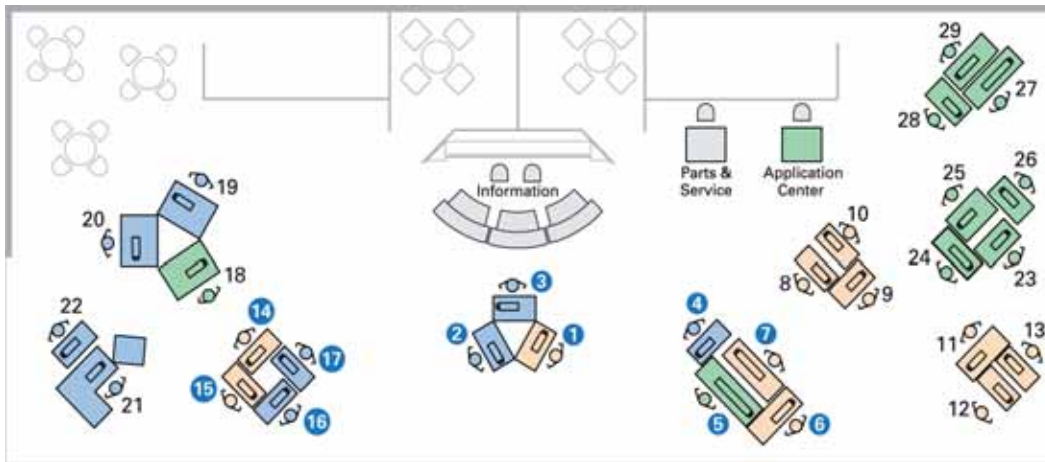


## Premiere of the latest developments of the M-Type series

Dürkopp Adler presents itself at the Interzum 2007



The M-Type takes centre stage: On an area of approx. 300 m<sup>2</sup> Dürkopp Adler will present about 30 exhibits

As leading manufacturer of sewing technology for the home upholstery and automotive industry Dürkopp Adler presents itself at the Interzum 2007. The world's most important trade fair for furniture production and interior works will be held on the Cologne exhibition site from May 9th until May 12th.

„As long-standing partner of the leading manufacturers of the home furniture and automotive industry the Interzum has a pre-eminent meaning to our company“, says Dietrich Eickhoff, Manager Sales and Marketing of Dürkopp Adler AG. On an area of approx. 300 m<sup>2</sup> the company will present in hall 10.1, booth No. A 51, about 30 exhibits, among them 14 novelties as e.g. the M-Type post bed machine class 868 and further upgraded models of the M-Type series.

Machines for the production of home upholstery as well as for car seats and car interior are in the focus of the presentation with the motto „We care!“. The following highlights will be

shown:

### New machines of the M-Type series

For the first time in the sewing technology a series has been developed creating a new dimension of functionality and flexibility for all kinds of medium-heavy duty applications. The first representative of the M-Type, the lockstitch flat bed machine class 867, has set new standards already. Now, one year later, it is followed by the next model of the M-Type platform: the post bed machine class 868 which will be presented on an international fair for the first time. The post bed machine class 868 will be shown at the Interzum in three versions: as single-needle machine with left-handed post bed, as single-needle machine with right-handed post bed and as twin-needle version. The machines are characterized by the features typical

for the M-Type: extremely slim sewing head for an excellent view of the sewing area, the new minimum lubrication, the ergonomic arrangement of the operating elements as well as the convincing and unique sewing and performance parameters.

Furthermore, important new developments of the M-Type flat bed machine range will be presented: 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 5 mm only as well as a new tape binder for binding e.g. car mats.

„The success of the M-Type series has exceeded all expectations already now“, says Dietrich Eickhoff. „With the new platform concept of the M-Type series we have sustainably changed the sewing technology in the field of medium-heavy duty sewing machines“, he adds.

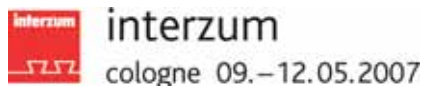
### The new pattern stitcher class 910

The pattern stitcher class 910 is characterized by individual programming combined with easiest handling – a new development presented to the trade visitors for the first time. The sewing field size of up to 120 x 60 mm, the linkage of control information to every single stitch and the trouble-free creation of seam patterns by means of teach-in function guarantee maximum functionality and flexibility. The standard equipment with electronic thread tension, thread clamping device and needle thread monitor make the class 910-210 an ideal operating means for a multitude of applications in the production of soft luggage, belts and safety belts, for decorative stitching as well as for short seams and tacking seams in garments.

### Machine solutions from the in-house

#### Application Center

Machines from the in-house Application Center, where individual customized solutions as e.g. special fabric guides or feeding devices are realized, will also be exhibited. This offer is completed by a comprehensive consulting and projecting service. Whether large-area workpieces, difficult-to-sew materials, special demands on quality and precision of the sewing result – the engineers and technicians of the Dürkopp Adler Application Center will find the appropriate solution for every problem. The visitors to the Dürkopp Adler booth can convince themselves by numerous illustrative examples.



## Joint presentation with SGSB

Dürkopp Adler at the SPESA EXPO 2007



Large-scale presentation on 250 square metres: Dürkopp Adler and the parent company SGSB will present numerous products at the SPESA EXPO 2007 in Miami. Approx. 20 exhibits will be shown.

**Jointly with the parent company SGSB Dürkopp Adler will present itself at the SPESA EXPO 2007. On approx. 200 square metres of the joint booth with a total area of 250 m<sup>2</sup> the company will show 20 exhibits of its range of special sewing machines, sewing automates and sewing units. The fair will be held in Miami from May 8th to 10th. The number of the Dürkopp Adler booth is 998.**

„The SPESA EXPO is of vital importance for the regions North America, Central America and South America“, says Alfred Wadle, spokesman of the managing board of Dürkopp Adler AG. „For this reason we attach much value to the joint presentation with our parent

company SGSB.“ The American market has been of great interest to Dürkopp Adler for a long time already.

### Highlights at the SPESA EXPO

Not less than 14 exhibits from the segment „Garment“ will be presented in Miami, among them the new BasicLine with the high-speed sewing machines class 251 and the overlockers class 7700. Technological highlights are the Dürkopp Adler sewing units for piped pockets of the se-

ries 745-34 as well as the CNC-controlled automatic eyelet buttonholers class 580.

The products of the specialist for the production of trousers, the Dürkopp Adler subsidiary Beisler, will be exhibited on a separate booth of Beisler America.

The segment „Industrial“ will be present with six exhibits. Here the M-Type series, the latest model of which will be shown at

the Interzum 2007 held in Cologne at the same time, is in the focus of interest.

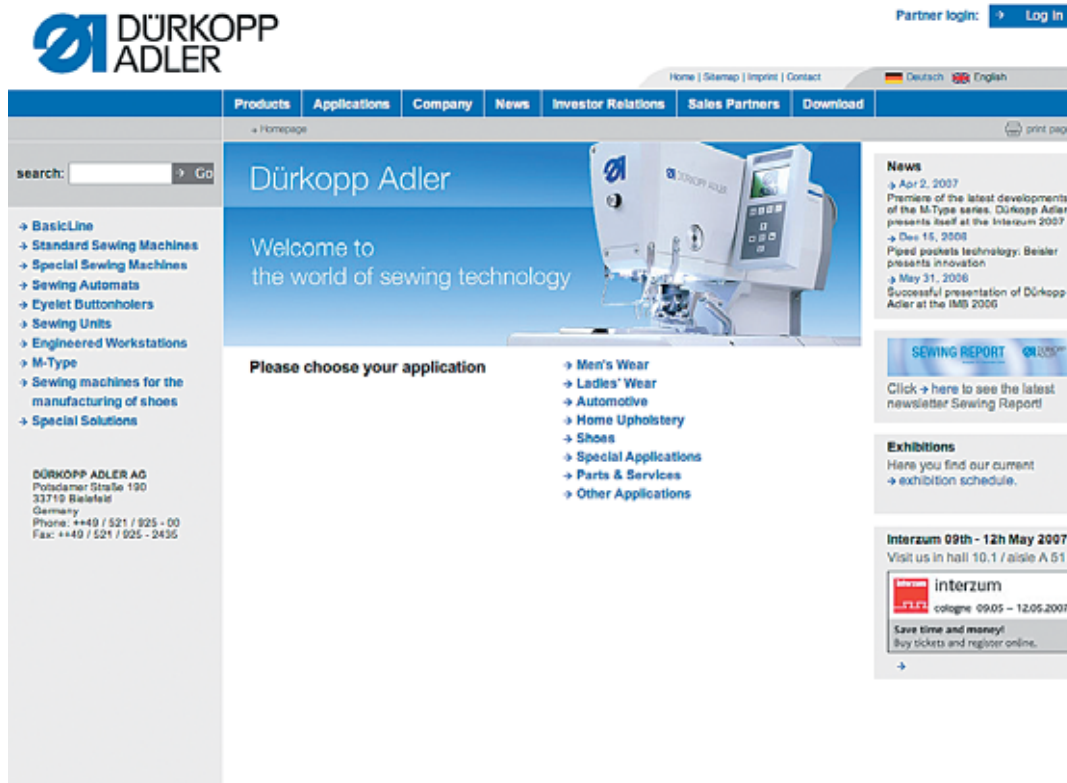
The day before the SPESA EXPO opens its doors a large distributor meeting will take place in Miami to put the sales partners of the regions North America, Central America and South America in the mood for the fair.

The SPESA EXPO is the most important trade show for the sewing technology industry on the American continents. All relevant segments like garments, shoes, leather, upholstered furniture and technical textiles will be presented to the trade visitors in Miami. The exhibition is held every three years in rotation with the IMB in Cologne and the JIAM in Singapore.

**SPESA**  
*expo 2007*

## Welcome to the world of sewing technology

### New Internet presence of Dürkopp Adler



Attractive design: the home page of the new Dürkopp Adler Internet presence

Under the well-known Internet address [www.duerkopp-adler.com](http://www.duerkopp-adler.com) the company presents itself with a completely new Internet presence since the beginning of this year. The new pages include many improvements which further simplify the search for the desired information about the products and services of Dürkopp Adler.

„Our aim was to create a more flexible and user-defined Internet presence“, says Henrik Moelleken, Head of Central Marketing of Dürkopp Adler. „The feedback of the first three months shows that we have met the requirements and interests of our customers.“ Above all, the

users appreciate the good functionality and the detailed offer on the new Internet pages.

#### Attractive design and clear structures

The completely revised design of the web sites catches the user's eye immediately. Thus Dürkopp Adler has realized a clearly structured and up-to-date Internet presence. The orientation has been considerably simplified by a new menu structure providing more ease of use for customers from different target groups. The central component of the Internet presence is the product finder. The user enters an application and a list of

suitable machines is displayed in an instant. Of course, all

Dürkopp Adler products are also listed in a well-assorted overview independent from the application.

The partner area with additional information for the Dürkopp Adler distributors all over the world has been completely redesigned, too. Here the new Internet presence offers an access to the online ordering system, further downloads, important program updates and information concerning promotional activities.

The latest news from Dürkopp Adler can be accessed directly on the home page. So the current edition of the “Sewing Report” is made available by a simple click.

The Internet presence is rounded off by the possibility to switch between the languages German and English page by page as well as a high-performance full-text search.



Clear listing of the applications

## „Our strong position in Europe is important“

Interview with Bernd Bräuer, Sales Manager Europe of Dürkopp Adler



**Of what importance is the Interzum to Dürkopp Adler?**

The Interzum is of great importance to Dürkopp Adler. It is held in the centre of Europe and thus in the centre of a market where Dürkopp Adler has traditionally been occupying a very good position. Moreover, the exhibition spectrum of the Interzum is optimally adapted to the products we have in our portfolio. That is why Dürkopp Adler regards the Inter-

zum as one of the most important trade shows at all.

**On the sector of sewing machines for the segments „Home and car upholstery“ Dürkopp Adler is holding a strong position. What do you think is the reason?**

Among others this strong position is the result of a long tradition. For decades Dürkopp Adler has been consistently expanding its position in these segments. The reputation of our company and the great and long-term experience in this qualitatively demanding field of sewing technology have led to the fact that ma-

ny manufacturers of upholstered furniture and car seats have been relying on the machines of Dürkopp Adler for a long time. We are very pleased that the brand Dürkopp Adler has such a good reputation just in this segment. But we must not rest on our past achievements and we won't do so. Especially as regards the segment "Industrial" we have done our homework and dispose of excellent products and a first-class service by means of a consistent segmentation from the develop-

ment to the marketing of our machines. Thus we are in a position to respond to the requirements of our customers quickly and flexibly.

**What importance is attached to the fact that Europe is, so to speak, the home market of Dürkopp Adler?**

This is surely of advantage to us. It goes without saying that the short distances to our clients have a positive effect on the customer retention. And we will profit from the close partnership with our European customers even if parts of their production are planned to be outsourced to Asia. This helps to transfer our know-how to these countries - a deciding factor because with the help of our European partners we will be in a position to break into new markets rapidly.

**Are the manufacturers' high demands on quality the reason that there are still production facilities in Europe?**

The high demands on quality are not only relevant in Europe but throughout the world. This is certainly an advantage to us because our customers have always attached great importance to this high quality. The enterprises producing in Europe adduce further reasons for the choice of location. A determining factor is the proximity to the market which contributes among others to a reduction of logistics costs - a criterion of growing importance bearing in mind the increasing environmental awareness. Moreover, the manufacturers are enabled to respond quickly and flexibly.

**Will the production of upholstered furniture and car seats also be outsourced to Asia over the medium term?**

As regards the automotive industry there will be an outsourcing abroad because more and more factories are built in Asia and the branch works according to the „just in time“ principle. As far as upholstered furniture is concerned, I rather see a shifting from Western to Eastern Europe.

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