

## Maximum flexibility and unique performance

Dürkopp Adler presents the new M-Type post bed machine at the Interzum 2007



On the occasion of the Interzum 2007, the world's most important trade fair for furniture production and interior works in Cologne, Dürkopp Adler presents the new M-Type post bed machine class 868 to the public for the first time. Thus, the company located in Bielefeld underlines its leading position in the segment of medium-heavy duty sewing technology.

Only one year after the debut of the "First of M-Type" at the IMB 2006 Dürkopp Adler celebrates the premiere of the M-Type post bed machine at the Interzum 2007. "The Interzum in Cologne is an excellent place to present milestones of sewing technology", says Dietrich Eickhoff, Manager Sales & Marketing of the Dürkopp Adler Group. On an area of approx. 300 m<sup>2</sup> the Bielefeld specialist for sewing technology shows in

hall 10.1, booth A 51, 29 exhibits for home upholstery as well as for car seats and car interior, among them 14 novelties as e.g. the M-Type post bed machine class 868 and further upgraded models of the M-Type flat bed machine range.

### The M-Type success story

Since the premiere of the first model, the flat bed machine class 867,

the M-Type platform for all kinds of medium-heavy duty sewing applications has emerged as an absolute success story within one year only. The M-Type is used by leading manufacturers of automotive and home upholstery. Following a consistent strategy now the second model, the M-Type post bed machine class 868, will be launched.

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868-290322 CLASSIC  
Effective seam appearance and constant seam margins when sewing decorative welt seams



868-290322 CLASSIC  
Tight stitch formation and constant seam margins when topstitching furniture leather by means of sewing equipment with compensating foot and presser foot with integrated seam center guide



868-190322 CLASSIC  
Topstitching of felled seams with right-handed post bed for optimum handling in the production of car seat covers



868-390322 CLASSIC  
Topstitching operations with left-handed post bed in narrow radii in the production of headrests

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The post bed machine is shown in three versions: as single-needle machine with left-handed post bed, with right-handed post bed and as twin-needle version. Owing to their performance spectrum the single- and twin-needle post bed machines offer maximum flexibility. The wide range of equipment allows a great variety of applications in the field of medium-heavy duty decorative stitching. The design typical for the M-Type and the ergonomically arranged operating elements guarantee maximum comfort for topstitching operations on three-dimensional workpieces.

Furthermore, the M-Type post bed machine is characterized by a low noise level, a central wick lubrication as well as a smooth, powerful and effective material feed. Moreover, it is possible to

use the sewing feet and tape guides of class 768. The new machine is shown in the versions ECO and CLASSIC at the Interzum.

Apart from the new post bed machines the M-Type presentation at the Interzum is rounded off by further important novelties of the M-Type flat bed machine range: the new long arm versions with an underarm clearance of up to 1000 mm, the versions with short thread trimmer for a remaining thread length of approx. 5 mm only as well as a new tape binder, as it is used e.g. for binding car mats.

“The M-Type series has sustainably changed the sewing technology in the medium-heavy duty segment”, explains Dietrich Eickhoff. “Our aim was to consolidate the leading position of Dürkopp Adler in this segment and to enlarge our clientele by means of the M-Type. We have achieved this aim.”

## M-Type - The new Generation

**2002** official start of the project to develop a platform of medium-heavy duty sewing machines; up to now 25 technical solutions newly developed for the M-Type have been patented.

**2005** the first model of the M-Type platform, the “First-of-M-Type”, is “born”. It is presented to the sales partners all over the world on an event on the occasion of the Interzum 2005. So the go-ahead is given for the launch of the first model of the M-Type platform: the flat bed machine cl. 867.

**2006** at the IMB 2006 the First-of-M-Type is presented on an international trade fair for the first time; at the end of the year the success of the machine has already exceeded all expectations.

**2007** at the Interzum 2007 the second model of the M-Type platform, the post bed machine cl. 868, is exhibited on an international trade fair for the first time; further important developments of the M-Type flat bed machine range are presented. Thus, the Dürkopp Adler distributors dispose of the widest range of medium-heavy duty machines ever offered by a manufacturer of sewing technology.



## „The success story of the M-Type is in its early stages“

### Interview with Markus Bachmann, Division Manager Industrial

Mr. Bachmann, the M-Type is currently one of the most spectacular success stories on the sewing technology sector. What are the reasons?

Strictly speaking, the success story of the M-Type is in its early stages only. But already now it can clearly be seen that the success of the M-Type is mainly based on the customer-oriented development. From the very beginning when developing the M-Type it has been an important part of our strategy to focus our attention on the customers' demands. And in view of the fact that leading manufacturers of automotive interior and upholstered furniture like JCI, Boxmark, Faurecia, Walter Knoll and Rolf Benz are successfully working with the M-Type after such a short period of time already, we have obviously done a good job. Also our sales partners, who are of decisive importance in our business, are now in a position to offer their customers a benchmarking product innovation.

You are going to advance the M-Type platform continuously. Which criteria are relevant for the selection of the new products?

The launch of the M-Type models follows an elaborate strategy targeted on the customers' requirements on the individual markets. Moreover, the strategy also includes a concrete and definite plan when which model will be launched. Nevertheless, we are in a position to respond to the market situation very quickly and flexibly due to the modular concept.



Since the beginning of 2007 Markus Bachmann is Division Manager Industrial at the manufacturer of sewing technology Dürkopp Adler in Bielefeld. The 38-year-old skilled precision mechanic is working for Dürkopp Adler since the middle of 2005. Before taking over the Division Industrial Markus Bachmann was responsible for the world-wide distribution and marketing of shoe machines produced by the subsidiary company Minerva Boskovic.

At this year's Interzum the M-Type post bed machine makes its debut. What are your expectations of the second M-Type model?

Already now we are holding a very strong market position with the previous model class 768, which is highly appreciated by our clientele. With the new M-Type post bed machine we will expand our position and acquire new customers. By means of the modular concept of the M-Type platform with its manifold equipment variants the customers will get the optimally suitable machine for their application.

You present new developments of the First of M-Type flat bed machines in addition. What are the technical highlights offered by these machines?

The new automotive version is equipped with a short thread trimmer for a remaining thread length of approx. 5 mm only. For the first time this is to be seen on a twin-needle machine. Thus, Dürkopp Adler is the only manufacturer offering a twin-needle machine with short thread trimmer. Also the new M-Type long arm machines with an underarm clearance of 500 mm, 700 mm and 1000 mm originate from the modular M-Type concept. Even special applications are covered by the M-Type series. So a tape binder variant to be used e.g. for binding car mats is shown at the Interzum for the first time.

Dürkopp Adler has a long-standing and excellent reputation as well as a very good market position in the segment Industrial. To what extent does the M-Type contribute to an expansion of your position in this segment?

The segment Industrial is of utmost importance to our company. We have to offer optimum solutions to our customers who are very demanding in this field. It should be mentioned in this context that Dürkopp Adler already holds a strong position in this segment. In order to maintain our leadership role and – what is more – to further expand it we are facing the challenge to continually develop innovative products. The sewing technology customers need manufacturers who are able to keep pace with the speedy

progress of innovation in this branch and who dispose of a great innovation potential. The sewing technology must follow the customers. In this respect the M-Type concept has proven to be right, sound and trend-setting. The M-Type has set new standards in the segment Industrial, just because it is adapted to the customers' needs.

How will the M-Type story go on?

According to our strategy the available range of flat bed machines will be extended and supplemented by additional variants. Furthermore, new models will follow. Our aim is to cover all essential medium-heavy duty sewing applications with the M-Type series. Already now we offer our distributors the widest range of medium-heavy duty machines meeting the most different market and technological requirements. Those sales partners who rely on Dürkopp Adler today will be on the right side also in the future.

The competitors do not dispose of any products comparable to the M-Type series at present. Do you expect a serious competition at all during the next years?

We anticipate that our concept will be taken up by other suppliers, and we would even regard this as a confirmation of our activities. We watch the endeavours of our competitors in this segment with great attention. Our advantage is that due to our continuous innovations we are always one step ahead. And I'm sure this will not change in future.

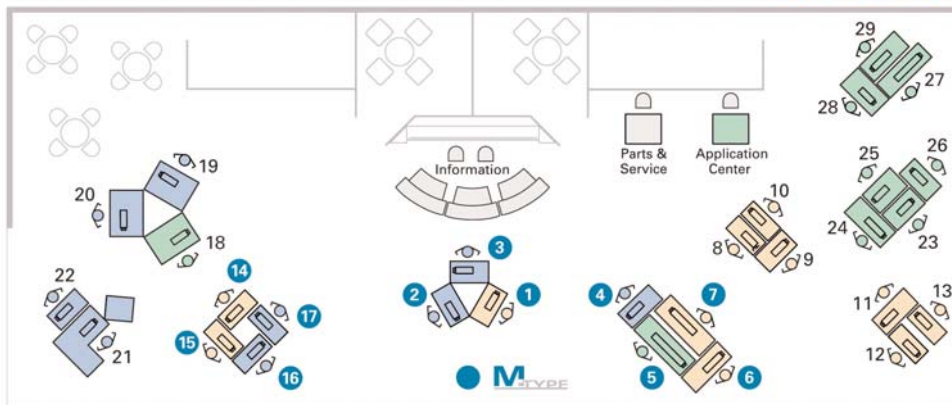
## 29 exhibits and 14 novelties

The Dürkopp Adler booth at the Interzum 2007

# INTERZUM 2007

**we care!**

Hall 10.1  
Aisle A 51



Machine program of sewing machines for:



### Upholstery

1	868-290322	NEW
6	867-190342-50	NEW
7	867-290342-70	NEW
8	367-180315	
9	768-274-FLP-HP	
10	767-FAS-573-RAP-HP	
11	550-12-24	
12	767-AE-5-73	
13	195-671110	
14	867-190342	
15	867-290342	



### Automotive

2	868-390322	NEW
3	868-190322	NEW
4	867-392342	NEW
16	867-280445	NEW
17	867-180445	NEW
19	767-KFA-573-RAP-HP	
20	768-FA-273-RAP-HP	
21	550-767	NEW
22	1183i-747	



### Special Applications

5	867-290342-100	NEW
18	767-FAS-573-RAP-HP J-Clip	NEW
21	Datalog-System (550-767)	NEW
23	910-210	NEW
24	204-102-MD	
25	506-CNC-LI	
26	910-210	NEW
27	221-76-FA-73-RAP-HP-SF	
28	768-FA-273-RAP-HP-NH2	
29	525-105 SM270	

## The Interzum team of Dürkopp Adler



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