

# itema

## Best-in-Class weaving machines Made in Italy



Carlo Rogora, CEO.

**Itema Group, within few years, has gained a sound reputation as one of the leading and most innovative manufacturers of advanced weaving machines. This comes from the successful merger and acquisitions over the years of legendary brands in the textile machinery industry, such as Somet, Sulzer and Vamatex.**

Headquartered in Northern Italy's Bergamo area, in the Seriana Valley – the historic cradle of the Italian textile industry - the company is uniquely positioned as the only manufacturer in the world to provide all three top weft insertion technologies: rapier, airjet and projectile.

The roots of Itema trace back to the entrepreneurial vision of the Radici family - one of the most successful Italian business dynasties. Mr. Gianni Radici (declared a Master of Labor for his lifelong career) built this company through key partnerships and acquisitions, and since 1967, the company is at the pinnacles of the worldwide textile engineering industry.

With more than 800 employees worldwide, two world-class production sites in Italy, one in Switzerland and an assembly line in China, as well as a worldwide presence with commercial, after-sales and training centers in Italy, Switzerland, China, India, Japan, USA, Hong Kong and Dubai, Itema is today the largest privately held multinational company in its sector.

Part of Radici group, one of the biggest conglomerates in Italy with more than one billion Euro annual turnover, Itema implemented major structural strategies and significant investments in R&D, strongly believing that the key to be successful is to differentiate from the

competition by providing breakthrough, tailor-made and highly innovative weaving solutions.

The company's CEO, Carlo Rogora, in charge since the end of 2011 and coming from high-level experiences in multinational companies, such as Pirelli SpA, contributed to the establishment of a modern, international, technologically advanced and agile company, which is able to position itself as a leader in the worldwide weaving industry.

The results speak for themselves: since 2012, Itema has managed to double its sales of weaving machines, growing every year despite market volatility and difficult operating conditions.

The essential ingredients of the success achieved by Itema have been the choices to rely on the craftsmanship and know-how of its workers and to focus on the excellence of Made in Italy, with the deep reorganization of production facilities, applying the latest lean manufacturing concepts, leading the company to optimize and maximize production processes, increase productivity and set new quality standards.

Itema also stands out from the competitive landscape due to its flagship twin R&D departments: out of which one, **ItemaLab**, is fully dedicated to the development of the "loom of the future." Therein lies the company's added value: the continuous research to meet, exceed and anticipate the needs of the most demanding weavers worldwide, providing the market with innovative weaving machines which ensure top fabric quality, reliability and the highest performance.

In 2016, Itema was awarded the prestigious Italian Mechatronics Award, beating four other finalists shortlisted. The Scientific Committee chose Itema for its visionary implementation of mechatronic solutions which are enabling advancements through the development of high-tech innovative weaving machinery solutions.

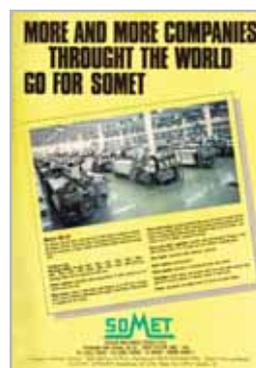
In addition to constantly improving the technological content of its weaving machines, Itema believes that the future lies in the hands of the younger generations. The company has recently implemented a 12-month hands-on training programme, **Itema Academy**, which provides the very best of Itema's expertise and resources to a pool of promising young graduates, thus giving them the opportunity to cultivate their talent and turn it into a successful career.

Itema delivers every year its best-in-class weaving machines in more than 50 countries around the world, including Pakistan, forging ahead with the excellence of the Made in Italy brand in the field of advanced weaving solutions. ♦

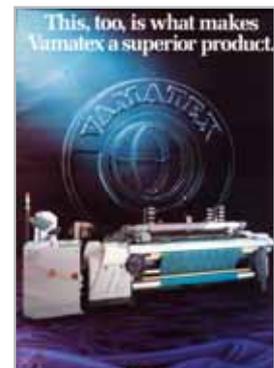
*Editor's note: Somet and Vamatex brands, including Sulzer have been present in Pakistan for many decades. Pakistan Textile Journal is pleased to share some of the old advertising campaigns from its archives.*



Sulzer advertising in 1970 Pakistan Textile Journal.



Somet advertising in 1989 Pakistan Textile Journal.



Vamatex advertising in 1994 Pakistan Textile Journal.