



IteMa and Noon International team at IGATEX 2019.

itema presented best-in-class weaving innovations

IteMa, the leading Italian manufacturer of best-in-class weaving machines, spare parts and integrated services, exhibited at IGATEX Pakistan (Hall 5 – A5/17) from February 26th – 28th at Karachi Expo Centre in a joint booth with its sole agent in the country, Noon International.

IteMa is uniquely positioned by offering to textile manufacturers what is today considered the most complete product portfolio available on the market, providing all the top three weft insertion technologies: rapier, airjet and projectile. Moreover, the company provides OEM spare parts and upgrade kits for IteMa, Somet, Vamatex and Sulzer machines models giving to Customers the chance to revitalize and extend the life cycle of their existing weaving machines.

IteMa is strongly committed to investing in the Pakistani market, providing highly innovative and technological products to fully satisfy the growing potential and the requirements of the advanced weaving mills of the country. In order to further demonstrate

this commitment, in 2016 IteMa opened a Dubai-based affiliate, IteMa Middle East, which provides business development and continued support in Pakistan, Africa and Middle East basin countries.



Mr. Christian Straubhaar, IteMa's Global Marketing and Sales Director.



Mr. Franco Brambilla, IteMa Middle East Executive Director.

Furthermore, in October 2017 - in collaboration with Noon International, IteMa opened the doors of its IteMaCampus in Lahore, a state-of-the-art training center equipped with the latest generation rapier and air-jet looms. No matter how easy to use and intuitive the latest-generation weaving equipment from IteMa is, on-the-ground training remains a key element when it comes to getting the most out of your looms. In the IteMaCampus every week a team of skilled technicians with a long-standing experience on the field share their knowledge and passion with Pakistani weavers, providing them with a significant added value and active support, which will undoubtedly further



bolster and facilitate the country's renowned creativity and responsiveness to the ever-changing fast-paced demands of today's textile market.

The physical presence of Iteama in Pakistan has been very well received and this customer-oriented approach has contributed to the creation of partnerships with some of the most prominent textile corporations of Pakistan, including denim specialists such as Azgard 9 and Artistic Fabric Mills that installed the Iteama denim dedicated rapier R9500 denim. Another high-profile partnership which is worth to mention is the one with the vertically integrated textile company Gul Ahmed, that chose the Iteama absolute best-seller - the R9500 rapier weaving machine - to refurbish one of its plant to weave a widest range of fabrics in different weaving width such as bed sheeting, apparel and linen applications.

Moreover, Iteama confirms its leadership as preferred provider of weaving technology for high-end terry fabrics production in Pakistan, with a significant number of new installations for the rapier R9500 terry in a diversified

group of Customers from Faisalabad to Karachi.

As Iteama's Global Marketing and Sales Director, Mr. Christian Straubhaar, stated: "This is just a starting point. I am sure that Pakistan will play an even more major role in the worldwide textile industry of the future and Iteama is here to support and facilitate this growth."

During IGATEX, Iteama's team is introducing to visitors and weavers all the latest breakthrough innovations implemented by the Italian company, including what is already recognized as the game-changer in the denim weaving world: the second generation of the Iteama denim dedicated rapier machine, the R9500²denim. Unparalleled cost savings, superior fabric quality and outstanding user-experience are the key words of the R9500²denim which features breakthrough devices and delivers tangible benefits to weavers.

Saving is the crucial point of the R9500²denim. Not only the optimization of the main mechanical components allows a considerable energy consumption reduction but the machine is equipped with the iSAVERTM, a unique

and revolutionary device that eliminates the waste selvage on the left-hand side of the fabric thus leading to unparalleled savings.

Furthermore, for the first time in the weaving industry, a sustainable approach to fabric production is possible thanks to a significant reduction in resources use and wastage.

Mr. Franco Brambilla, Iteama Middle East Executive Director commented: "Our intention is to constantly increase our physical presence in Pakistani weaving mills with the newest and most advanced weaving machinery range and to support the entire textile industry from small, family-run operations all the way to the most sophisticated, vertically integrated conglomerates. This is our mission and this is what we will do in a systematic, gradual and sustainable way".

Iteama staff, along with its agent Noon International, were present at the exhibition to introduce the Company's latest technological advancements to weave the widest range of fabrics, while ensuring top quality, outstanding reliability and the highest performances. ♦

Farooq Sitara highlighted Atexco VEGA 3000DT high speed industrial digital textile printer

Atexco is one of the leading companies specialized in Research and Development, manufacturing, sales and services of digital ink jet printing technology and equipment. Currently their products and solutions are widely used in concerned industries like fabric, carpet, and signage and graphic printing.

According to Mr. Farooq Sitara, CEO of Farooq Sitara International, "The Atexco VEGA 3000DT with 32 KYOCERA heads high speed industrial digital textile printer offers 24 hours printing with daily output of

8,000 to 12,000 m². Its exquisite sharpness gives perfect clarity, vivid color and suitable for all types of fabrics. It is equipped with linear motor rail beam, world's top brand components and stand

alone electric control cabinet and ink supply system. Its degassing system reduces print head clogging and due to higher ink concentration it is more economical. It also has intelligent output and ink consumption management."

He added, "Farooq Sitara International is one of the pioneers in the digital printing sector and introduced digital printing technology in Pakistan. The sales and marketing of Atexco digital printing machines started in 2008 and we have sold many high speed and wide width digital printing machines in Pakistan." ♦



Mr. Farooq Sitara and Atexco representative showing fabric printed on Atexco VEGA 3000DT to Mr. Mirza Ikhtiar Baig.