilities and efficiency.

During the event, LMW's Director of Operations, Sankar M., emphasized the importance of digitalization, modernization and automation in spinning

mills. He highlighted LMW's Sustainable Smart Series machines, which utilize modern technologies like AI,

IoT, Big data, and analytics to make mills smarter and reduce dependency on manpower.



With a reputation built on decades of pioneering work, LMW demonstrated its status as a leading force driving progress and shaping the future of textiles. LMW showcased its dedication to staying ahead of the curve by offering solutions that optimize efficiency, enhance productivity, and elevate the overall quality of textile production.

Bharat Tex 2024 served as a testament to LMW's enduring legacy of innovation and its ongoing commitment to delivering value to customers and stakeholders alike. With a focus on sustainability, efficiency, and technological advancement, LMW continues to set the standard for excellence in the textile industry. [CLICK HERE TO READ ONLINE](#)

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Sustainability Has Become Increasingly Crucial And Gaining More Traction

We anticipate further market growth in the coming months, states **Kiran Hanchate**, while **S. Rajendran** informs that there is a notable uptick in orders, particularly in the home textile sector, with several existing customers considering expansion

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How has Bharat Tex been for A.T.E Group?

Kiran: I believe Bharat Tex marks a significant milestone as it's the first edition in India that has brought the entire textile value chain together under one roof. As a machine manufacturer, it provided us with valuable insights into the upstream processes and helped us understand the direction in which we can innovate as machinery manufacturers.

Rajendran: Indeed, it's been quite interesting. Recently, during our visit to Heimtextil in Frankfurt, Germany, our customers were buzzing about Bharat Tex, citing it as one of the best shows akin to Heimtextil. When we arrived here, we were pleasantly surprised by the extensive showcase covering all aspects of textiles—from technical textiles to home textiles, apparel textiles and knitwear. Our machinery team secured a space here, initially uncertain of its relevance, given the focus on textile producers. However, to our delight, we've had significant customer engagement and fruitful discussions regarding machinery. Overall, it's been a positive experience for us at A.T.E Group.

What new innovations have caught your attention at Bharat Tex, particularly in terms of



(L-R) Kiran Hanchate, Vice President - Spinning Machinery & Zonal Head - West, Textile Engineering Group – Spinning and S. Rajendran, Senior VP, Business Head – Textile Engineering Group (Processing & Accessories), Zonal Head – South India of A.T.E. Enterprises Pvt. Ltd.

sustainability?

Kiran: Sustainability has become increasingly crucial in the textile industry. We've noticed that many customers, including yarn producers, fabric manufacturers and fibre dealers, are emphasizing sustainability and exploring recycled products.

Rajendran: Sustainability has been a topic of discussion in India for the past decade and it's gaining even more traction now. Textile producers across the country are placing a strong focus on energy conservation and renewable energy sources. Moreover, there's a notice-

able trend among textile processors towards adopting sustainable technologies. They're actively seeking ways to reduce chemical consumption, minimize pollution and lower their carbon footprint. In response to this demand, we're exploring technological solutions that align with these sustainability goals.

How do you view the current market conditions, and what are your expectations for the near future?

Rajendran: The market initially showed signs of sluggishness, but it has begun to recover. During our recent attendance at Heimtextil,

we received positive feedback from customers and textile producers alike. There's a notable uptick in orders, particularly in the home textile sector, with several existing customers considering expansion. Additionally, discussions for green-field projects, especially in home textiles, are underway, with expectations of at least two or three new projects in 2024. The knit segment is another area of interest, experiencing continuous growth over the past few years, particularly in synthetic knits for activewear. Several entrepreneurs have already initiated pilot schemes, with more projects in discussion. Overall, India's textile industry is showing promising growth prospects, and we anticipate further expansion in the coming years.

Kiran: I echo Rajendran's observations. While the market initially experienced a slowdown, recent weeks have brought positive indicators of growth. Feedback from customers at the exhibition corroborates this, with reports of significant footfall and buyer interest. We anticipate further market growth in the coming months, with expectations of a return to track by June or July. Moreover, we're receiving enquiries for modernization projects, with a notable interest in sustainability and recycling initiatives. □

Trident Group Showcases Tradition And Sustainability At Bharat Tex 2024

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Trident Group, a prominent player in the textile industry, participated as a Silver Sponsor at Bharat Tex 2024. The group showcased various themes including Atulaya Bharat, Wellness and Spa, Designers' Desk, Digital Bharat, and Sustainability, representing a blend of tradition and eco-consciousness in alignment with the event's overarching theme. Additionally, Trident Group collaborated with Shivan & Narresh, a luxury brand renowned for its finest art prints, for the

launch of its new collection.

Padma Shri Dr. Rajinder Gupta, Chairman of Trident Group, commented, "It takes passion to transform the world's largest into the world's finest, and this event embodies that spirit. We extend our sincere gratitude to Prime Minister Narendra Modi and Piyush Goyal, Minister of Commerce and Industry, Textiles, Consumer Affairs, Food and Public Distribution, for their visionary leadership in creating this unparalleled opportunity. □



Bharat Tex Turned Out To Be A Great Platform For Networking And A Resounding Success!

Bharat Tex has come at the right time and provided a significant boost of confidence and motivation to Indian manufacturers, opines **Gurudas Aras**, while **Prashant Mangukia** observes that over the last two to three years, there has been a noticeable uptick in domestic consumption

How has your experience been at Bharat Tex exhibition?

Prashant: Well, initially, we didn't have much enthusiasm about Bharat Tex because it wasn't primarily a machinery exhibition. However, upon attending, we realized we had underestimated its potential. It turned out to be a great platform for networking, despite its focus not being on machinery. We had the opportunity to reconnect with many of our old customers, which was quite beneficial for us.

Aras: I echo Prashant's thoughts. Honestly, none of us were sure what to expect from Bharat Tex. But I must say, the organizers did an excellent job within just a few months of planning. The scale of the exhibition, with 3500 exhibitors, was impressive. More importantly, the footfall exceeded our expectations right from Day 1. It was particularly convenient for us as all our key customers were present, mainly concentrated in halls 4 and 5. This made networking effortless. By the third day, it was evident that Bharat Tex was a resounding success. I don't think even the organizers anticipated such a tremendous response. It's been a fantastic experience being a part of it.

Could you share your insights on the current trends in the textile market?

Aras: According to a recent survey conducted by ITMF, there's promising news for the global textile industry. The survey, released this month, indicates that over 70% of industry leaders believe that we're on the brink of a global turnaround. This suggests that the industry is primed for gradual improvement. In light of this, event like Bharat Tex has come at the right time. It



Gurudas Aras, Strategic Advisor and Prashant Mangukia, Director of Yamuna Machine Works with their team

has provided a significant boost of confidence and motivation to Indian manufacturers, especially with the presence of international buyers. The textile industry has endured a prolonged recession, but it appears that we're finally nearing a turning point.

Could you elaborate on the innovations you observed at Bharat Tex?

Aras: One of the standout areas for innovation was at the stalls sponsored by the Ministry of Textiles, where a variety of innovations were showcased. Additionally, individual exhibitors, particularly in the home textiles sector, showcased significant innovations, particularly in fabric finishing. I noticed a trend towards anti-microbial properties and fabrics that are skin-friendly. There was a plethora of new fabric types introduced by various exhibitors. Moreover, I was impressed by the emphasis on recycling as a part of sustainability efforts. Many exhibitors

integrated recycling into their innovative solutions, showcasing a commitment to environmental sustainability across the board.

In line with the sustainability theme of the exhibition, what offerings does Yamuna Machines Works have?

Prashant: Sustainability is a significant focus for us at Yamuna Machines Works. In terms of wet processing, we've dedicated efforts to reduce water and steam consumption. Additionally, we're striving to make our manufacturing plants more sustainable. This involves addressing the carbon footprint generated during the manufacturing process. We're actively exploring solutions such as transitioning to solar energy and implementing recycling measures for materials used in our plants. These steps align with our commitment to sustainability. Another area of focus for us is automation. By integrating more advanced industrial automation

into our machines, we aim to minimize human interface, thereby reducing energy, power and water consumption in our processes.

Aras: I will add here that at Yamuna Machines Works, we understand that the sustainability of our customers' processes is paramount. Therefore, our focus revolves around three key pillars: minimizing water usage, reducing chemical consumption and lowering energy consumption. These pillars serve as the foundation for our design and innovation efforts. We strive to ensure that our machines facilitate sustainable fabric processing by promoting practices that involve less water, fewer chemicals, reduced waste generation and lower energy consumption. By addressing these aspects, we aim to contribute to a more sustainable textile industry overall.

How was 2023 for Yamuna and what are your expectations for the upcoming year?

Prashant: 2023 was a very positive year for us. We experienced significant growth, reaching an all-time high compared to the past few years. While there were challenges in certain regions due to geopolitical situations impacting our exports, we saw a compensatory increase in demand within the Indian domestic market. Over the last two to three years, there has been a noticeable uptick in domestic consumption, which has been beneficial for us. Additionally, our focus on segments like denims, carpets and technical textiles, has helped fill any gaps created by challenges in other areas. Looking ahead, we aim to build upon the momentum of 2023 and continue our growth trajectory in the coming year. □

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'Indian Market Has Shown Promising Growth And I Foresee Even Greater Potential Ahead'

Brückner is not just about selling machines; the company aims to be integral to the entire setup, assisting its customers in achieving optimal results from the outset, says **Regina Brückner**

How did you find the Bharat Tex exhibition?

I was genuinely taken aback and overwhelmed by the enthusiastic response and the stunning array of booths showcasing the diverse offerings from Indian exhibitors. I must say, it's truly an amazing show.

What types of sustainability-themed innovations have you observed at the exhibition? What stands out to you in terms of innovation?

While I didn't have the chance to visit numerous booths due to customer visits, but sustainability seems to be the overarching theme everyone is focusing on. Many exhibitors are actively engaging in initiatives such as zero discharge, transitioning away from coal and adopting energy-saving practices or process improvements. It's encouraging to hear firsthand from customers about these efforts.

How is Brückner contributing to sustainability?

Beyond just selling machines, Brückner provides comprehensive technology solutions to its customers. One such innovation is our digital setup, known as Expertex. This digital product allows us to cre-



Regina Brückner, Owner & CEO of Brückner Trockentechnik GmbH & Co. KG.

ate a digital twin of the customer's machine. With this digital twin, we can offer insights on how to enhance productivity while simultaneously reducing speed or adjusting heat settings to conserve energy. We aim to optimize various machine settings so that customers can fully utilize their equipment. It's a valuable initiative considering that many customers, not just in India but globally, may not be fully leveraging the

capabilities of their machines.

How do you perceive the market in India, especially considering last year's performance?

The Indian market showed promising growth last year and I foresee even greater potential ahead. With an increasing number of individuals entering the finishing or processing sector, there's a significant opportunity for expansion.

Our goal is to actively participate in this growth as a technological partner to our customers. We're not just about selling machines; we aim to be integral to the entire setup, assisting our customers in achieving optimal results from the outset.

Are there any upcoming innovations from Brückner that you'd like to share?

Absolutely, we have a continuous stream of new products in development. One exciting innovation is our power dry Relaxation dryer, specifically designed for knit goods. This dryer focuses on achieving high productivity while minimizing energy consumption—a significant step forward in efficiency. Additionally, we're expanding our offerings in coating units and other technologies tailored for technical textiles, an area where we excel. In response to evolving energy needs, we're introducing various heating systems, including electric, gas-electric combinations, and steam-electric hybrids, catering to both new and existing machinery. We firmly believe in the potential of refurbishing and modernizing older machines with upgrades like new frequency converters and enhanced drives to ensure they remain competitive and effective in today's market.

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Bharat Tex Highlights India's Textile Sector Prowess

Bharat Tex, a mega event organized by the Consortium of Textile Export Promotion Councils (EPCs) and supported by the Ministry of Textiles, aimed to highlight the prowess of India's textile sector. The event, unprecedented in scale and size, brought together stakeholders from across the textile value chain to depict the vision of Prime Minister, encapsulated in the 5F's: fibre to fabric, factory, fashion and foreign exports, said Rachna Shah, Secretary of the Ministry of Textiles.

With manufacturers, buyers, sourcing experts, policymakers and other key players in attendance, the event aimed to showcase India as a premier destination for sourcing and investment in textiles.

Shah emphasized the significant initiatives undertaken by both the Central and state governments to create a conducive ecosystem and policy framework to attract more investments into the country.

India boasts a robust domestic market and a sizable export market, presenting ample opportunities for growth in the textile sector. Exhibitors at the event have expressed positive feedback, recognizing India's strength across the entire value chain, from fabric sourcing to apparel production, including emerging areas like manmade fibres and technical textiles, said Shah.

An Innovation Zone highlighted ongoing research and development in technical textiles,

shedding light on the strides being made in specialty fibre development and applications. Sustainability was a key focus, with efforts to promote circularity in textile production showcased both in the exhibition area and through knowledge dissemination.

The event also spotlighted the importance of textiles in empowering women, who constitute a significant portion of the workforce in the sector, with increasing representation in managerial positions. India's soft power in fashion, recognized globally, was prominently featured, underscoring the country's influence in shaping global trends, observed Shah.

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'Our Journey Of 50 Years Is A Momentous Occasion For Us'

Being three times larger than our closest competitor is a testament to the trust our customers place in us, states **Jagan Mohan Balaji**

How would you describe the market performance for your company in India last year, and what are your projections for this year?

The market has presented its challenges over the past few months, but we're seeing signs of improvement. In the last couple of months, there's been a slight upswing, supported by indicators such as increased online and retail sales of garments and apparel in the US market. Additionally, the pipeline is gradually clearing, indicating better prospects ahead. While last year was challenging, we did experience growth compared to the previous year, largely due to increased market share in global markets. Looking ahead, we anticipate further improvement in the next four to five months. While we don't expect an immediate and dramatic turnaround, we anticipate a gradual improvement, with things picking up from August onwards. Overall, we're optimistic that the next few years will be better than the last two.

LRT has reached a significant milestone of 50 years. How has this journey been for LRT?

It's indeed a momentous occasion for us, marking a great milestone in our journey. We owe immense gratitude to all our customers who have stood by us over the years. Currently, we serve over 6,000 customers worldwide, spanning across 45 countries. Our travelers have been sold to more than 80 million spindles globally, underscoring our substantial market presence. Being three times larger than our closest competitor is a testament to the trust our customers place in us. It's the combination of our superior products and the trust we've earned that has established us as a prominent player in the traveler business.

Let's talk about LEED and your sustainability initiatives?

Our journey with LEED began in 2011, where



Jagan Mohan Balaji, Vice President, Lakshmi Ring Travellers

we provide comprehensive environmental solutions. This includes water treatment, covering both raw water and wastewater treatment, alongside various technologies for these processes. Additionally, we focus on solid waste management, offering solutions such as biogas plants and organic waste converters. Our focus

extends globally, with exports to over 20 countries and projects spanning locations like Uzbekistan, Kenya, Indonesia and India. We've experienced significant growth in this segment and aim to double it annually.

In terms of sustainability, our approach is two-fold. Firstly, within the LRT group, we operate as a zero-carbon neutral company, sourcing our energy from wind and solar to minimize reliance on the grid. Secondly, through LEED, we offer our customers solutions geared towards sustainability and environmental stewardship. What started as a CSR initiative evolved into a business venture aimed at giving back to society. Profit-making isn't our primary focus in this endeavour; instead, any profits generated are reinvested into R&D and other purposes to further our sustainability efforts.

How was Bharat Tex for you? Did the exhibition meet your expectations?

To be honest, when Bharat Tex was announced three or four months ago, I never anticipated it would reach such a scale in such a short span of time. The sheer magnitude of organizing a massive exhibition like this is something only the government could accomplish. They've truly done a commendable job, and I believe they deserve praise for the success of the first edition. Bharat Tex presents a fantastic opportunity for stakeholders across the entire value chain to showcase their products and ranges. Major industry players will undoubtedly participate and continue to do so in the future. As I believe it's a remarkable initiative by the government that will significantly contribute to promoting Brand India and advancing the textile industry.

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Colossustex Introduces Antiviral Graphene Yarn For Textile Industry

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At Bharat Tex, ColossusTex showcased its commitment to innovation and sustainability with the introduction of Graphene Yarn, an innovative addition to its product lineup. The yarn offers a multitude of advantages over traditional yarns. With an impressive antibacterial rate of 99%, Graphene Yarn effectively hinders bacterial growth, eliminates odors, and significantly reduces the risk of skin diseases. Its incorporation of far-infrared healthcare technology enhances microcirculation on the body surface, improves blood circulation, and boosts cellular metabolism. Notably, it demon-

strates remarkable antiviral properties, with a 99% inactivation rate against SARS-CoV-2, 99.99% against H1N1, and 96.89% against HFMD.

The Graphene Yarn's Anion Generation feature not only purifies the skin surface but also contributes to air purification. Additionally, it provides UV protection, shielding against harmful rays and reducing the risk of skin diseases. The yarn's antimite properties inhibit mite reproduction, further reducing skin problems. Available in various polymers such as Polyester Filament, Nylon Filament, and Cotton Nylon Blends, Graphene Yarn offers ver-

satile solutions for a wide array of applications.

Rohit Dev Sethi, Managing Director of ColossusTex, expressed his excitement about these developments, emphasizing Graphene Yarn's significance in innovation and sustainability. He stated, "The launch of ColossusTex's Graphene Yarn represents a significant advancement in our commitment to pushing boundaries and driving sustainability. We are thrilled to introduce this groundbreaking product, which reflects our dedication to future-proofing businesses and delivering substantial returns on investment through innovative approaches." ☐

We Contribute To Sustainability With Use Of Recycled Materials In Our Products: Siddharth Vohra

How does Indo Rama India prioritize sustainability in its manufacturing operations, exemplified by its promotion of recycled fabrics and T-shirts at the Bharat Tex exhibition?

Indo Rama Ventures boasts nearly 140 manufacturing facilities spanning across more than 39 countries worldwide. At Indo Rama India, we specialize in manufacturing polyester filament, nylon and polyester fibre yarn. Recognizing the growing importance of sustainability, we have prioritized this aspect in our operations. As evidenced by our presence at the Bharat Tex exhibition, we are actively promoting recycled fabrics. Visitors to our stall can witness firsthand our range of recycled T-shirts, all made from recycled filament yarn. We are proud to contribute to the sustainability movement by championing the use of recycled materials in our products.

How is the industry currently performing?

We've observed positive growth trends in the industry, particularly with the increasing demand for polyester. Despite this, we face significant challenges, notably the in-



Siddharth Vohra, Vice president – PFY Marketing (Domestic & Exports), Indo Rama Synthetic (India) Ltd.

flux of cheaper Chinese fabric imports into the Indian market. This poses a substantial hurdle for both us and our fabric manufacturer customers. The prevalence of these imports limits our capacity utilization and impacts market dynamics. Addressing these challenges is crucial for the market's sustained growth and our ability to operate at full capacity.

What steps should the government take to address the influx of cheap imports from China?

It's crucial for the government to consider implementing bans because while the government has supported us by implementing BIS to control yarn imports, the direct imports of fabrics pose a significant issue. Without bans on these fabrics, the problem persists as the yarns imported will inevitably be used in fabric production. It's essential to recognize the interconnectedness of these issues and take comprehensive action to address them effectively.

How is Indo Rama navigating capacity struggles amid challenges from imported fabrics in the Indian market?

We're currently facing capacity struggles despite having a substantial daily capacity of 2000 tonnes at our Indo Rama Nagpur plant. The market's difficulty, especially with the influx of imported fabrics in India, is hindering growth. While we're encountering challenges now, future government support in addressing fabric imports could greatly alleviate the situation. Our regular customers are also feeling the pinch, as they share their challenges in procuring yarn from us to make fabric when cheaper imports are readily available to garment manufacturers. This issue directly impacts us as well, as it affects our customers' ability to remain consistent in their purchases.

How was the response to Indo Rama at Bharat Tex?

The response at Bharat Tex was excellent. We experienced a significant footfall, and the atmosphere was very positive. The Prime Minister's speech was particularly motivating, underscoring the importance of platforms like Bharat Tex.

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Bharat Tex 2024 Witnesses Tripartite MoU For Promotion Of Textile Upcycling

At Bharat Tex 2024, a tripartite MoU was signed by the Textiles Committee, Government e Marketplace (GeM) and Standing Conference of Public Enterprises (SCOPE) to promote upcycled textile products. Minister of State for Textiles Darshana Jardosh and GeM CEO PK Singh attended. The MoU signifies a commitment to sustainability and circularity in the textile industry by repurposing waste and scrap materials.

Upcycling transforms discarded textiles into valuable products without altering their basic structure, reducing

energy and resource consumption. GeM will facilitate direct market access for upcyclers in public procurement, bypassing intermediaries and promote awareness and capacity-building initiatives.

Through stakeholder consultations, GeM will design technical specifications for upcycled product catalogs, enabling government buyers to procure sustainably sourced textiles.

This collaborative effort aims to minimize environmental impact while supporting the growth of the upcycling sector.

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Pointcarre Revolutionizes Textile Design With Launch Of 'Design Maker' AI

Pointcarre has introduced 'Design Maker' AI, revolutionizing textile design with custom patterns, Jacquard and colour separation.

Pointcarre, a leader in textile design software for 35 years, has announced the launch of its innovative update, introducing the 'Design Maker' AI into its already powerful software. Compatible with both Mac and PC, Pointcarre has continuously simplified and automated the most demanding tasks in textile design, allowing designers to focus on what truly matters: creativity.

The latest version of Pointcarre is not just an update; it's a revolution in textile design workflow, offering unprecedented capabilities with its generative artificial intelligence, 'Design Maker'. This AI has been meticulously developed to meet the specific needs of textile designers, surpassing the usual random image generation found in standard AIs.



'Design Maker' excels in creating repetitive patterns and supports various formats, allowing designers to import their unique style for truly custom creations.

Additionally, 'Design Maker' integrates seamlessly with Pointcarre's

Jacquard Maker and ColorSep modules, catering to both Jacquard and digital/rotary printing needs. This comprehensive approach ensures that every designer's requirements are met instantaneously, setting a new standard in the industry.

"Tremendous progress has been made in the past few months, positioning us as the first to introduce an AI dedicated to textile design. We're incredibly proud of this achievement," stated Freddy Brault, CEO of Pointcarre. He further added, "Our development team's creativity knows no bounds, and they're already planning further groundbreaking features that the textile design sector eagerly anticipates."

Pointcarre remains committed to its mission of simplifying textile design work, allowing users to spend more time on creative and colour variations. With each annual release packed with new, extraordinary features, Pointcarre continues to facilitate the work of textile designers worldwide. [>> CLICK HERE TO READ ONLINE](#) □

Agfa Partners With SMARTECH For Inkjet Printing In Australia

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Agfa has announced its partnership with SMARTECH Business Systems as the exclusive representative for Agfa's wide-format inkjet printing solutions in Australia effective from March 1, 2024.

SMARTECH Business Systems, with over 100 years of relevant history in Australia, is an established global industry leader in print technology with a dominant presence across the Asia Pacific region, with sales and service offices in all capital cities in Australia. Recognized by the Australian Business Council as an Employer of Choice in 2023, SMARTECH brings a wealth of experience and expertise to its collaboration with Agfa, further enhancing its reputation as a historic and trusted brand in the printing industry.

Phillip Burns, Sales Manager AS-PAC at Agfa, expressed his enthusiasm for the collaboration, stating: "At Agfa, we're dedicated to providing print service providers with innovative



(L-R) Phillip Burns, ASPAC Sales Manager of Agfa and Vincent Nair, CEO and President of Smartech

inkjet printing solutions that meet their evolving needs. By partnering with SMARTECH, we are confident that our customers in Australia will have unparalleled access to our wide-

format printing portfolio. SMARTECH's industry expertise and extensive presence across Australia make them the ideal partner. I look forward to working with them and de-

veloping our business together."

Vincent Nair, President & CEO of SMARTECH Business Systems, emphasized on the opportunity for growth, saying: "We are excited to announce the extension of our portfolio and represent Agfa's wide-format inkjet printing solutions for the industrial market in Australia. This strategic partnership aligns with our mission to deliver cutting-edge technology to our customers. Together, we look forward to helping businesses across Australia achieve their goals. Customers can expect the highest level of quality and reliability that Agfa is known for, with the added benefit of SMARTECH's excellent customer support and technical expertise, ensuring an unparalleled experience."

Agfa and SMARTECH Business Systems will ensure a smooth transition and provide customers with the tools and support they need to succeed in their printing endeavours. □

Belairo – The Perfect Yarn For Towels

Towels are consumer goods that have to fulfil many expectations: those of private consumers as well as industrial users such as hospitals and hotels. Absorbent, easy to wash, lint-free, colour-fast, durable, sustainable without a lot of chemicals – to name just a few of the requirements. For towel manufacturers, the demands on yarn quality and yarn structure are high: pilling-free, sufficient strength and stretch and few imperfections. With Belairo yarns spun on the Autoairo air spinning machine, it is possible to fulfill all of these wishes and also offer towel manufacturers new economic prospects. A towel made from Belairo yarn lasts up to 10 times longer and retains its shape better, thus contributing to sustainable use.

Everyday life without terry cloth towels is unimaginable. Everyone uses them every day in the bathroom, swimming pool, hotel or at the beach. For the user, it is important that they be soft, absorbent, easy to wash (at least 60 degrees), colour-fast and made of natural materials - preferably cotton. Towels should match the furnishings, be affordable for every budget and produced as sustainably as possible without using a lot of chemicals.

A high-quality terry towel for private use weighs between 400 and 500 grams per square metre. Velour towels are somewhat lighter, as the loops are cut open and shortened to achieve that velvety velour effect.

Belairo yarn - a real alternative to combed ring-spun yarns

In order to meet consumer demands and be successful on the market, towel manufacturers are looking at how they can optimise the production process. One important lever for cost optimisation is the yarn used. Up to 80% of the weight of the towel is made up of the pile yarn, the yarn that comes into contact with the skin.

The classics for pile yarns are combed ring-spun yarns: durable, high quality, complex to produce and correspondingly expensive. The ring yarns are combed to reduce the hairiness of the yarns and the associated formation of unwanted fibre fluff on the towel.

The combing process ensures



Autoairo air-jet spinning machine from Saurer, for spinning perfect terry towel yarns.



The distinguished yarn

Belairo beach towels

- Higher water absorption capacity
- Shorter towel drying time
- Higher density of yarn structure
- Deeper pile
- More uniform fabric appearance
- Higher dimension stability and better washing resistance
- No fibre migration
- Up to 10 times longer life time
- More environment friendly due to less chemical usage
- Less production costs

Advantages of Belairo towels compared to ring yarn towels at a glance.



The distinguished yarn

Fabric quality and characteristics of Belairo beach towels with carded cotton	
Yarn count	Ne 24/2 / Nm 40/2
Fabric weight g/m²	447
Warp threads/cm	17
Weft threads/cm	21
Water absorption %	484
Dimension stability 60° warp [%]	-4.04
Dimension stability 60° weft [%]	-5.03
Washing resistance, staining, worst of six materials	4
Washing resistance, colour change	4
Quality evaluation: Good Medium Could be better	

Fabric quality of Belairo beach towels.

that the towels do not become thinner through frequent washing, during which short, less-bonded fibres are washed out. The short fibres responsible for this in the yarn are eliminated

from the outset by combing, which accounts for approx. 10-15% of the fibre mass. Towels made from cheaper, uncombed, exclusively carded ring yarns lose fibres over time due to the

yarn structure.

But there is another way – with Belairo yarn, which is similar to ring-spun yarn. The yarn produced on the Autoairo air spinning machine is a cost-effective alternative to classic ring yarns. Thanks to the yarn structure with parallel core fibres and the defined twisting of the wrapping fibres, all of the fibres are optimally integrated, even the shorter ones. During the air spinning process, fibres that are too short are removed pneumatically. However, this proportion is significantly lower than in a classic combing process. Belairo yarns, therefore, offer the best conditions for lint-free towels. Thanks to the high rub resistance of the towels, hardly any fibres come loose from the fabric composite during washing. Fibre migration is zero with Belairo yarns.

Comparing towels made from ring yarn with towels made from Belairo yarns, it will be noticed that the surface appearance of Belairo towels is more even, their absorbency is higher and their drying time is shorter. These properties result from the special Belairo yarn structure and are particularly popular with private and industrial consumers (Graph 1).

The hairiness of Belairo yarn is generally very low. In order to achieve comparable values for ring yarns, these must be combed. Due to the low hairiness of Belairo yarns, their tendency to pill is also considerably reduced. Colour contrasts or motif contours in the towels are thus retained even after long periods of use. The Belairo yarn structure also gives the towels a high degree of dimensional stability. They shrink hardly at all and do not warp even after numerous washes. Belairo beach towels keep their shape better and are more resistant to washing than towels made from ring yarn (Graph 2).

It is not necessary to comb the Belairo yarns; carded yarns already deliver the best results for terry cloth fabrics. This is a sustainable process in terms of fibre utilisation, as significantly more fibres are used than with combed ring-spun yarns.

Belairo yarn – environmentally friendly and economical

The production process of carded

Continued on Page 27

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Belairo – The Perfect Yarn For Towels

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Belairo yarns differs from that of combed ring yarns, and this has a massive impact on spinning costs. Belairo yarns for towels can be spun at take-up speeds of up to 400 m/min. This corresponds to 18 times the productivity of a ring spinning machine. A special feature of Belairo yarn production is that there is an increase in quality with each increase in production speed. In contrast to conventional spinning processes, where increased productivity can be at the expense of yarn quality, the opposite is often true for Belairo yarns. The faster the Autoairo produces, the better the yarn quality.

Thanks to the enormously high productivity in Belairo yarn production, towel yarns can be produced up to 45% more cost-effectively. Savings can be made in terms of energy consumption, personnel requirements, space requirements and the associated costs of air-conditioning for manufacturing.

In order for the Belairo yarns to withstand the stresses of high production output on the weaving machine and to achieve optimum machine utilisation effects, they must meet minimum quality standards, particularly regarding strength, elongation and thin places (Graph 3). Due to their specific structure, Belairo yarns are slightly weaker and sometimes less elastic than combed ring yarns, but this additional strength of the ring yarns is not fully utilised during weaving. What matters is the minimum requirements for the weaving process.

	Conventional ring spun combed cotton yarn	Minimum yarn quality requirements for successful processing	Belairo carded cotton yarn
Yarn count	Ne 24/2 / Nm 40/2		Ne 24/2 / Nm 40/2
Twist	ae = 4,5 / am = 136		
Production speed m/min	25		400
Yarn strength cN/tex	19.2	14.5	18.6
Minimum yarn strength cN/tex	13.1	8.0	13.9
Elongation %	5.1	4.6	5.1
Yarn evenness CV %	11.2	16.2	14.6
Thin places -50 %	0	13.5	2.8
Thick places +50 %	10	320	149
Neps +200 %	11	350	120
Hairiness H-Index	7.4	9.0	7.8

Yarn quality and quality requirements for the weaving process.



Fabric quality of Belairo beach towels.

Belairo yarns exceed yarn strength requirements by almost 30% and yarn elongation requirements by more than 10%. Yarn imperfections, in particular the number of thin places, are also rel-

evant as they could conceal potential weak points that influence the efficiency of the weaving machines. Belairo yarns have 80% fewer thin places than the maximum values permitted in weaving mills. The low dust and linting tendency of Belairo yarns is also very advantageous, whether in terry cloth-weaving or warp-knitting machines, which are often used for towels in hotels and hospitals. This extends the cleaning intervals on the weaving and warp knitting machines, even at high feed rates.

Belairo yarns and towelling are a perfect duo. The pile yarns that make up a high-quality towel can be produced almost half as cost-effectively with Belairo yarn as with combed ring-spun yarns while at the same time producing a perfect towel with a life expectancy that is up to ten times longer than a towel made from ring spun yarn (Graph 3).

Also, the environmental balance of Belairo terry cloth towelling is also positive. Chemical softeners are often used in the final finishing of towels made from ring yarns to make them pleasant to the touch to potential purchasers. However, chemical substances are being scrutinised ever more critically by consumers. There is no need for softeners in the final finish, as Belairo yarns have an appealing feel without chemicals. In yarn dyeing, Belairo yarns require less dye and in weaving, less sizing is needed for the warp beams. The use of Belairo yarns reduces wastewater pollution and protects the environment. □

Saurer: TechnoCorder TC2 With Brilliant Innovations At Techtextil

Techtextil, an international trade fair for technical textiles and nonwovens, is just around the corner, scheduled from April 23 to 26, 2024, in Frankfurt. Saurer Twisting Solutions is gearing up to showcase its latest advancements at Booth B52 in Hall 12.

At the forefront of their presentation is the renowned two-for-one twisting machine, the TechnoCorder TC2, adorned with brilliant innovations aimed at delivering valuable customer benefits.

The TechnoCorder TC2 has always been synonymous with high performance, capable of twisting

single and multiple yarns from a wide array of supply materials across various count materials. The relentless pursuit of innovation ensures that Saurer customers enjoy significant competitive advantages with each iteration.

Building upon this legacy, Saurer introduces two new options to amplify the machine's flexibility: the fine yarn count pot and special equipment for coarse yarn counts. These additions extend the processible yarn count range of the gauge 670, empowering customers to diversify their product offerings further. With the new fine yarn count pot, Saurer

lowers the processible minimum yarn count range to 110 dtex, enabling customers to produce precision sewing yarns and more.

Addressing the challenges associated with processing coarse yarns, Saurer presents special equipment tailored for the gauge 670. This enhancement expands the yarn count range to a maximum of 33,000 dtex, facilitated by a balloon limiter ring, facilitating seamless product diversification.

Experience groundbreaking innovations at Saurer Twisting Solutions' Booth B52 in Hall 12, Techtextil 2024. □

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Rieter's Autoconer X6 – The Right Choice For Wool Yarns

Winding and processing wool yarns and blends are additional strengths of the winding machine Autoconer X6. The machine offers the right functions for best package build-up for this demanding raw material. Due to its unique and special characteristics like good moisture absorption and very low weight, wool is increasingly being used in functional and technical applications.

Customers in more than 50 countries rely on the winding machine Autoconer for wool applications. The Autoconer was the first winder with an integrated Thermosplicer designed specifically for wool fibres. Wool yarns existed long before the first spinning machine was invented. Although wool fibres account for less than 5% in global fibre consumption, they are becoming increasingly popular for home and technical textiles as well as for functional applications, such as seat covers, interiors, carpets or outdoor clothing. This is because of their unique characteristics like high wearing comfort, breathability, low weight, low flammability and natural elasticity. The winding machine Autoconer offers the right functions for best package build-up for this demanding raw material.

Typical raw material compositions for wool applications are blends of wool, acryl, cashmere or combinations with elastane filaments. They can be carded, combed, worsted, semi-worsted, single or plied yarn or mule spun cops and from fine to coarse yarn counts.

"For us, the Autoconer is the benchmark for winding machines in the wool yarn spinning sector and, therefore, the first choice for us as the market leader. Its Thermosplicer is the most proven system for excellent splice joints on the market. New features for higher package quality were developed with each machine generation, for example, Autotense FX, Preci FX, Ecopack FX. This enabled us to continuously improve our product quality. It is a reliable partnership at the highest technical and technological level," said Jürgen Schönberger, Vice General Manager, Südwolle-group China.

Thermosplicer – Proven and effective for wool

The Autoconer was the first winding machine with an integrated Thermosplicer, using the special thermoplastic characteristics of wool and synthetic fibres (such as acryl) as ba-

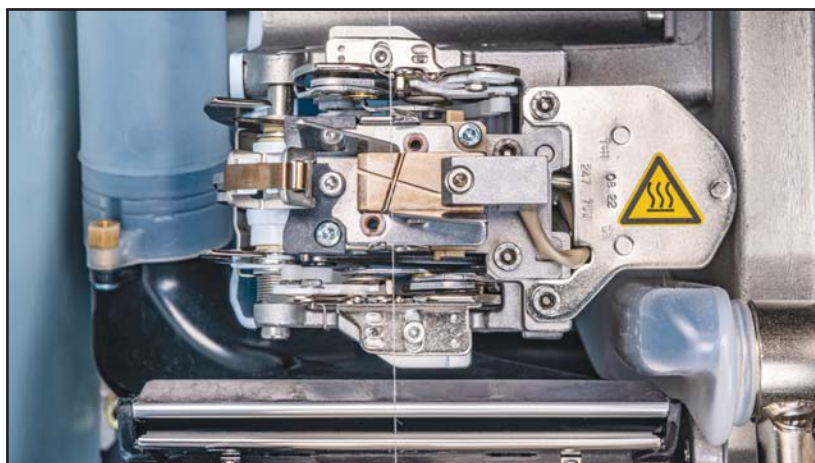


Fig 1: Customers in more than 50 countries rely on the proven Thermosplicer for wool yarns.



Fig. 2 Excellent 3" packages for twisting with Preci FX



Fig. 3: Superb package with straight flanks (right) thanks to Variopack FX

sis for excellent splice results (Fig. 1). The central setting of the splice air temperature, and thus ability to optimally adapt to the different temperature behaviour of the various fibres and blends, is the requirement for high reproducibility and quality of the splice joints. Thanks to two independ-

ent heating systems – prism heating and air splice heating – the correct pre-selected temperature is always used in the splice process, regardless of the number of splice cycles. Switching off the heating systems makes it possible to run the Thermosplicer as a standard splicer. The use of

the quick-change-unit makes it incredibly easy to switch between S-twisted and Z-twisted yarn applications without having to dismantle the splicer head. The rapid cooling function for the heating cartridge is a small but important point for operator safety in handling.

Excellent package quality for high downstream efficiency

Process-optimized packages are a key point for the Autoconer and also for the processing of wool. Thanks to an individual, software-controlled package build-up, the yarn traversing system Preci FX supplies package formats optimally and flexibly adapted to the requirements of the respective downstream processing at the touch of a button. The round edge design for dye packages is groundbreaking for excellent quality in dyeing. It can be switched easily between packages with traverses of 3", 4" or 6", using only an adapter, to offer the right format for twisting packages flexibly (Fig. 2). Various functions help to prevent the package flanks from bulging-out when winding elastic materials such as wool or wool/elastane yarns: Autotense FX, Variotense FX, Propack FX and Variopack FX. They ensure a package build-up with straight package flanks for easy handling and creeling in downstream processing (Fig. 3).

Highest flexibility, reliability and raw material yield

Automation with the Autoconer X6 is not only effective and highly flexible, but it also ensures maximum process reliability. RFID-technology with complete material tracking is the standard. Depending on the type of winder, different quality monitoring systems are available to ensure high-quality yarns. The new Color Check additionally monitors the correct allocation of cop and Smarttray to avoid material and lot mix-up. This guarantee is essential for demanding wool yarn processing to prevent quality loss and waste of valuable yarns. □

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Manufacturing, Energy & IT Driving Job Growth: foundit Report

India's leading talent platform, foundit (formerly Monster APAC & ME), has published the foundit Insights Tracker (fit), presenting the latest findings on hiring trends for February 2024. According to the tracker, there has been a gradual uptick in hiring activity across sectors, indicating a 3% month-on-month growth. Although the year-on-year comparison reflects 8% drop, the steady climb of the index from 262 to 269 within the first two months of 2024 suggests a positive momentum in employment opportunities.

Offering a hiring overview for February 2024, Sekhar Garisa, CEO, foundit, a Quesst company, says, "Through our tracker, we could trace the steady monthly growth in hiring activity. The positive momentum in certain sectors like manufacturing and energy are encouraging signs. However, freshers face a challenging landscape with increased competition and fewer opportunities. This highlights the importance of equipping oneself with relevant skills and building strong profiles to stand out in this competitive environment."

On a month-on-month basis, job hiring trends in India continued to reflect a dynamic landscape, building upon the positive momentum observed in January. Industries such as oil-gas-petroleum, power and IT-hardware and software showed strong performance, each experiencing a 7% increase in hiring. The government's emphasis on renewable energy and electrification projects has played a pivotal role in enhancing recruitment in the power sector.

In contrast, the IT-hardware and software sector's bounce-back from last month's -1% dip to 7% increase reflects a resurgence in demand for skilled professionals in these fields, driven by technological advancements. The uptick in production and manufacturing (6%) signals a robust rebound, driven partly by the impact of production-linked incentive



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Sekhar Garisa, CEO, foundit

(PLI) schemes, with a substantial outlay of Rs 1.97 lakh crore. These schemes have incentivised job creation within the manufacturing sector, contributing to the notable improvement from the stagnant growth observed last month. Travel & tourism saw a 4% growth month-on-month. While seasonal variations contributed to a slight decrease from the January's remarkable surge, the sector saw some of the highest growth com-

pared to all others.

Telecom/ISP (2%) and home appliances (2%) shifted from stagnation to a moderate increase this month. The expansion of 5G services necessitated an additional workforce for various functions within the telecom sector and increased consumer demand has influenced hiring in the home appliances segment.

The BPO/ITES sector witnessed a notable 4% downturn in February 2024, contrasting with its growth observed in the previous month. This decline suggests that companies in this sector are re-evaluating their operational strategies, including workforce requirements, to align with the market's changing demands and automation. Meanwhile, office equipment/automation faced a sharp drop (-12%), reflecting the growing adoption of digital alternatives and cloud-based solutions.

Other sectors like media & entertainment (3%), FMCG (3%) and chemicals (3%) witnessed a slight uptick, showing a gradual return to normalcy in these segments and sectors like advertising (-2%), banking/finance (-2%) and healthcare (-3%) saw a decrease, indicating a cautious ap-

proach to hiring.

The tracker revealed a diverse landscape of job hiring activity across major Indian cities, showcasing varying degrees of growth, stagnation or decline compared to last month. Cities like Coimbatore, boasting a 4% increase, demonstrated strong performance, propelled by its emphasis on manufacturing and the textile sector experiencing recent growth. Bangalore, continuing its upward trajectory with a 3% increase, remains buoyed by the sustained demand for skilled professionals in the technology sector. Meanwhile, cities such as Pune, Ahmedabad and Delhi-NCR saw moderate growth of 2%, showing the influence of their diversified economies and the presence of various industries.

Conversely, major metros like Mumbai and Chennai saw slower growth at 1%, potentially attributed to higher costs of living and intense competition, making them comparatively less attractive for new businesses. Similarly, Hyderabad and Baroda reported stagnant growth at 0%, while cities like Kolkata, Chandigarh and Kochi faced declining growth, experiencing drop of -2%, -3%, and -3%, respectively. □

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