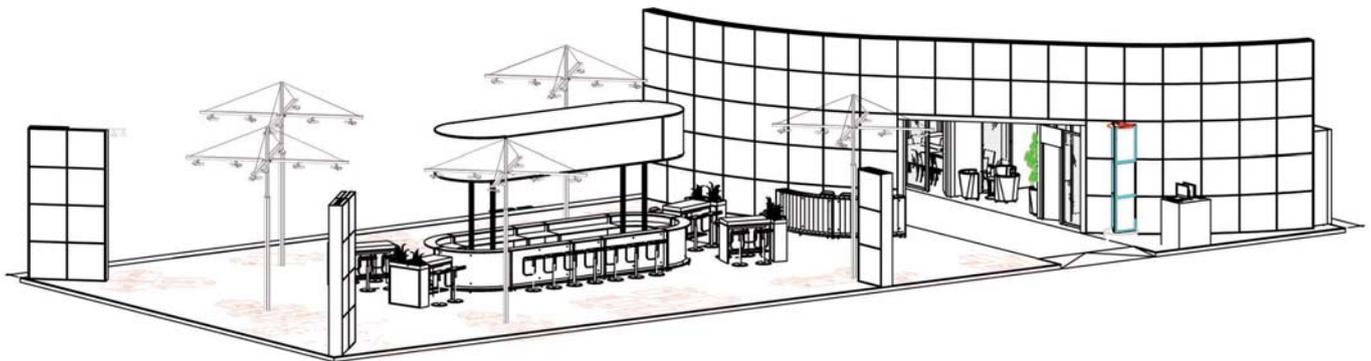


The countdown for the Texprocess is on

Trade fair preparations of Dürkopp Adler enter into final phase



Dürkopp Adler will be present with a booth of more than 400 m².

With great optimism Dürkopp Adler is looking forward to the start of the Texprocess. On the occasion of the premiere of the new leading international trade fair for the processing of textile and flexible materials taking place in Frankfurt from May 24th to 27th, 2011, the specialist for sewing technology located in Bielefeld will be present with a booth of more than 400 m². The new leading trade fair is held parallel to the established Techtexsil.

The general interest in the new trade fair is great. All renowned manufacturers of sewing technology have meanwhile decided to participate. The professional preparation of the fair in Frankfurt combined with the commitment of the manufacturers shows results.

Also Dürkopp Adler will profit from the increased interest in the Texprocess throughout the world.

Among others a group of 40 visitors from China will come to the Dürkopp Adler booth B90 in hall 5.1 following the invitation of the distributor "Far East Honest". "This proves that the personal contact to the end customer will pave the way for the success of the Texprocess", says Friedbert Schulz, Head of Marketing of Dürkopp Adler AG. "Initially many customers were not aware of the chances offered by the combination with the Techtexsil. This has changed rapidly now", Schulz continues. Enquiries concerning hotel accommodation, fair passes or the exhibits of Dürkopp Adler are received from numerous countries. "Just from the Asian region we are often asked whether it is worthwhile to visit the Texprocess", knows Friedbert Schulz and answers the question with the new trade fair slogan of the enterprise: "Visiting friends is always worthwhile".

With the new trade fair location Frankfurt Dürkopp Adler has also made its decision in favour of a new fair concept. This time the company will not only focus on technology, but also the meeting of friends and partners who stood together during the past difficult three years will play a central role. For this reason alone Dürkopp Adler has chosen the slogan "Meet Your Friends".

The new approach is also reflected by the design of the booth. Two thirds of the exhibition area are reserved for the machines and one third for personal encounters and exchange of experience. This signifies a big change in comparison to former trade fair presentations where primarily the exhibits were in the focus of interest.

Dürkopp Adler will show state-of-the-art sewing technology

It goes without saying that Dürkopp Adler will show state-of-the-art sewing technology at the Texprocess. 37 exhibits will be presented, among them eleven machines having their first public appearance in Frankfurt. One of the highlights will be the fastest eyelet buttonholer in the world. Furthermore, the first variant of the new sleeve setter will make



Meet your friends at Dürkopp Adler

Dürkopp Adler applies for the Texprocess Innovation Award

On the occasion of the Texprocess, the trade fair for the processing of textile and further flexible materials, the Frankfurt Fair offers the Texprocess Innovation Award. Also Dürkopp Adler has applied for this award.

With this award the Frankfurt Fair honours innovations developed in the textile and apparel technology which are considered as the driving force of future production processes. A jury of experts assesses the products according to the following criteria: degree of innovation, quality of design, material choice as well as technical, ecological and economical quality.

Detlef Braun, General Manager of the Frankfurt Fair: „With the Texprocess Innovation Award we give the branch an additional platform for its novelties. International leading fairs like the Texprocess are an excellent forum to present innovations to a broad, international public.“ All award-winning products are exhibited on a separate area so that they are accessible to the trade experts. The price-giving takes place during the Texprocess in a formal ceremony.



Detlef Braun,
General Manager of the
Frankfurt Fair



Two thirds of the exhibition area are reserved for the machines and one third for personal encounters and exchange of experience.

its debut in the segment “Apparel”. This machine represents a milestone in the field of sleeve setting. What is new, too: an electronic bartacker and an electronic button attaching machine characterized by low energy consumption without compressed air. New models of high speed sewing machines will also be presented by Dürkopp Adler at the Texprocess. And last not least the brand Beisler will come to the fore again with its special machine range for the production of trousers.

Also the segment “Industrial” has to offer something new, especially on the upholstery and automotive sector. Here the focus is on “programmed sewing” in which field the development engineers of Dürkopp Adler have done a good job. No fewer than three new developments will be shown at the Texprocess

which, of course, are intended to attract also the visitors to the Techtex, the international trade fair for technical textiles and nonwovens, being held at the same time. With various levels of upgradability Dürkopp Adler will demonstrate its special competence in the production of car seats. Another real highlight will be a new heavy-duty ma-

chine with a unique market position.

A further focus of interest on the Dürkopp Adler booth will be the presentation of new intelligent combinations of electrical possibilities and perfect mechanics guaranteeing high quality as well as high performance.

New online shop

Also the new online shop for wear and tear parts sew24.com will celebrate its premiere at the Texprocess (see page 3). With the new fair concept and the wide spectrum of innovations the Bielefeld specialist for sewing technology wants to offer its visitors an optimum presentation. Friedbert Schulz: “We want our visitors to go home with the feeling that it has been worthwhile to visit the Texprocess and, above all, Dürkopp Adler.”



sew24.com offers high quality and perfect logistics

Dürkopp Adler starts new online shop for wear and tear parts of external brands

At the Texprocess being held in Frankfurt from May 24th to 27th, 2011, the new online shop of Dürkopp Adler will be officially opened. Under the internet address www.sew24.com enterprises from the sewing industry have the possibility to buy high-quality wear and tear parts for external brands online from Dürkopp Adler. Genuine Dürkopp Adler spare parts will not be sold in the online shop. They can be ordered via the worldwide network of distributors as before.

“Many conversations with customers revealed that there are continual procurement problems with spare parts for external brands”, says Thomas Brinkhoff, Manager Parts Business / Back Office at Dürkopp Adler AG. „As market leader for medium-heavy and heavy-duty sewing applications we are – on the basis of our production technologies and with the help of our suppliers – in a position to offer also spare parts for external brands. Thus, we can help our customers through supply bottlenecks or to change from cheap copies to compatible high-quality parts“, Brinkhoff continues.

The online shop offers a lot of new features. Every article is described in detail and shown in several illustrations so that it can be easily identified. The shop is bilingual (German and English). Further languages will follow. A safe and simple payment process allows the customer to choose between various payment opti-

The screenshot shows the homepage of [sew24.com](http://www.sew24.com), powered by Dürkopp Adler. The header includes a search bar with the text "Materialnummer oder Bezeichnung suchen." and a "go" button. Below the search bar is a navigation menu with links: Home, Greifer / Spulengehäuse, Spulen, Nähfüsse, Stichplatten, Transporteure, Messer, Kantenanschlänge, and Einfasser. The main banner features a close-up image of a sewing machine foot and needle with the text "Verschleißteile für Industrienähmaschinen". Below the banner is a sub-menu for "Kompatible Teile für:" with options: Juki, Pfaff, Golden Wheel, and Highlead. The main content area is titled "Aktuelle Highlights" and displays three product cards: "GREIFER K" (DJB1830 5630A0) for 120,17 €, "MESSER" (DP91 119202 04/001) for 3,33 €, and "STICHPLATTE" (DP91 046498 04/002) for 34,20 €. Each card includes a shopping cart icon and a link to "Auf den Merktzettel" and "Auf die Vergleichsliste". The right sidebar contains several promotional boxes: "Erster Einkauf bei uns? Wir bedanken uns mit einem Gutschein über 10 EUR!", "SICHER BESTELLT" with logos for CERT and 3S, "SCHNELL & GÜNSTIG DELIVERT" with logos for UPS and DHL, and "UNKOMPLIZIERT BEZAHLT" with logos for American Express, VISA, and MasterCard.

The online shop offers a lot of new features. Every article is described in detail and shown in several illustrations so that it can be easily identified. The shop is bilingual (German and English).

ons. Payment by credit card is accepted, too. The clear design of the user interface enables a quick payment transaction. The user has the possibility to regis-

ter so as to benefit from additional advantages.

The wear and tear parts are from the own production of Dürkopp Adler or are delivered by se-

lected suppliers. The parts are subject to a strict incoming goods inspection and are available from stock. Thus, high quality and fast delivery are guaranteed.

Meet your friends at Dürkopp Adler

„This is a unique project“

Thomas Brinkhoff, Manager Parts Business / Back Office at Dürkopp Adler AG about the new online-shop sew24.com



Why does Dürkopp Adler open an online shop for spare parts from other manufacturers?

With the new online shop sew24.com we pursue two objectives. On the one hand the wear and tear parts for external brands are concerned. We want to cope with the continually occurring procurement problems with regard to spare parts for external brands.

Many medium-heavy duty machines, especially in the production of upholstery, leather goods, shoes and technical textiles, are copies of our models or they are equipped with very similar wear

and tear parts. As market leader for medium-heavy and heavy-duty sewing applications we are – on the basis of our production technologies and with the help of our suppliers – in a position to offer also spare parts for external brands. Thus, we can help our customers through supply bottlenecks.

The second objective of sew24.com is to get into contact with customers using external brands. We want to convince by facts: If even our spare parts have a better price/performance ratio, perhaps we can convince the customers of the benefits of the original quality also with regard to the sewing machine itself. For this reason we give the customers a hint to the comparable Dürkopp Adler product at the end of the ordering procedure.

Which features are offered by the new internet platform?

Under sew24.com you will find a selection of compatible wear and tear parts for medium-heavy and heavy-duty sewing machines of external brands. Every article is described in detail and shown in several illustrations so that it can be easily identified. The shop is bilingual (German and English). Further languages will follow. A safe and simple payment process

allows the customer to choose between various payment options. Payment by credit card is accepted, too. The clear design of the user interface enables a quick payment transaction. The user has the possibility to register so as to benefit from additional advantages. By means of specific questions he can vote anonymously helping us to constantly improve our online offering.

Simple internet navigation is of special importance. How fast can the respective article be found under sew24.com?

We have thought about this very carefully. The easiest way is: enter the number or designation in an intelligent search field at the top right corner and start the search. Those who only know the manufacturer, the machine class or the number of sewing equipment can use the clearly arranged product filter. Put the article in the shopping basket then and go to the checkout. It could not be easier! It takes the user approx. five minutes which is often considerably faster than sending an E-Mail/fax or calling the supplier.

You offer high-quality wear and tear parts which are compatible. Where do these parts come from?

„We want to help our customers through supply bottlenecks“

Meet your friends at Dürkopp Adler

The parts are of our own production or delivered by selected suppliers. The articles are subject to a strict incoming goods inspection on the basis of the same standards as valid for other Dürkopp Adler products. A great many of parts come from our own production plants in Europe. This secures the high quality standard we have set for ourselves.

„We attach great importance to adapting our offer to the requirements of our customers“

Moreover, in case of wrong orders we offer the possibility of returning the goods. Under sew24.com our regu-

lar customers can use the same conditions as when buying genuine spare parts from Dürkopp Adler AG. Registered new customers will be granted individual conditions depending on the purchase quantity. In the protected personal area “My account” everything is transparent and traceable at any time. Of course, our shop is only in the start-up phase. We attach great importance to adapting our offer to the requirements of our customers and we will continue to keep the product portfolio attractive. We firmly expect that the customers will demand our full commitment thus helping us to make things better. This is exactly the advantage of an eShop: New products can be quickly added to the offer.

can be ordered via our approved worldwide network of distributors. Here the customer will find the complete offer as well as competent persons to contact with regard to the identification of spare parts or for technical questions. To emphasize it once again: With the shop sew24.com we want to appeal to a new target group. Customers who want to use the performance and quality of Dürkopp Adler also for their sewing machines of other brands.



What are the advantages of a purchase from sew24.com?

Purchasing from us is fast, safe, easy and inexpensive. This really hits the nail on the head. Our approved logistics makes it possible to deliver within shortest time, sometimes even overnight. Owing to framework agreements with courier services we can offer favourable freight rates or deliver even free of carriage charges depending on the order value. Furthermore, we guarantee that the parts offered comply with high demands on quality. Mo-

lar customers can use the same conditions as when buying genuine spare parts from Dürkopp Adler AG. Registered new customers will be granted individual conditions depending on the purchase quantity.

Will you present sew24.com at the Texprocess?

Yes, finally! After a long testing phase the whole sew24.com team is eager to officially present the shop to a broad public with the “Go Live”. From the very beginning the Texprocess had been defined as the right event to start such a unique project in the sewing industry. Some terminals will be available giving the visitors the opportunity to test the shop on the spot. They can create their own account and, of course, directly order one or the other article. As a special incentive the first order will be remunerated with a voucher worth 10 EUR.

How fast can the spare parts be delivered?

We have made it our task to ensure that all wear and tear parts offered are available in stock. That means that normally we will be able to deliver immediately. Moreover, the availability of an article is indicated by a light before ordering already. Transparency is a priority with us. The courier services collect the orders daily. In our estimation you cannot dispatch goods any faster.

Can genuine Dürkopp Adler parts be ordered via sew24.com, too?

More than 38,000 genuine spare parts for Dürkopp Adler machines

Imprint

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