

Research and development in the focus

Dürkopp Adler has been counting on innovation for 150 years

The manufacturer of sewing technology Dürkopp Adler AG operating on a global scale counts on networked research and development. More than 50 employees in Bielefeld and Boskovice (Czech Republic) are working on the new and further development of sewing technology. Owing to the importance of the key factor “research and development” Dürkopp Adler has been the technological leader in the field of industrial sewing for many years.

Pathbreaking innovations have accompanied the enterprise from the very beginning. Already in 1861 Dürkopp developed its first sewing machine. Since then the enterprise can claim for itself numerous patents and new developments, among them the first heavy-duty free arm machine in the year 1950, the first CNC large-field sewing unit with moving sewing head in 1984 or the M-Type setting standards in the segment “Industrial” since 2005.

“Arising from our tradition our way of thinking is future-oriented”, says Markus Bachmann, head of product management of the specialist for sewing technology in Bielefeld. “As the leader in the



Model of success as a result of customer-oriented development: The M-TYPE

field of sewing technology we are at the forefront”, adds Markus Richter, the new head of development of Dürkopp Adler. “This is, of course, an obligation for us because we want to maintain this position. Due to the indispensable factors “research and development” we managed to launch innovative products in the past. We want to realize this also in future. Therefore development is the key for the long-term success of our company”, Richter continues.

In this respect the market requirements are in the focus of deve-

lopments. Markus Richter: „We want to develop machines which optimally meet the demands of our customers.“ Before the development of new products is started, the marketing, sales and development department gather detailed information on the customers’ requirements in close cooperation. “In this connection the exchange of views with our worldwide distributors plays an important role, too”, knows Markus Bachmann.

“Research and development” is realized in teamwork of the three

Dürkopp Adler core areas control technology/software, industrial and apparel. Moreover, the individual sectors are networked to a great extent. The development of the M-Type platform is a prime example for the efficiency and the engineering skills of Dürkopp Adler. With its revolutionary platform concept the specialist for sewing technology in Bielefeld has proved once again in its 150-year history that a product which is very successful on the market is based on a comprehensive and customer-oriented development.

Milestones of innovation



1967

Class 744:
Sewing unit for
straight or
curved long seams



1969

Class 801:
Sewing unit for
automatic
pocket setting

Top class automotive sewing technology

Dürkopp Adler offers high-quality special sewing machines for the automotive sector

Since its foundation in 1860, Dürkopp Adler AG has developed to become one of the world's technology leaders in the field of industrial sewing equipment. One of the core areas of our expertise are special sewing machines for the automotive sector, specifically for the car seat covers, interior trims and airbags.

Today, the name Dürkopp Adler is synonymous with high-quality products and innovative solutions, developed in close cooperation with customers and users and manufactured to offer durable quality.

Class 550-867 – for safe and documented sewing of airbag tearing seams

The continuously improved protection of car passengers realized by the introduction of airbags makes increased demands on the seams of the automotive interior.

In case of an accident the airbags integrated in seat covers, door panels or car fittings have to break through in an exactly defined seam section. This safety-relevant seam must be strong enough to resist the stress under normal conditions and at the same time it must guarantee the unrestricted, accurate exit of the airbag.



Dürkopp Adler has developed the new engineered sewing station 550-867 to realize these airbag tearing seams in a professional way.

The overall concept is oriented on process reliability as well as on the monitoring and documentation of the given sewing parameters and sewing processes.

Class 911-210 – CNC-controlled pattern stitcher with M-TYPE sewing technology

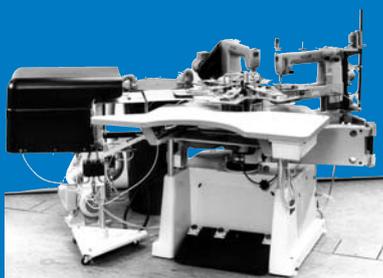
The wide spectrum of applications in the field of reproducible sa-

Class 550-867 – for safe and documented sewing of airbag tearing seams



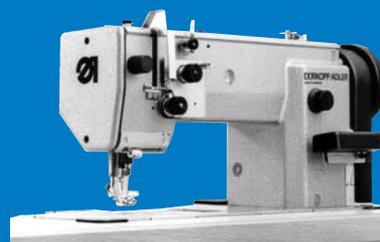
Class 550-867 – Identification of Endlabel-Barcode with all relevant information of the complete sewing process

Milestones of innovation



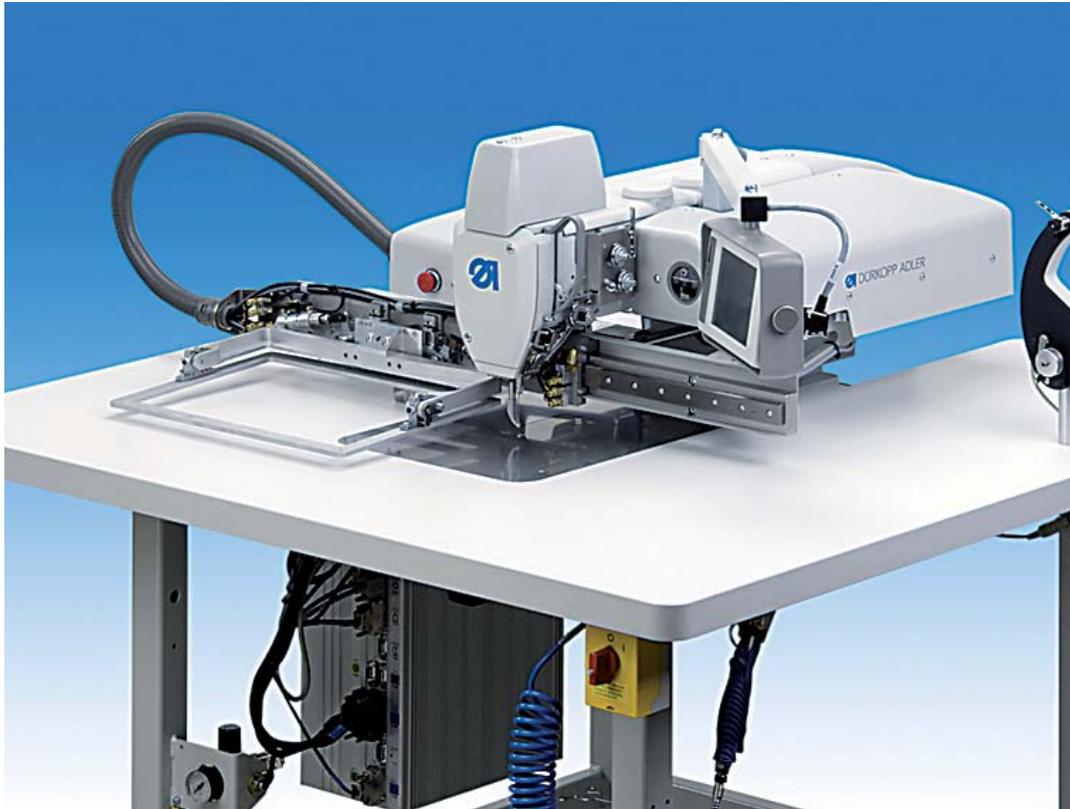
1971

Class 971:
Sewing unit for the manufacture of cuffs



1975

Class 467:
Medium-heavy duty high-speed sewing machine with aut. lubrication and a 40% higher speed



Class 911-210 – CNC-controlled pattern stitcher with M-TYPE sewing technology

fety seams and functional seams (e. g. airbags) as well as decorative stitching in technical textiles, car interior decoration and leather goods makes special demands on the operating means.

The pattern stitcher 911 with its new and innovative design and the flexible material clamp technology is predestinated for these tasks.

The approved M-TYPE sewing technology and the intuitive user software guarantee an ex-

cellent sewing result, maximum functionality and high productivity.

Class 195 – fast and flexible with double-chain stitch

Excellent feeding features, a safe and constantly tight stitch formation – this is guaranteed by the matured technique of the double-chain stitch machines of the 195 series. Thus, these machines meet the requirements for using chain stitch technolo-

gy for medium-weight applications.

Preparatory operations when manufacturing automotive interior, home upholstery and technical textiles as well as double needle joining seams in driver and passenger airbags belong to the sewing processes which can be executed on these machines with particular efficiency.

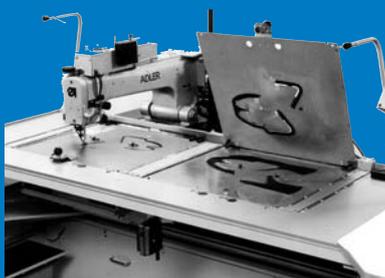
The optimized sewing kinematics, the differentiable bottom and top feed with alternating sewing feet as well as the versions as single needle, twin needle or edge trimming machine guarantee maximum flexibility.

Apart from the high ease of use and service the machines especially characterized by their superb performance parameters and their flexibility.



Class 195 – fast and flexible with double-chain stitch

Milestones of innovation



1984

Class 976:
CNC large-field sewing unit with moving sewing head



1990

Class 805:
Programmable pocket setter

„Development work is decisive for Dürkopp Adler“

Interview with Markus Richter, head of development of Dürkopp Adler AG



Mr. Richter, since March 1st, 2011, you are the new head of development of Dürkopp Adler AG. What is your professional background?

Richter: I have been working for Dürkopp Adler since September 1st, 1998. First of all, I finished my studies combined with a training. From 2001 to 2005 I participated in the development of the M-Type as a project engineer and then I completed postgraduate studies of “Engineering Management” in New Zealand. In 2007 I returned to Dürkopp Adler as project manager in the development department. After two years I changed to the sales department in the segment “Key Account Automotive” and since March 1st, 2011, I am the development manager of Dürkopp Adler AG.

It is a great challenge to be the head of development in an enterprise with a tradition of more than 150 years, especially with regard to technical innovation. What does this mean to you personally?

Richter: To me personally it

means to assume responsibility. And it means to be able to take part in shaping the future of the company. So we are in a position to continue our tradition by delivering innovative products which offer an excellent customer benefit and strengthen the brand Dürkopp Adler.

Dürkopp Adler disposes of a strong development department. Why does the company focus on this sector?

Richter: As the leader in the field of sewing technology we are at the forefront. This is, of course, an obligation for us because we want to maintain this position. Due to the indispensable factors “research and development” we managed to launch innovative products in the past. We want to realize this also in future. Therefore development is the key for the long-term success of our company.

Dürkopp Adler offers a comprehensive portfolio for the most different applications in the sewing technology. How do you coordinate the tasks? Are there various teams working on the applications?

Milestones of innovation



1999

Class 1365:
Twin-head overlock unit for serging of front and hind trousers parts



2000

Class 4180:
High-speed post bed sewing machine with manual backtacking and driven roller foot

Richter: The development department consists of three core areas: Control technology/software, the segment "Industrial" and last not least the sector "Apparel". In these three fields we develop new applications in teamwork. Moreover, the individual sectors are networked to a great extent as all our machines do not only include the hardware of mechanical engineering, but also control and software systems.

Where does development take place?

Richter: We have development teams at the headquarters in Bielefeld as well as in the Czech city of Boskovice. Here development work is realized mainly in the segment "Industrial".

How many employees are working on research and development?

Richter: 36 employees in Bielefeld and another 15 in Boskovice.

You helped to develop the M-Type. Did all persons involved know from the very beginning that this would be the big hit?

Richter: It was obvious that it would be a successful project. The cooperation with all the other departments of the company has worked very well. When developing a new product not only the

„We want to develop machines which optimally meet the demands of our customers”

development department has to do a good job. Market research as well as the analysis of the customers' requirements are of utmost importance already in the preliminary stage. All this has worked perfectly. Thus, our department was able to make use of the market data and develop exactly the product needed by the customers.

Is this close cooperation of the most different departments a prime example for future new developments?

Richter: Exactly this is our aim. We want to develop machines which optimally meet the demands of our customers. As already stated, a very close cooperation of development, marketing and sales department is necessary. The experience gained during the development of the M-Type can be incorporated into the new projects.

What direction will the development of industrial sewing take?

Richter: Dürkopp Adler is clearly heading for technology. We

notice that machines with a share of automation are in demand. The decisive factor is to meet the customers' requirements consisting of four key features: productivity, quality as well as durability and investment security. These attributes have to be considered when developing our machines. Then we are moving in the right direction.

Now there are also basic machines needing less technology. Does a technological leader like Dürkopp Adler consider it easy or rather difficult to develop such basic machines?

Richter: We feel at home also with regard to basic machines as a certain degree of automation is demanded also in this field.

The trade fair Texprocess is approaching for the first time. What do you – as development manager – expect from this event?

Richter: I personally expect to come into an even closer contact with the customers and distributors in order to get more infor-

mation about the demands they place on our machines. For us as developers it is important to be at the pulse of time, to get feedback concerning existing products and to recognize future trends as early as possible. The Texprocess will surely be the right place to enter into conversation.

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Milestones of innovation

2005

Class 580-321:
CNC automatic eyelet
buttonholer with
Multiflex cutting
system



2005

M-TYPE:
Medium-heavy duty
platform

