

The logo for efi, featuring the lowercase letters 'efi' in a bold, blue, sans-serif font.The logo for REGGIANI, featuring the word 'REGGIANI' in a bold, blue, sans-serif font.The logo for NISHAT, featuring a stylized blue graphic of vertical lines of varying heights above the word 'NISHAT' in a blue, sans-serif font.

**“We are satisfied with the performance of EFI Reggiani digital printing machines and have been investing in their latest technology since 2012.”**

**Mr. Ahmed Jehangir, Executive Director, Nishat Mills.**

*Nishat group of companies is a premier business house of Pakistan. The group headed by Mian Muhammad Mansha has a presence in all major sectors including Textiles, Cement, Banking, Insurance, Power Generation, Hotel Business, Agriculture, Dairy and Paper Products. Today, Nishat Group is considered to be at par with multinationals operating locally in terms of its quality products and management skills. Nishat Mills Limited is the flagship company of Nishat Group. It was established in 1951. It is one of the most modern, largest vertically integrated textile companies in Pakistan. The Company has the most modern textile dyeing and processing units, two stitching units for home textiles and two stitching units for garments.*

*The company has a state of the art digital printing department with five EFI Reggiani digital printing machines acquired since 2012. The company's total export for the year 2016 was Rs. 35.931 billion (US\$ 344.744 million). Due to the application of prudent management policies, consolidation of operations, a strong balance sheet and an effective marketing strategy, the growth trend is expected to continue in the years to come. The company's production facilities comprise of spinning, weaving, processing, stitching and power generation.*





**“Our continued investment in the EFI Reggiani digital printing technology has allowed us to remain competitive through innovation and high value-addition.”**

**Mr. Ahmed Jehangir, Executive Director, Nishat Mills.**



**Please tell us about the strategy behind the success of Nishat and how Nishat evolved as a leading producer in Pakistan over the years?**

Strategy and evolution of Nishat Mills have always been to balance value-added textiles with the intermediate goods. The technological improvements in spinning and weaving do not override investment at Nishat. It is the constant re-investment in the whole chain that does the trick.

The value-added business has always been our focus where it has always been balanced with the intermediate goods of spinning and weaving. When I say value added it is basically yarn dyeing, home textiles designs and the direct retail business.

At Nishat, we take our work very seriously. Either we do things the right way, or we do not do them at all. For example, we do not manufacture towels and bath products and they are not in our

portfolio. However, we would provide a complete range including these products if required by our customers by making alliances with other players and local suppliers/manufacturers.

When it comes to the marketing strategy Nishat is different from others, as we are not looking for volumes only, despite the fact that we are already a 80-100 million dollar export division, we believe in high value as the high quality can demand the high prices. That's why in the field of fashion and home textiles we ventured into digital printing before others.

We seek out demanding and higher brands as partners, where we can stand apart from our competitors, hence our extensive investments including in the digital printing. In tandem with our long-term global partners, we strive to produce the best possible products as per the ever-increasing quality demands in the

high-end markets where our customers operate.

We have remained abreast of the coming trends and stayed ahead of others through our research and development. There is no more money to be made by copying. That is why our investments in digital printing allow us to materialize our creations in close collaboration with our customers.

The digital printing allows us to do shorter runs which could be a little more expensive, but if we are able to do that, the better brands are always willing to take you as a supplier.

**How did you make the decision to go for EFI Reggiani digital printing technology?**

When we bought our first EFI Reggiani machine in 2012 the technology had not matured and I believe it is still evolving to the benefit of the customers.

For the last six to seven years we have continuously invested in the latest digital technology and today we have the largest digital printing capacity 5 million metres for fashion. Our fifth EFI Reggiani machine has just been installed.

I must say that the technology is now more stable and provides us with the flexibility of making shorter runs and provides a shorter turnaround time with more precise, captivating and exclusive designs.

We need both wider and narrow width machines for both home textiles and the retail fashion business in which Nishat is one of the pioneers in the country.

**What are some of the challenges in this field?**

This is all new to us and we had to upgrade our human resource almost completely. Around 80% of the people who had been working in printing with us for decades had become obsolete as the skills set changed completely.

At Nishat, there is constant training learning that takes place starting with our top production team including myself, Hafizur Rehman Siddiqui and Faisal Hafeez and then to our entire team.

We had great difficulty hiring the qualified personnel for the job from the pool of new graduates technical institutes and universities. What they

had learned during their technical education has little relevance to the new and evolving digital printing technology.

So many companies who have invested in the digital printing technology are not utilising their machines to their fullest capacity to justify this investment. They are producing simple designs that can be easily done on the flatbed or conventional rotary printing machines.

We really need to bridge these gaps and very fast through webinars and YouTube videos of professionals and companies such as EFI Reggiani, where they can learn and gain practical knowledge. They should make technology centers, where the students and professors can interact with foreign technical teams to stay abreast of the new technology.

**Tell us about the local digital printing market?**

In term of total fabric printing sector, digital printing is a major part at Nishat. We print about 20 million metres per year. It is about 5 million meters of fashion on digital and 15 million on rotary and other dyeing applications. We are printing more than four hundred thousand meters per month digitally only for Nishat Linen, and more than 750,000 meters per month combined for digital home textiles, fashion and kitchen wear combined.

We originally planned for a four storey set up with 32 machines and then we realized that the technology is not yet mature and therefore postponed the investment. Today, we are gradually increasing our investments in digital printing machines, according to the demands of the market.

**How do you foresee the future of digital printing?**

In my opinion eventually, all printing will be shifted to digital printing. The other technologies will become obsolete, due to the fact that there is no more investment in the research and development in the conventional technologies.

We went out of the commodity business a long time ago and our home textile business is now at this high level, whereas our products keep changing for the better and our profitability has improved substantially. It is due to the high added value, that we have been able to market our products successfully.

We undertake massive investments in Research and Development and our product development team is now three times the size of any other competitors. Similarly, our CAD CAM department is now twice the size after our recent foray into the digital printing business.

We also provide designing services to our retail business, Nishat Linen, and our design team offers more than twenty to thirty designs every month.



Our customers come up with the concept and then we collaborate with our design teams to create the designs according to the requirements. With complete trust in us, they do not dictate us in the development of the products. It is a mutually reciprocal and beneficial partnership.

In this context, we are not alone who are doing this service. Other good companies, who are also our competitors are doing it at different levels because they are also collaborating with their customers. That's the way Turkey and Portugal developed their markets.

### **What were the factors you considered when opting for EFI Reggiani digital Printing machines?**

We have a long-term relationship with EFI Reggiani as in the past we bought conventional rotary printing machines. We have confidence in Reggiani brand because their habit of over testing their machines until the

results are upto the standards. This is also done by others, but in my opinion, EFI Reggiani is doing it the most diligently and thoroughly for the benefit of its customers.

The digital printing technology was first used in narrow widths and related applications, but today the leading manufacturers are also using it for wider width applications such as home textiles. Home textiles has become a commodity business and our exclusive designs give us an edge over commodity home textile exports.

I would like to attribute our great success to our dedicated and competent team and the higher management. For example, our management team including Mr. Siddiqui and Faisal Hafeez first learned to use this new technology themselves before imparting this highly technical know-how to the entire production team.

Nishat Mills are the pioneers of digital printing in Pakistan. Now we have digital technology in reactive, pigment

narrow and wider width to offer the widest range of high quality digital printing to our discerning customers.

Technologically, we have to make many sacrifices in order to get the product right. For example, we may need to reduce our speed which may in turn increase the ink density and its cost. We shall still make money because the high quality of printing always gets a better price.

By printing more than 5 million meters digitally we are saving 20 to 30 percent on water as compared with conventional printing, while obtaining much better results in terms of quality. That is why digital printing is becoming increasingly important every year due to the extraordinary savings plus higher quality. Washing and post finishing are the main limitations in the way of conservation of water, a most valuable resource. I believe digital printing will eventually replace conventional printing in the foreseeable future. ♦

## Digital printing allows flexibility and high profitability for fashion and hometextiles.

**Mr. Hafeez ur Rehman Siddiqui, Technical Director, Nishat Mills.**

We are doing digital printing for fashion garments for the local market. In this context, the local market has supported the growth in digital printing of apparel textiles. The digital printing of the home textiles division is mainly driven by exports, whereas the digital printing for the apparel division is driven by the demand in local market for fashion and apparel.

The printing quality and variety have improved remarkably due to the digital printing machines. The biggest advantage that digital printing has provided is short runs and immediate changes in printing designs and styles. For instance, our production team was asked to print only 200 meters of fabric per design. This was a great challenge to digitally print only 200 meters of fabric for a discerning and

quality conscious customer. We are successful in digital printing against our competition, because we focus on the quality of work instead of higher volumes.

To meet the desired quality standards, sometimes we have to increase the number of passes, which may slow down the production, but we do not compromise on the quality. It all depends



upon on the colour and design. Light colours are easy, while for bright and dark colours more passes are required to get the desired colour and vibrancy. I would like to mention that the digital technology is still evolving and not yet fully developed, however, some companies such as EFI Reggiani better than the others in their area of expertise.

EFI Reggiani has the advantage of the extensive experience in making printing machines. The entrance and exit technologies in the digital printing are more or less the same, but the structure of EFI Reggiani machine is much better than others, and therefore, the machine can deal with various types of fabrics easily. Their washing device is also better than the others due to their past experience of conventional printing machines.

In general, the main issue with digital printing is colour matching. The machinery manufacturers including EFI Reggiani need to work on this feature in more detail. For example in rotary printing, we can adjust one of the four colours individually to get the desired result. With digital printing, this is difficult to achieve, and even if we can adjust colours in a particular area, it affects the printing in other areas.

Furthermore, the pre-treatment is extremely important to get the best



possible results. Proper pretreatment i.e fabric preparation and padding is absolutely vital for repeat designs.

The driving force behind the great success of Nishat Group is the dedication of the top management, especially Mian Muhammad Mansha who has taken this group to the new heights.

It is due to his vision that the Nishat Group is in this leading position. Then, of course, is the teamwork at all levels of production and marketing. The top management offers 100% autonomy to the middle management with a proper system of checks and balances. Mian

Mansha believes in the delegation of authority and yet at the same time is abreast with all the main aspects and issues involved in the entire production and marketing chain.

I believe that intelligent decision making is what brings success to any organization. The decisions do not always have to be 100% right. I would consider myself successful if 90% of the decisions made are proven to be right. This is how I judge our investments in EFI Reggiani machines as a success for Nishat Group. ♦

## We have enhanced our efficiency and quality with EFI Reggiani digital printing machines

Mr. Faisal Hafeez, General Manager Processing, Nishat Mills.

Our experience with EFI Reggiani machines has been very good in the past. Together, we have learned to enhance the efficiency, quality and production of digitally printed textiles. The technical team at EFI Reggiani have listened to our concerns and made modifications accordingly. We are exporting to different countries and also

creating fashionable apparel for the domestic market.

In their latest machine, EFI Reggiani has changed the technology with the better ink circulation system with 2500 nozzles per head. In EFI Reggiani technology, 100 percent nozzles are utilised for the perfect printing results. The electronics have also changed and

upgraded and so has the carriage movements. The computer interface cards and components have been improved and upgraded and last, but not the least, the spare parts delivery and service also is very good and so far we have not faced any major production related issues in this context and minor issues are promptly resolved by EFI Reggiani. ♦



# EFI Reggiani AQUA

**Water-based Reactive Inks designed to boost your print capabilities with EFI™ Reggiani Printing machines.**

It is tailored on Kyocera technology to assure longer life to the print heads and reduce maintenance. These are eco-friendly water-based inks with excellent colour performance, print durability and high chroma offering extended colour gamut. Full technological support and 12 months warranty on the print heads is provided by EFI Reggiani.

Application: Reactive digital inks for cotton, silk, viscose rayon, linen and lyocell.

Print Head Compatibility: Kyocera KJ4B.

Jetting Temperature: 32°C.

Recommended RH: 50%-60%

Shelf life: 12 months if stored under recommended conditions.

Environmental conditions: Clean and dry environment with controlled temperature 10°C - 30°C.

# EFI Reggiani IRIS

**Water-based inks print brilliantly with EFI™ Reggiani digital printers.**

Extended colour gamut and high chroma guarantee stunning results to your digital textile printing. Plus, they're dual-use inks that perform astonishingly well whether used in sublimation or direct printing.

These eco-friendly water-based inks are designed to leverage EFI™ Reggiani Digital Printers' performance. And like all of our inks, they've been designed for the Kyocera printhead technology, which ensures an extraordinary level of print durability, longer life of printheads and reduced maintenance costs.

Substrates: Polyester and elastomer fabrics (lycra).

Printhead compatibility: Kyocera KJ4B

Jetting temperature: 32°C

Recommended RH: 50%-60%

Shelf life: 12 months if stored under recommended conditions.

Environmental conditions: Keep product away from light and heat sources at temperature lower than 25°C.

Great performance for sublimation as well as direct-to-fabric printing for different applications such as fashion, sportswear, home-textile and accessories.

## Acmatex Corporation and EFI Reggiani share a long and fruitful association

Acmatex was started by Mr. Yusuf Rehmani in 1966 with an objective of representing leading international textile machinery manufacturers in Pakistan.

According to Mr. Imtiaz Rehmani of Acmatex Corporation, "Acmatex and Reggiani



Mr. Yusuf Rehmani  
Founder of Acmatex Corporation.

share a long and successful history in Pakistan. Today, EFI Reggiani has the highest share of conventional printing machines and they are the first to enter the digital printing market in Pakistan."

He added, "EFI Reggiani have over 50 machines on the floor in Pakistan in less than five years of promotion of



Mr. Michele Riva with Mr. Imtiaz Rehmani.

digital printing machines. Majority of machines sold are wider width 320 cm which have the flexibility to cater for home textiles as well as fashion industry. We have a big after sales service team both foreign and local technicians available round the clock to service these machines." ♦