



## ترجیح مشتریان چینی به برندهای پوشاک آمریکایی

کالاهای آمریکایی از نظر میزان محبوبیت در پلتفرم‌های تجارت الکترونیک علی بابا بعد از کالاهای ژاپن و کره جنوبی در رتبه سوم قرار دارند.

در این کنفرانس پیش بینی شد که افزایش تقاضا در شهرهای رده پایین تر چین باعث تحریک پتانسیل بازار محصولات مد روز می‌شود. انتظار می‌رود اندازه بازار مد در چین در پنج سال آینده به ۱۹۵ میلیارد دلار برسد. در حال حاضر ۱۰۲ شهر در چین با جمعیت بیش از یک میلیون نفر وجود دارد. قدرت خرید در شهرهای رده پایین تر چین مشابه چهار شهر رده بالای این کشور یعنی پکن، شانگهای، گوانگجو و شنژن می‌باشد. داده‌های علی بابا نشان می‌دهد که نیاز مصرف کنندگان در شهرهای رده پایین تر در مورد کالاهای مد روز مشابه شهرهای رده بالاست.

مختلف علی بابا در چین به فروش رسانند. رویداد فوق، بزرگ‌ترین رویدادی بود که علی بابا در خارج از چین آن را میزبانی کرده است. در این رویداد که روز ۲۲ ژوئن به پایان رسید، بیش از ۳۰۰۰ نفر شرکت داشتند. کمپانی فانگ گلوبال ریتیل اند تکنولوژی نیز در آن جا حاضر بود. در این برنامه دو روزه قصه موفقیت بسیاری از بازرگانانی که محصولات مختلف خود را از طریق پلتفرم‌های علی بابا به فروش رسانند، عنوان شد و جلساتی نیز درباره این که چگونه علی بابا می‌تواند به شرکت‌های آمریکایی بیشتری برای فروش محصولاتشان کمک کند، برگزار گردید.

سخنرانان این کنفرانس پیرامون تقاضای چشمگیر چینی‌ها برای کالاهای آمریکایی به بحث و بررسی پرداختند. در مجموع بر اساس تجزیه و تحلیل داده‌های کمپانی علی بابا،



نکته مهم در کنفرانس بین‌المللی Alibaba Gateway '17 این بود که بیشتر مصرف کنندگان چینی برندهای آمریکایی را ترجیح می‌دهند چون عقیده دارند که دارای طراحی و کیفیت بهتری هستند. این کنفرانس به کسب و کارهای کوچک و متوسط در آمریکا کمک کرد تا فرصت‌های موجود در چین را درک کرده و محصولات خود را از طریق پلتفرم‌های

## احتمال افزایش صادرات بخش نساجی و پوشاک ویتنام از ۳۰ میلیارد دلار

سال فعالیت در منطقه صنعتی بانو بنگ، سرمایه خود را به ۷۶۰ میلیون دلار افزایش داده است.

در میان کارخانجات ویتنامی که سرمایه خود را افزایش داده‌اند نیز کارخانه Bao Minh Textile، ۷۵ میلیون دلار در یک واحد تولیدی پوشاک در شهر نام دین سرمایه‌گذاری کرده است. رییس انجمن نساجی و پوشاک ویتنام می‌گوید: ویتنام همچنان یک صادرکننده بزرگ پوشاک در جهان به شمار می‌رود.

انجمن عقیده دارد که صنایع نساجی و پوشاک ویتنام در کنار پیمان تجاری اقیانوس آرام (TPP) از مزایای سایر توافقنامه‌های تجاری آزاد نظیر توافقنامه با اتحادیه اروپا، کره جنوبی و ژاپن نیز بهره می‌برد. سهم بخش پوشاک ویتنام از بازار اتحادیه اروپا تنها ۳ درصد است.

به اندازه سه سال قبل نبوده است. البته سرمایه‌گذاران خارجی در حال گسترش پروژه‌های موجود هستند.

وزارت صنایع و بازرگانی ویتنام هشدار داد که بازارهای صادراتی سیاست‌های بازرگانی خود را در برابر محصولات ویتنامی بیشتر کرده‌اند. برای مثال هند برای نخ‌های فیلامنتی الاستومری مالیات ۴۵-۳۵ درصدی اعمال کرده است.

در حالی که کمپانی Long Thai Tu Yarn از کره جنوبی قصد دارد برای گسترش کارگاه خود در منطقه صنعتی لانگ خان در استان دونگ نای، مبلغ ۵۰ میلیون دلار سرمایه‌گذاری کند، کمپانی Trillions از بروئی-مالک کارخانه رنگرزی و بافندگی در استان لونگ آن-برای افزایش تولیدات خود خواهان ۵ هکتار زمین دیگر می‌باشد. کمپانی تایوانی Far Eastern نیز پس از دو



به گزارش انجمن نساجی و پوشاک ویتنام، احتمال دارد گردش مالی حاصل از صادرات بخش نساجی و پوشاک این کشور از هدف ۳۰ میلیارد دلاری تعیین شده برای آن پیشی بگیرد. میزان گردش مالی در هفت ماهه اول سال جاری ۱۷ میلیارد دلار بوده است. البته هنوز یک سری موانع تجاری بر سر راه صادرات به قوت خود باقی مانده‌اند. در سال جاری میزان پروژه‌های جدید مربوط به سرمایه‌گذاری مستقیم خارجی در ویتنام

## At least one sector is happy about Trump's tariffs: textiles

US textile companies say tariffs will help level the playing field and have little sympathy for companies railing against starting a trade war with China.

While there's no shortage of doom and gloom coming from corporate America about President Donald Trump's trade war with China, there is at least one US industry cheering him on: textiles. After decades of shedding thousands of jobs and closing factories as the US opened up trade with China and other countries, textiles stabilized in recent years. And just as the sector was trying to invigorate growth, along came a presidential candidate pledging to revive American manufacturing.

The industry immediately saw Trump's election as the best chance in a generation to re-orient US trade policy. And so far he hasn't disappointed. The president withdrew America from negotiations on the Trans-Pacific Partnership (TPP) trade deal in his first week on the job. Now he's enacted tariffs on \$36bn worth of Chinese-made goods, including some textiles, and wants to push that to \$250bn.

But the industry wants more. Textiles — like fabrics and yarns — are the materials used to make everything from clothing to seat belts. And duties on end, or finished, apparel and other goods from China would help domestic manufacturers compete better on price with Chinese companies and generate more orders for US-made textiles, industry leaders say. Trump, however, is largely avoided targeting consumer products for fear of upsetting voters who could face higher prices at the mall.

## Smart dress- Innovations in wearable tech

**Heated clothing technology:** At this year's ISPO Munich trade show, DuPont Advanced Materials announced the launch of Intexar Heat, a powered smart clothing technology for on-body heating.

Intexar Heat is a revolutionary stretchable ink and film that when powered, creates a comfortable warmth. Formosa Taffeta Company was the first textiles manufacturer to incorporate the Intexar Heat technology as part of its Permawarm line. Permawarm delivers clothing brands a complete garment heater system including the Intexar heater, connectors and control software.

**Comfortable conductors:** Up to now, textiles that are capable of conducting electricity have tended to be rigid, uncomfortable and generally impractical for everyday

use. However, researchers at the University of Bayreuth, Donghua University in Shanghai and Nanjing Forestry University think they may have come up with a solution to this with the development of new, more wearable conductive nonwoven materials.

The materials can thus adapt to movements and changes in posture. Furthermore, they are air-permeable, meaning they allow the skin to 'breathe' normally. These properties have been achieved through a unique production process: rather than inserting metal wires into finished textiles, the scientists modified the classic method of electro-spinning — used in nonwovens production for years. They found the resulting nonwoven material exhibits a very high degree of electrical conductivity. Elsewhere, engineers at the University of Exeter in the UK are also threading circuitry into clothes to create comfortable devices that could make electronic fashion the future of the textiles industry.

## Avantex Paris to focus on sustainable development tech

Avantex Paris, a trade fair for sustainable development technologies that addresses every segment of fashion, provides practical and forward-looking insights into tomorrow's fashion. Slated to be held from September 17-20, 2018, the trade fair promises a wealth of materials and potential to be discovered by visitors who are keen on high-tech fashion.

Avantex Paris is the trade fair under the Messe Frankfurt France umbrella which puts innovation and sustainable development at the heart of services, materials or technologies for textiles and clothing. Messe Frankfurt France's cluster of trade shows for fashion & textiles (Apparel Sourcing, Avantex, Leatherworld, Shawls&Scarves, Texworld and Texworld Denim Paris) will come under 'The Fairyland for Fashion' banner and bring over 1,850 exhibitors together. At the seventh edition of the show, Asia will be well represented with high-tech technical textiles from China and Taiwan. As for South Korea, it will be presenting its myriad skills when it comes to outdoors materials from Bosung Textile, and the best in applied research and experimental development from the international Korean Institute of Industrial Technology (KITECH), said the organiser in a press release.

An exhibition regular, the European Centre for Innovative Textiles (CETI), the international research hub dedicated to textile innovation, and the French high-tech fashion label TO & GUY with its virtual boutique have already confirmed their attendance.

easily programmed and quickly populated with yarn. Accordingly, this flat knitting machine offers a wider range of colors and patterns than the equally designed for the coarse area ADF 530-16.

## Textile companies of Uzbekistan and US may launch joint investment projects

Representatives of more than 30 Uzbek companies - manufacturers of textile and garment-knitted products headed by the senior officials of the "Uztextile" (Uzbekistan Textile Industry) Association will participate in the international exhibitions "ApparelSourcing", "TexWorldUSA", "HomeTextilesSourcingExpo-2018" in New York on July 23-25, 2018.

Participation in the exhibition will contribute to the promotion and presentation of local textile and clothing-knitting industry, innovative achievements, the comprehensive familiarization of foreign visitors and exhibitors with the production potential of the country, as well as will provide broad opportunities for various joint investment projects with participation of US and international companies.

This is the third visit to the USA of the representatives of the "Uztextile" (Uzbekistan Textile Industry) Association over the past two years.

## Archroma To Showcase Innovative Denim Solutions At DenimsandJeans Vietnam 2018

Archroma will be presenting its innovative and sustainable denim solutions for manufacturers and brands at DenimsandJeans Vietnam 2018, on June 27 and 28.

From fiber to finish, Archroma offers a scope of possibilities for effects and colors, from the authentic roots of indigo to the most innovative and eco-advanced solutions. Archroma is a recognized leader in integrated solutions, offering best-in-class auxiliaries for bespoke process packages.

Visitors will be able to discover solutions designed to make denim in a more sustainable and responsible way, in particular:

Chinese investments in Uzbek textile industry up

Chinese investments flow into the textile industry of Uzbekistan has registered an increase. The amount of Chinese investments in the country's textile industry exceeds \$ 200 million.

The Chinese side was provided with information on

successfully implemented and currently implemented projects with the participation of Chinese companies such as Jinsheng group, Nanyang Mulanhua, Marjan Investment Group, and others.

The Chinese side invited representatives of the textile industry of Uzbekistan to participate in the upcoming International Exhibition "Expo China 2018" set to be held in November.

In its turn, the Association invited Chinese companies to take part in the International Exhibition of Textile and Fashion Industry "UzTextile Expo 2018" and the international conference "Uzbekistan Textile Conference," which will be held in Tashkent on September 4-7 this year. In the period 2010-2014, the textile industry of Uzbekistan received and spent foreign investments worth \$785 million while 147 new textile enterprises with participation of investors from Germany, Switzerland, Japan, South Korea, the U.S., Turkey and other countries were commissioned. Export potential of these enterprises amounted to \$670 million.

## Non-Woven Tech Asia 2018 welcomes 10,000 visitors

Non-Woven Tech Asia 2018, the fifth international exhibition and conference on nonwovens and hygiene industry, at the Bombay Convention & Exhibition Centre, Mumbai, India. The event witnessed more than 10,000 visitors from India and abroad.

The exhibition was dedicated to the latest developments in nonwovens for packaging industry, medical and hygiene industries, filtration industry, chemical industry, hospitality industry, printing industry, nonwoven converting industry, government departments and welcomed everyone willing to take "the next giant leap in nonwovens", the organizers report.

Visitors from the entire country came to the exhibition to support the nonwovens industry. Many companies from India and overseas participated in the event. The top visiting countries were U.A.E., Bangladesh, Bhutan, Japan, Kenya, Singapore and India. Among the top participating countries were China, India, Taiwan, Korea and Turkey.

The International Conference on Nonwoven Technical Textiles, organized by ITTA (Indian Technical Textile Association) & Radeecal Communications on 6 June, was dedicated to offering the delegates the latest information on the advanced nonwovens production processes and technology, functional requirements, market potential, standards, raw materials and their applications.



# World Textile News

## Intertextile Shanghai Home Textiles - Autumn Edition 2018

Intertextile Shanghai Home Textiles is Asia's leading home textile event which is held on 27-30 August 2018 at the National Exhibition and Convention Center (Shanghai), Shanghai, China. It is a dynamic platform for industry professionals to source and to gain design inspirations through the conveniently structured product displays and the fringe programme. In 2017, 1,096 exhibitors from 30 countries and regions, 38,964 visitors from 99 countries and regions joined the event.

## Turkish Textiles to be Showcased at Premiere Vision Fair

The Turkish textiles sector is pleased to announce its participation in this year's Premiere Vision Fair, taking place at Piers 92/94 event space in New York from July 17-18, 2018.

Several Turkish companies will be showcasing a range of top-quality textiles, including quilts, towels, and a range of home and fashion textiles. The fair offers a unique chance for investors to learn about an innovative industry with a strong global following.

As Europe's largest textile producer, Turkey has long been a leader in the production of high-quality technical, design and fashion textiles, thanks to the industry's strong infrastructure, talented workforce and historical expertise. The craftsmanship of Turkish-made textiles has been reflected in their success both at home and abroad, with Turkish companies regularly receiving international design

awards on an international level. In addition, the fair will host screenings of a ground-breaking virtual reality film, which offers guests the chance to experience the history and development of the Turkish textile industry up close in 3 dimensions. Turkey's participation in the Premiere Vision Fair is organized by the Uludağ Textile Exporters' Association (UIB).

## Stoll: A new flat knitting machine for coarse knits

The traditional Swabian company expands the range of machines for the coarse knit production and now offers the ADF 530-24 in addition to the ADF 530-16 for this sector. With 24 independent yarn carriers and three systems in gauges E2,5.2, E5 and E7, the new model enables sophisticated color and pattern designs: more room for creativity and the chance to react quickly to trends. In addition to new applications, Stoll promises significantly more productivity with the ADF 530-24. Furthermore, the entire knitting process is optimized by shorter sequences and set-up times and by direct yarn feed which makes knitting with low thread tensions possible. By reducing the system distance to 5.2 inches also the knitting time is reduced at the same time. The standard equipment also includes the EKC operating system, which can be operated intuitively and without much training.

Based on the successful ADF technology, the ADF 530-24 convinces with a high degree of flexibility, which is due to the carriage-independent yarn carriers. Two of them are mounted on a total of 12 tracks on the ADF 530-24 and can be moved both horizontally and vertically, are

amongst others.

Tehran exported \$62 million worth of handicrafts during the past [Iranian calendar] year while the Cultural Heritage, Handicrafts and Tourism Organization has anticipated it would reach \$75 million this year.

Germany, Armenia, Turkey, Azerbaijan, Russia, the Netherlands, France, Italy, South Africa and the Persian Gulf littoral states constitute the main importers of Iranian handicrafts.

According to data compiled by the CHHTO, Iran exported \$280 million worth of handicrafts during the past year.

Dozens of Iranian handicrafts have gained the UNESCO Seal of Excellence during the past couple of years.

## Nanotechnology Exhibition to Bring World's Leading Firms to Tehran

The 11th edition of Tehran Nanotechnology Exhibition will be held from October 13 to 16, 2018, in the Iranian capital, putting on display the world's latest achievements in the field of nanotechnology.

The Tehran Nanotechnology Exhibition or "Iran Nano 2018", one of the most important nano events across the globe, aims to turn Iran into the hub of nanotechnology in the Middle East. The exhibition brings together companies active in the nanotechnology sector from across the world and creates a market for those commercializing nanotechnology.

The event is focused on promoting nanotechnology among the public, students, scientists and experts. It also aims to determine the position of nanotechnology stakeholders, including universities, research centers, companies and organizations.

The exhibition comprises twelve pavilions where companies will present nano products and achievements in the fields of water and environment, healthcare, automotive industry, construction industry, textile industry, petroleum and related industries, agriculture and packaging, nanomaterial suppliers, commerce, consulting and tech-market services.

In previous editions, companies from Japan, Russia, South Korea, China, Malaysia, and Oman, among others, had participated in the exhibition, and this year, leading firms in the field of nanotechnology are due to attend.

On the sidelines of the exhibition, specialized workshops and a ceremony to pay tribute to the best nanotechnology products will be held.

## Iran, Uzbekistan agree to set up joint investment committee

Iran and Uzbekistan have agreed to establish a joint investment

committee in a bid to increase the volume of their trade transactions.

Mohammad Khazaei, the director of the Organization for Investment, Economic and Technical Assistance of Iran, and Minister of Foreign Trade of Uzbekistan Jamshid Khodjaev held a meeting on Wednesday, during which both sides stressed the importance of closer ties between the two nations.

During the meeting, Khazaei proposed that a joint investment committee could be set up by the two countries, an idea which was well received by the Uzbek minister.

The Iranian official added that the committee could outline a road map for further cooperation between Tehran and Tashkent in forms of finance and investment.

Khazaei further said cooperating with regional countries, particularly Uzbekistan, is a top priority for the Iranian government.

Khodjaev, for his turn, said the two nations are resolved to enhance their economic cooperation, saying, "Currently, more than a hundred Iranian firms are active in Uzbekistan".

Both countries can expand their ties in the areas of oil, construction materials, medicine, agricultural products and textile, he said.

The top diplomats also discussed signing an inclusive agreement that would boost the two countries' cooperation in economic and trade areas, particularly in energy fields (oil, gas and petrochemicals), railway transportation, consular services and tourism.

The two sides further held talks on cheaper direct flights between Tehran and Tashkent to encourage closer ties between businessmen and tourists from both countries and to strengthen banking cooperation between the two countries.

## Iran has upper hand in global hand-woven rug market'

The head of Iran National Carpet Center (INCC) says that Iranian carpets represent Iranian rich culture, adding that other countries cannot compete with Persian carpets and hand-woven rugs. "Countries such as China, Nepal, India and Pakistan have made a lot of efforts and investments in hand-made carpets, but Iran is still out of their reach in producing and exporting this product," Fereshteh Dastpak said.

Meanwhile, Dastpak said that more efforts need to be done in producing and exporting this product, stressing that the government has to play a more active role in developing the industry. She added that according to unofficial statistics, 2.5 million Iranians are making a living from producing and trading carpets, adding that the country's carpet industry plays the biggest role in employment in rural areas.

The head of the INCC further noted that the carpet industry can curb migration from rural to urban areas.



Iran news

# Iran Textile News

## Iran to manufacture relocatable tent-like structures for emergency situations

Helal Textile Company, affiliated to Iran's Red Crescent Society, will manufacture large, relocatable tent-like structures, also known as Rubb Hall, for emergency situations, the company CEO Zaher Rostami has said.

Rubb Hall is a commercial name for such tents. They are usually made of aluminum frames, with steel tension wires and polyester skins. They typically come in sections so the length can be determined by the number of sections employed. A common standard size is an area of 200 square meters.

In humanitarian aid situations, Rubb Halls are often used as warehouses for storing items such as food and medicine. They are also used for providing temporary emergency shelter for large numbers of people.

Various specialized modifications are possible, including the fitting of artificial ceilings inside, together with doors in end walls, to facilitate heating. It is also not unheard of to have a frame erected inside to provide a second floor.

Rubb Halls are flexible, durable and portable. They can be easily moved around or quickly relocated to another site, providing fast, flexible and durable shelter solutions.

The Rub Halls which are planned to be manufactured in Iran are petty specious and provide an area of 240 square meters, Rostami said, adding they are 5.5 meters high and weigh 2.5 tons.

He went on to say that the structures are stormproof and can be used in emergency situations caused by natural or unnatural disasters.

Despite its enormous weight the structures are easy to erect and can be easily taken down after the operations, he added.

## Iran Exporting Nanotechnology Products to 45 Countries

Saeed Sarkar, the Secretary-General of the Iran Nanotechnology Initiative Council (INIC), says the country is currently exporting its nano-products to a number of developed countries including the UK, Germany, Spain, Italy, Australia, Japan and South Korea. According to Sarkar, currently some 420 certified nanotechnology products are being produced by 170 firms inside Iran.

Iran is now exporting its nano-products to such developed states as South Korea, China, Australia, the UK, Germany, Spain, Italy, and Russia, he noted. He also expressed the hope that the country would be able to increase the quantity of its exports in coming years even though it has had considerable progress in the development of its markets.

"As of 2013, we have witnessed a 100% growth in the development of our markets each year. By March 2017, we managed to export IRR 7,000 billion worth of nanotechnology products," he added.

Sarkar says the country aims to increase the value of its nano exports to IRR 30,000 billion by March 2020.

## Tehran exports \$15.3m of handicrafts in 3 months

Handicrafts exports from Tehran province reached \$15.3 million during the first three months of the current Iranian calendar year, which started on March 21.

It exported traditional sets of glasswork, leatherwork, marquetry and woodcarving along with personal ornamentations, handmade textiles, semi-precious stones

# Italy to host ITMA 2023

## ITMA returns to Milan following successful showing in 2015

21 June 2018 – CEMATEX, the European Committee of Textile Machinery Manufacturers, today announced that ITMA will return to Milan, Italy, for its 19th edition. ITMA 2023 will be held at the Fiera Milano Rho exhibition center from 8 to 14 June 2023.

The decision to host ITMA 2023 in Milan was taken at the CEMATEX General Assembly held recently. Mr Fritz P Mayer, President of CEMATEX, explained: "We received very positive feedback from ITMA 2015 exhibitors and visitors. Milan has excellent infrastructure for holding large-scale exhibitions like ITMA, which grosses over 200,000 square meters and attracts a global audience. It offers an extensive range of hospitality services and air connections to all parts of the world. Italy also has a large textile machinery and textile making industry." Alessandro Zucchi, President of ACIMIT, the association of Italian textile machinery manufacturers, said: "We are very pleased that Milan has been selected to host ITMA 2023. We will work hard with all parties, including government agencies and local partners to ensure another successful show."

Fiera Milano, which also hosted ITMA 2015, beat two other short-listed bidders out of an initial list of 9 venues. "It is a great satisfaction for us to have brought the top international exhibition of machinery and technology for textiles and clothing back to Italy," said Mr Fabrizio Curci, Chief Executive Officer of Fiera Milano. "The trust the organizers have placed in us is an acknowledgement of the professional approach and quality services Fiera Milano is able to guarantee for international events hosted here."

ITMA – the world's largest textile and garment technology exhibition – has been held every four years since 1951. The next exhibition will be held from 20 to 26 June 2019 at Fira de Barcelona, Gran Via venue, Spain.

Space at ITMA 2019 has sold out and new applicants are being put on a waiting list. The exhibition has attracted over 1,600 exhibitors to showcase their latest technologies

and sustainable solutions for the entire textile and garment manufacturing value chain, as well as fibers, yarns and fabrics. Visit [www.itma.com](http://www.itma.com) for more information.

### About CEMATEX & ITMA

The European Committee of Textile Machinery Manufacturers (CEMATEX) comprises national textile machinery associations from Belgium, France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland and the United Kingdom. It is the owner of ITMA and ITMA ASIA. Considered the 'Olympics' of textile machinery exhibitions, ITMA has a 67-year history of displaying the latest technology for every single work process of textile and garment making. It is held every four years in Europe.

### About ITMA Services

Headquartered in Brussels with a subsidiary in Singapore, ITMA Services is the appointed organiser of ITMA 2019 and future ITMA branded exhibitions. It is managed by professionals with extensive experience in organising ITMA and other major trade exhibitions around the world. It aims to maintain and expand ITMA's unique selling proposition and relevance to a global audience.

Issued by CEMATEX and ITMA Services

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embossed prints of colors. In addition, white and other colors have the possibility to print at the same symmetrical speed. These machines with the Caldera RIP system can achieve print speeds of up to 140m<sup>2</sup> / hour and 1200dpi print resolution.

In models with Kyocera print heads, there are 8 double-row head combinations that are different and superior to their competitors. All Kyocera print heads are equipped with Lineer motor and Lineer magnetic encoder system. These machines, which also use the Caldera RIP system, can print speeds up to 260m<sup>2</sup> / hour and print resolution up to 2400dpi.

Plamac printers are printing on the above mentioned quality and features on medias such as glass, leather, wood, forex, foil, tarpaulin, light fabric, Barisol, plexiglass. With the use of the LED system, Plamac models, which are more environmentally friendly and energy-efficient, also have special certifications in the dyes they use.

### **Pigment Reklam technical service power is always right by you**

Voicing that Pigment Reklam will give full technical support to the customers after the sale as much as in the process of sales, Serkan Çağlıyan concluded saying; "When technical support is needed, we will first help on the telephone and with remote access. If the next step is needed, the support will be provided in the same day for Istanbul, and outside Istanbul, it will be provided the next day by going to the facility the machine is located. This means that we will continue to provide comprehensive services that we are already giving. We are ready for intensive service requests that result from using a new technology. We are experiencing the happiness of bringing a new brand to the Turkish printing industry."

You can learn more about Pigment Reklam's rich product range and services from the official website; <http://pigmentreklam.com.tr/>

### **Pigment Reklam**

Pigment Reklam was established in 2010 relying on 10 year experience in advertising industry. The company carries on sales and marketing of high tech products



and advertising materials requested by the industry. In addition to swissQprint, Plamac and WIT-COLOR UV digital and solvent printers, Pigment Reklam also provides services of printing heads, dyes, spare parts, consumable materials and second hand machine sales, while it has a strong technical service.

Pigment Reklam also carries on graphic segment distributorship of leading cutting technologies brand, bullmer. Offering technical services for global brands including Vutek, HP Scitex, Gandi JetI AGFA, DGI, Seiko, OCE, Durst, Virtu and Infinity with an expert team educated abroad, Pigment Reklam provides certified ink sales and all kinds of spare parts for Spectra, Xaar, Konica, Epson and Seiko heads. At the same time, the company enables to have PANTONE code with ICC Profile manufacturing in obtaining correct colors in printing which is mostly an ignored topic in Turkey. Having a young and innovative vision, Pigment Reklam presents very crucial products for operator and human health to the market.

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## Plamac in Turkish Market with Pigment Reklam

*Plamac models, developed for those who want to buy UV and UV LED printing machines with a more affordable budget without sacrificing quality and speed, have come to the Turkish printing market with Pigment Reklam. The Plamac models leave their competitors far behind with their technical equipment.*

A leading supplier of digital UV printing technologies, Pigment Reklam has brought the brand Plamac to Turkey in order to meet the demands of cost and profitability of the Turkish printing industry. Plamac addresses the needs of companies looking for a single source solution for efficient, fast and quality printing due to the increasing competitive conditions and investment costs. Plamac meets the market with Pigment Reklam's technical service assurance.

Having a 15-year experience in UV printing technologies, Plamac calls out to all markets where UV and UV LED printing is done. Explaining that Plamac and Pigment Reklam have reached an agreement after an interview for about 6-7 months, Pigment Reklam firm owner Serkan Çağlıyan underlined that they have added a complete brand to the Turkish printing market. "Plamac has powerful and well-supported UV printing solutions that can easily handle the shortcomings of all the machines in the industry," Çağlıyan said. "Plamac will offer UV and LED models, including flatbed, roll to roll and hybrid. This models will be the first choice for those who want to get print results at higher print quality with smooth, high-speed and efficient operations."

### Plamac has a solution for the whole print industry

Explaining that Plamac will offer printers for the UV, Solvent and Textile industries, Serkan Çağlıyan emphasized that the flatbed, roll-to-roll and hybrid models have a price and performance advantage over their competitors.

Çağlıyan said that with Plamac they aimed for beginning

level and middle segment market and continued saying; "Plamac provides the best technology in its segment for those who want to make the best investment with an average budget. It has a higher print speed compared to its competitors. With a strong structure and equipment, it guarantees a longer life and strength. Plamac models are ideal for many printing jobs such as glass, leather, wood, barisol, advertising and printing. Customers who demand high quality at low cost will also have the lowest service problems. Prints in vibrant colors without any color problem becomes possible with the head combination currently not available in any machine in Turkey. We believe that Plamac will expand its customer portfolio in the short term by proving itself in the market."

### Plamac's Turkey launch will take place in Sign İstanbul 2018

Serkan Çağlıyan announced that Plamac's Turkey launch will be held in Sign İstanbul between 20th and 23rd September. Stating that important models of Plamac will be exhibited for the first time in Hall 14 Stand J22, Çağlıyan indicated that they will include products that will draw attention in the solvent and textile industries.

### Technical superiority does not stay on paper, it becomes alive

Plamac digital printers are equipped with Ricoh Gen5 and Koycera print heads. Special 4-row Ricoh Gen5 print heads are available for varnishing, white application and



sales figures in the second half of 2018 thanks to this potential.”

Burak Kaftanoğlu noted that especially in the second half of 2018, industrial type digital printers are expected to increase their sales figures. Reminding that while Mimaki is the leader in digital printing industry, they continue to create innovations in 3D printing as well, Kaftanoğlu said; “We will increase our marketing efforts for 3DUJ-553, which will direct innovation in 3D printing and change game rules in the market. The rapidly evolving 3D printing market is quite open to innovation. With this model, Mimaki provides the 3D printing industry with features not previously available.”

### **Mimaki Eurasia's innovations will leave their mark on Sign Istanbul and FESPA Eurasia 2018**

Burak Kaftanoğlu indicated that Mimaki is going to attend Turkey's two major printing industry shows: Sign Istanbul and FESPA Eurasia. He underlined that both of the exhibitions are very important for them. Kaftanoğlu stated that Mimaki's inkjet solutions for signage, graphics, textile printing, promotional printing and similar fields will be demonstrated at these exhibitions. Kaftanoğlu also explained that they are taking different industry shows under the spotlight as well.

Kaftanoğlu concluded saying; “Digital printing has entered into every aspect of daily life and is constantly expanding to new areas. For this reason, we are now closely examining exhibitions that are related to our field of application. You can see Mimaki Eurasia at many different shows and events in the upcoming period. We plan to meet our users not only at our own industry oriented events, but at exhibitions containing their specialization as well. Considering the potential of digital printing in the shoe, glass, promotion,

orientation industries and so on, we cannot miss this opportunity.”

### **About Mimaki**

Mimaki is a leading manufacturer of wide-format inkjet printers and cutting machines for the sign/graphics, textile/apparel and industrial markets, and also provides a comprehensive range of supporting products; hardware, software and the associated consumable items, such as inks and cutting blades. Mimaki excels in offering innovative, high quality and high reliability products, based upon its Aqueous inks sublimation, Latex, Eco-solvent, Solvent-UV, Solvent and UV-curable inkjet technology. In order to meet a wide range of applications in the market, we pursue on-demand digital printing solutions. Mimaki Engineering Co. Ltd. is publicly listed on the JASDAQ Securities Exchange, Inc.

Mimaki opened Mimaki Istanbul Technical Center in 2013 to provide a superior technical support to the Turkish printing industry and the Eurasia region. In order to provide a more thorough service to the region, commercial activities were added by founding Mimaki Eurasia in 2016. Mimaki Eurasia has established a stronger structure with their dealers and end-users by reorganizing the sales process in 2017



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## Mimaki Eurasia Realized Their Market Expectation in the First Half of 2018



*Mimaki Eurasia achieved success in the market for the first half of 2018, and gained a market strength parallel to the growth in the signage industry. The growth rates that have been obtained have shown themselves in signage, graphics and textile printing areas.*

Mimaki, the most important technology supplier of the digital printing industry, supports industrial trends. Mimaki Eurasia restore trust with its end users after completing their restructuring process in 2017. The company has achieved a successful first half by achieving the market goals set for the first six months of 2018 with a wide product range from industrial to start-up operations. Mimaki Eurasia is not only increased the number of users but also carried their relations with existing users one step further with solutions for many application fields, prominently digital printing and digital textile printing.

Mimaki Eurasia Area Sales Manager Burak Kaftanoğlu; “We anticipated that 2018 would be a year in which the market continued to develop, and that was what happened in the first half. The results that we have realized shows particularly remarkable levels in the signage, graphic and textile printing segments.” Saying that Mimaki Eurasia carried out extensive work in order to reach users dealing with all kinds of digital printing business across Turkey, Kaftanoğlu pointed out to serious steps taken to achieve overall market reach and extend to all segments. Kaftanoğlu; “Mimaki has dozens of digital printing solutions for industrial, medium and beginner levels. Our product portfolio continues to expand every year. For example, this year we introduced a new version of the digital textile printer Tiger 1800B, which has been launched to the market last year. We maintain our market leadership with ever expanding and developing products. This gives our users the advantage of quality and price together.”

### **Investments are becoming price sensitive**

During this period, investments began to become more price sensitive both in the signage industry and other digital printing segments. Burak Kaftanoğlu underlined that they received intense demand especially for signage and outdoor applications. Kaftanoğlu pointed to the increase in demand for affordable and fast printing runs, and continued his words saying; “2018 is a crucial year and investors have opted to proceed with firmer steps in the first half of the year to see the path they would take. Those who were able to obtain big orders quickly made their investments. The sales figures show us that there is a strong potential. We aim to reach up to serious market