

Texprocess Frankfurt Review by MADEIRA



Sebastian Schade, Head of Sales & Marketing of Madeira Garnfabrik, replied to the following questions from The Nippon Sewing Machine News regarding the company's review of Texprocess 2022.

1. Your impression about this year's show compared with previous shows

The show was frequented a bit less than usual. We estimate 30% less exhibitors and visitors. However, many of our customers attended and the overall frequency at the booth was fine.

2. Highlights of your exhibits. What was visitors' response to your products?

Beside its one-stop-shop portfolio for embroidery supplies, Madeira focused on sustainable threads supporting a more environmentally friendly textile value chain. The response of customers was very positive and many have been amazed by the high machining performance of the sustainable threads - equal to standard threads - which were used on the Tajima and ZSK booth on multi-head embroidery machines.



3. Other than Germany, from what countries did you receive more visitors?

Most visitors came from Europe. At our booth especially Scandinavian, Baltic, South-East and central European visitors attended. It was a pleasure receiving our Ukrainian distributor and supporting him.

4. What needs/demands did you feel among your dealers and users? Did you feel any challenging points you should work on through communication with them?

Logistics and inflation remain a major concern for the textile industry. Price increases of raw materials hit the sector in a high demand phase and make it easier to deal with but at mid-term the market needs to find a new equilibrium with reasonable pricing. The current situation is seen as a thread for global trade as dependencies are not a got driver for prosperous exchange.

5. What do you think are the competitive points of your company/products?

Madeira's main argument remains the specialization on embroidery threads and the largest embroidery supplies portfolio in the industry. With that and our new development focus on sustainable products, we are convinced that our unique value proposition as supportive premium product partner of the global textile and embellishment industry remains our major asset.

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