



Sapphire Textiles represents EFI Reggiani's success in Pakistan

In the following pages we present to our readers a special report on EFI Reggiani printing machines with a focus on digital printing technology. The report highlights Sapphire Group who are using EFI Reggiani's digital as well as rotary printing machines and utilising them fully to meet the growing demand of urban consumers in Pakistan and abroad of high quality fashion garments and home textiles.

Kurtis printed on EFI Reggiani digital printing machines on display at new Sapphire mega outlet in Emporium Mall, Lahore.

EFI Reggiani and Sapphire: A success story of value-addition

With 70 years of innovation, research and technological excellence, EFI Reggiani (which includes the Reggiani Macchine, Mezzera, and Jaeggli brands) is a worldwide provider of complete solutions for the textile market, with a focus on the development of sustainable processes. With the high quality and performance of its machines and outstanding service to its customers, today EFI Reggiani is the premiere manufacturer of traditional and digital printing machines.

EFI Reggiani's portfolio of integrated systems is designed and manufactured to the highest standards and to simplify textile production across a wide range of industries, including hometextile and interior decor, sports and active wear, fashion, outdoor, automotive and flooring applications. EFI Reggiani's range of textile printing machines encompasses the wide spectrum from rotary and flatbed to the digital printing.

EFI Reggiani products are based on new eco-chemistry, using water-based inks that, together with advanced and streamlined automation, provide a total solution for textile businesses. The water-based inks help users significantly reducing pollution in textile operations without compromising quality and speed.

EFI Reggiani in Pakistan

Working closely with their representatives in Pakistan, Acmatex, EFI Reggiani has achieved remarkable success in Pakistan as the leading textile printing technology from rotary and flatbed to digital printing. Dominating the traditional rotary printing sector in Pakistan, EFI Reggiani made its advent in the digital printing sector with the first



Mr. Nabeel Abdullah, Director, Sapphire Textile Mills.

state of the art ReNOIR digital printing machine in 2012 at M.N Textile.

Since then more than 26 digital printing machines by EFI Reggiani are now installed in Pakistan from Faisalabad to Karachi. The boom in the retail fashion sector of Pakistan is largely due to the success of digital printing technology that allowed shorter runs and exclusive textile designs for the discerning urban populace of Pakistan. The fast developing retail sector of Pakistan with ever increasing shopping malls and outlets shows has allowed leading textile players in Pakistan to enter the domestic market and develop a new and loyal customer base at home.

Sapphire Textiles

Sapphire Textile is one of the success stories representing EFI Reggiani's commitment to the development of Pakistan's textile sector.

According to Mr. Nabeel Abdullah, Director Sapphire Textiles, "Our first consideration was the acquisition of rotary printing machine by EFI Reggiani. Digital printing was initially not under consideration. However, when we visited EFI Reggiani in Bergamo, Italy the

ReNOIR digital printing machine impressed us very much. Besides EFI Reggiani's rotary machines, we have four machines by EFI Reggiani installed in our digital printing division. We started off with the 16 head machine and then we bought 32 head machine with 3.2 meters width with the home textiles business. These machines ensure us the high standards of productivity, reliability and quality."

"The retail sector is much more challenging and a lot more exciting particularly the high quality printed textiles."

"This is the start of digital printing, the results are getting better and prices of inks are getting lower. I feel the digital printing in future will be a replacement for flatbed printing."

"When we started digital printing a few years ago, we were the second or third company to start digital printing. At that time it was something new. What has happened is that people have seen the returns and a lot of digital printing machines have come to Pakistan in recent years as a result."

"I think retail is something we have been very passionate about a couple of years. We have always been an export-based company and we were selling to some of the biggest global brands. With our vertical setup, the growing Pakistani economy and the growing middle class, we felt we should also explore the domestic market in Pakistan. Now we have outlets in major urban centers of Pakistan, latest being the one at Emporium Mall in Lahore which is also a flagship outlet of Sapphire." ♦



Mr. Azhar Rasool Manager Digital Printing and Mr. Waqas Bin Inam, GM Processing Sapphire Textile Mills.



Mr. Michele Riva, Mr. Imtiaz Rehmani and Mr. Andrea Turiano.

Acmatex Corporation and EFI Reggiani partners serving Pakistan's textile industry together

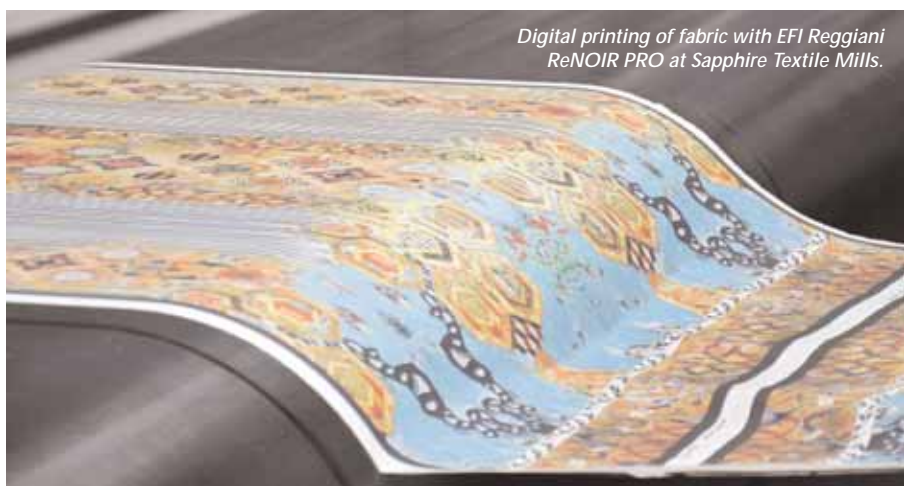
Acmatex Corporation (Pvt.) Limited was incorporated by Mr. Yusuf Rehmani in 1966 represents EFI Reggiani's complete range of printing technology including digital printing machines in Pakistan.

In fact, Acmatex was one of the first few agencies to introduce these revolutionary digital printing machines in Pakistan.

"Over the decades, Acmatex has grown, evolved, experienced the many ups and downs of the industry, but our one constant has been our long-standing and outstanding relationships such as with EFI Reggiani. Looking into the future, we are excited to continue our tradition of helping our customers to

acquire state-of-the-art technology as needed for the growth and progress of our textile industry and our country. I am optimistic that an expansion with the right technology and extensive international marketing, our industry will go further in the long term and look forward to building that future together.

Commenting on the relationship with Sapphire Group Mr. Rehmani mentioned that Acmatex's association with Sapphire Group goes back decades to the first industrial unit established by Sapphire. This association continues with the installation of EFI Reggiani's rotary and digital printing at Sapphire Textile Mills. ♦



Digital printing of fabric with EFI Reggiani ReNOIR PRO at Sapphire Textile Mills.



EFI Reggiani machines operational at Sapphire

EFI Reggiani ReNOIR PRO: Digital printing machine for direct printing on fabric

8 Colours, 8 Heads and 16 Heads, 8 each row (Dryer: One industrial chamber).

With EFI Reggiani ReNOIR PRO higher productivity and quality can be achieved without any compromise. This high-performance industrial digital printing machine with maximum printing width of 340 cm guarantees extreme flexibility, large productivity and high efficiency to the printing market ensuring the optimal print quality. The ReNOIR PRO is equipped with 8 to 16 printing heads and available in 180-240-340 cm printing widths. With maximum production speed 620-700-800 sqm/h and drop size from 4 to 72 pl with up to 2400 dpi resolution. ♦

EFI Reggiani ReNOIR TOP: Digital printing machine for direct printing on fabric

8 Colours, 32 Heads, 8 each row (Dryer: Two industrial chamber).

With the EFI Reggiani ReNOIR TOP printer, outstanding productivity, accuracy and performance can be achieved without any compromise. The ReNOIR TOP printer, equipped with up to 32 heads and available in 180-24-340 cm printing widths, is the perfect solution for large production needs. Its 32 heads are especially developed for increasing productivity and efficiency. ♦



Sapphire flagship store in Emporium Mall, Lahore

In lieu with this market shift, Sapphire recently opened doors to its biggest store, sprawled across 1,300 sq ft, at Lahore's expansive Emporium Mall. From ready to wear kurtis to unstitched fabric, the store hosts a wide range of attire for men and women. A high-street brand introduced by one of the largest names in textile industry, Sapphire is celebrated for combining 100% pure fabric with unprecedented design aesthetic to create designer wear at an affordable price. Along with their regular prêt and unstitched collections, the new store also has a greater range of accessories and shoes for men and women.

Store designer, Yousaf Shahbaz of Strata, has incorporated several experience enhancers; from an in-house café called 'Delish for Sapphire' that serves savouries, tea, coffee and confectionery to a kids' play area that will keep the mothers at peace throughout the visit.



Nabeel Abdullah, Director at Sapphire, said that "We have received tremendous response from our flagship store in Karachi and look forward to providing the same in terms of fabric, designs and service to our patrons in Lahore. The idea is to sell a 'designer' product at an affordable price to all."

With Khadijah Shah of Elan as its creative backbone, Sapphire believes in bringing a little bit of magic with every design that inspires and indulges you. Their beautiful, intricate prints and modern cuts have made Sapphire a household name in fashion and retail in a

very short span of time. From casual prêt, formals, unstitched lawn to accessories, Sapphire is known for its quality and chic.

"With this store, we want to expand into new lines," says Nabeel Abdullah, Director at Sapphire. "The café has been set up, we recently launched a capsule jewelry line and we have begun retailing foot-wear. Soon we also plan to expand into home accessories and textiles."

According to Nabeel Abdullah, a similar concept store is on the cards for Karachi. As long as they keep an eye on quality and focus on original, creative design, this brand's getting stronger. ♦