

„green line“ – the new brand label

Dürkopp Adler starts realization of environmental guidelines



More than a logo: the “green line” label is a symbol for the leading position of Dürkopp Adler with regard to environment protection in the sewing machine trade

Environment protection and safeguarding of resources is treated with top priority by the manufacturer of sewing machines Dürkopp Adler in Bielefeld. After the company had defined its environmental guidelines ten years ago already, now intensified measures are being taken to make the Dürkopp Adler products even more environment-friendly.

A central role is played by the „green line” label characterizing a new generation of sewing machines and automates as environment-friendly and resource-protecting. One of the first products carrying the new label is the machine class 281 (see page 2). Furthermore, a project team consisting of marketing, development, production and product management is busy to push the to-

pic internally. The aim: Within one year Dürkopp Adler wants to further expand its leading position in the sewing machine trade with regard to the subject “environment friendliness”.

In this connection the company benefits from the fact that environmental guidelines have already been existing for ten years. „We from Dürkopp Adler do not have to reinvent the environment protection”, says Alfred Wadle, spokesman of the managing board of Dürkopp Adler AG. Already now the company counts on environment-friendly technologies. Wadle: „We meanwhile use different materials. Among others we have reduced the percentage of sheet metal by using more plastics. We have taken this measure because the production of sheet metal requires a surface treatment, the so-called galvanisation, as well as a hardening treatment. These processes are not only energy-inten-

sive, but they also produce toxic substances.

Moreover, we have reduced the share of mechanical parts. Thus, less material is needed which has a positive effect on the energy balance.” Meanwhile endurance tests (see info box) are carried out to document by verifiable figures that the power consumption and the heat emission of the Dürkopp Adler machines have been reduced. The topic „environment“ plays an increasingly important role in the sewing technology.

Not only the customers in Europe and America opt for resource-protecting machines. Also on the Asian market environment friendliness is a decisive criterion for the selection of the appropriate machines. Alfred Wadle: „In China energy efficiency is of utmost importance. More and more enterprises make their purchase decision dependent on this factor.”

Endurance tests to determine the energy consumption

Dürkopp Adler starts the realization of its environmental guidelines. The first step is a series of endurance tests to determine the energy consumption of the Dürkopp Adler sewing machines and automates in comparison with the competition. The machines are tested under real conditions of production. “Our intention is to picture the energy consumption as realistically as possible”, Frank Pannwitz, project manager of Dürkopp Adler AG, describes the test conditions.

The new Premium high speed sewing machine class 281 is the first model to be checked in the

testing laboratory at the headquarters in Bielefeld. As high speed sewing machines are used for a great many of different sewing tasks in the production, the determination of the energy consumption is particularly difficult in this case. Thus, a standard operation is simulated during which the high speed sewing machine permanently accelerates, stops and accelerates again. “We know”, says Frank Pannwitz, “that the maximum power consumption is reached when accelerating. For this reason it would be of little significance to let the high speed sewing machine run at full power for half an hour and then let it stand idle for

half an hour. When the machine is running at full speed, it needs less energy than during the acceleration phase.”

The next machines to be tested will be the automatic eyelet buttonholers class 580. Here the test conditions can be simulated more easily because the automates dispose of standardised work sequences. It is planned to test further machines in comparison with the competition in the course of next year.

The results of the endurance tests are kept open deliberately. „We want honest results“, says Pannwitz, who is convinced, any-

how, that the Dürkopp Adler machines will not come off badly. “We have invested much into the reduction of power consumption. This will pay off.”

The test results as well as the test arrangement will be made public by Dürkopp Adler. “We actually need a general test procedure for our branch of trade so that the results published by the individual manufacturers are comparable”, emphasizes Pannwitz. “In view of our leading position in the sewing technology it is our responsibility to set things in motion. We hope that the competitors will not close their mind to this step.”

New standards set

281 – The Premium single needle lockstitch high speed sewing machine for universal use



Perfectly adapted to the customer requirements: Class 281 sets new standards

The new generation of high speed sewing machines 281 Premium sets new standards with an energy-saving, service-free DC sewing drive integrated in the machine head. The machine produced by the manufacturer of sewing machines Dürkopp Adler does not only convince by customer-oriented technology but also by its environment-friendly and resource-protecting design.

„Not only our customers on the Asian market demand sewing machines characterized by trouble-free function and high flexibility as well as low energy consumption,” knows Dietrich Kähler, Division Manager Apparel of Dürkopp Adler. „Therefore we have developed with our class 281 a machine meeting all customer requirements at an attractive price“, continues Kähler.

The inner and outer values of class 281 are impressive: the oil-free machine head available in the versions „Semi-Dry-Head“ (with hook lubrication) and „Dry-Head“ (without hook lubrication) avoids stains on the fabric and guarantees an always clean workplace. The 281 Premium designed according to ergonomic aspects with function keys placed within easy reach of the operator, as e.g. the push-button for manual backtacking, improves the handling in case of difficult sewing operations. The handwheel for setting the sewing foot pressure allows a quick and reproducible adaptation to various materials.

The energy-saving sewing drive has been integrated in the machine arm. Moreover, class 281 is characterized by particularly quiet and soft running and consequently by the lowest noise and

oscillation level of all machines of this segment. Furthermore, the class 281 reaches a very high sewing speed of up to 5,000 stitches/min.



High-performance technology, excellent seam quality and manifold fields of application

Apart from the thread nipper for a neat seam beginning, the thread trimmer and the automatic backtacking also the motor control panel with integrated, clearly visible operation display as well as a sewing equipment for light to medium-weight material belong to the basic equipment of the 281 Premium. An electromagnetic sewing foot lift is optionally available.

The high-performance technology, the excellent seam quality and the manifold fields of application make the 281 Premium a universal operating means with high flexibility of use on all sectors of the clothing industry.

Class 281 will be launched in the beginning of 2008. Trial runs in the premises of specific customers like Hugo Boss in Turkey have shown that the machine meets the high expectations of the customers. Dietrich Kähler: „The class 281 has passed its „baptism of fire“ brilliantly – the customers do not want to return it at all.“

Worldwide success

Dürkopp Adler sewing machines for the shoe production



Model of success: The M-Type 888 is the prime selection of many shoe manufacturers.

Successfulness is achieved at present by Dürkopp Adler in the segment „sewing technology for the shoe production”. Markus Bachmann, Division Manager Industrial of the traditional company in Bielefeld and furthermore responsible for marketing and sales at the subsidiary Minerva, is very content with the situation. „This year we were able to gain essential market shares from our competitors. Our expectations have even been exceeded.“

The success of the Dürkopp Adler sewing technology on the shoe production sector is, above all, based on the quality. „Our machines have clearly held their ground against a severe competition“, explains Bachmann.

Especially the machine classes 4180i, 4280i and the M-Type 888 are the prime selection of many firms. This development is favoured by the fact that a growing number of enterprises, particularly on the important Indian market, counts on quality and flexi-

lity. „Exactly India is an example that the Asian regions do no longer produce cheap merchandise only“, says Bachmann. „The manufacturers need high technology to be able to make their production more efficient and to meet the requirements of the customers even better.“

With the increasing demand for higher machine flexibility a

trend towards the best products on the market can be noticed. Here the Dürkopp Adler machines occupy an undisputed first place. Markus Bachmann: „We have managed to realize the customer requirements perfectly. The demand proves us right.“ Along with India primarily the manufacturers in Italy and Brazil are in the focus of the shoe in-

dustry. The production of high-quality shoes is a tradition in these countries.

The production plant in Boskovic (Czech Republic) makes an essential contribution to this success. The development and manufacture of shoe sewing machines has a long tradition at the subsidiary Minerva. Since 1938 this company has been producing sewing machines. In 1997 Minerva was completely taken over by Dürkopp Adler.

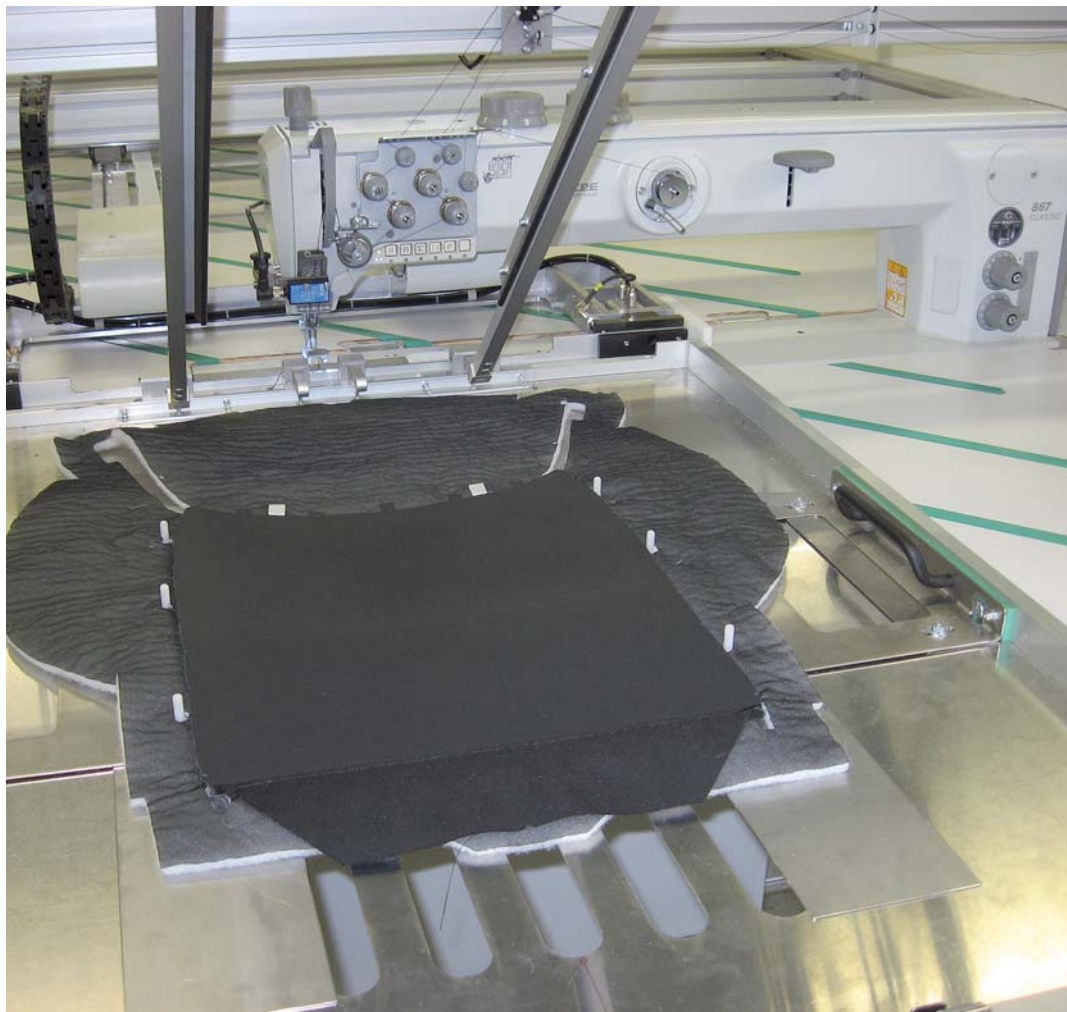
The modern plant is also a contact point for trainings. In mid December about 30 distributors from Italy came to Boskovic for a sales meeting held by the Italian subsidiary of Dürkopp Adler. „The permanent training and the optimization of marketing structures realized in recent years are a further key to success“, knows Markus Bachmann. He is convinced that the special sewing machines of Dürkopp Adler will dominate the market in the segment “shoe production” for a long time to come.



Guarantor of success: The machine classes 4180i and 4280i (picture) have held their ground on the market.

Unique in 40 years' experience in the sewing technology

The manufacturer of special applications KMF International is enthusiastic about the M-Type



Used with great success: the M-Type 867 long arm version in a KMF automate for the manufacture of car seat covers

Great compliments from Böbingen. Werner Hammel, Sales Manager of KMF International Textilmaschinen AG, Böbingen/Rems, spoke in high terms of the Dürkopp Adler

M-Type machine 867 long arm version used in a KMF automate.

„This happened to me very rarely in 40 years of professional

experience in the sewing technology“, Hammel states towards Dürkopp Adler. „The machine has perfectly functioned in the KMF automate type 3123-3 from

the very first seam“, he continues.

„We are glad about the compliments by KMF“, says Frank Hesselich, Product Manager Upholstery and Automotive of Dürkopp Adler. „The fact that even a manufacturer of special applications in the field of sewing technology with a very high demand on quality is convinced by our products shows that we are absolutely right with our strategy to focus on customer orientation and perfection.“

The KMF International Textilmaschinen AG located in Böbingen/Rems is one of the most renowned manufacturer of special applications all over the world. KMF sewing systems, attachments and special machines are used in the most different fields of application like the production of car seat covers, curtains, small parts and outerwear. Customized solutions are the strength of KMF International AG. With excellent know-how and a high innovation potential the company masters the challenges of the market successfully.

With the M-Type series Dürkopp Adler has turned a vision into reality: a platform for sewing machines creating a new dimension of functionality and flexibility for all kinds of medium-heavy duty applications. As the first representative of the M-Type series the lockstitch flat bed machine class 867 has set new standards. Its modern design allows an enlarged underarm clearance as well as a better view on the sewing area. The efficient sewing parameters combined with a great variety of optional equipment make the 867 an ideal operating means for the universal use.

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