Picanol NEWS MAY 2013

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Special ITM Texpo Eurasia 2013
Turkey is one of the world’s key textile markets. The country earns about 5.7% of its total foreign exchange through textile export and the textile industry realizes nearly 30% of the country’s total industrial output. The Turkish textile industry is also the country’s largest industry in terms of employment – it currently employs more than 2 million people. It is obvious that the Turkish textile industry is of crucial importance to Picanol and that Picanol will be prominently present at the ITM show in Istanbul.

Picanol has been serving the Turkish textile industry for more than 50 years. In 1998, Picanol set up a Turkish subsidiary, in order to more actively support its local activities. Today Picanol is the leading provider of weaving machines in Turkey. At the ITM show, Picanol will present two of its most advanced rapier weaving machines.

Winners are the ones who get the most out of every single opportunity, who grasp every single chance. The ones who dare to reach out and seize the moment. Those who go for growth and act fast, with a long-term future in mind. So, are you a winner? Have you got the plans, the objectives, the talent and the stamina to make you a winner? Good. Because in that case, Picanol will be there for you. Meet us at ITM!
Picanol weaving machines on display at ITM Texpo Eurasia 2013

OptiMax 4-R 190 – denim

<table>
<thead>
<tr>
<th>Warp</th>
<th>Weft</th>
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</thead>
<tbody>
<tr>
<td>yarn count</td>
<td>Ne 8.6</td>
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<tr>
<td>material</td>
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</tr>
<tr>
<td>density</td>
<td>24.8 ends/cm</td>
</tr>
<tr>
<td>yarn count</td>
<td>Ne 12/1 (corespun)</td>
</tr>
<tr>
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<tr>
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<td>19 picks/cm</td>
</tr>
<tr>
<td>Drawing-in</td>
<td>184 cm</td>
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</tbody>
</table>

The machine is executed with a split frame – ready for the Picanol Quick Style Change system. The quick harness connections, the roll-away filling creel, the hand-operated quick snap locks for warp beam and cloth rolls, and a microprocessor for modifying crossing time settings for selvedges and shed are all standard on the Picanol OptiMax looms and keep machine downtimes ultra-short.

A 10oz denim style with corespun filling yarn is woven on this advanced rapier weaving machine with Guided Gripper system (GC), which is the standard solution for spun yarns. The rapier tape of the light-weight GC system is perfectly guided by one-piece hooks. This weaving machine runs at industrial speeds that were never reached before.

The Electronic Disc Cutter (EDC) cuts the filling yarn always at the right moment, while clamping the filling.

OptiMax 8-R 340 – fancy voile

<table>
<thead>
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</tr>
</thead>
<tbody>
<tr>
<td>yarn count</td>
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</tr>
<tr>
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</tr>
<tr>
<td>density</td>
<td>37 ends/cm</td>
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<tr>
<td>yarn count</td>
<td>dtex 78 up to Nm 4</td>
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<tr>
<td>material</td>
<td>PES, PES/CO, chenille</td>
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<tr>
<td>density</td>
<td>varies</td>
</tr>
<tr>
<td>Drawing-in</td>
<td>314 cm</td>
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</tbody>
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The Electronic Filling Tensioner (EFT) is a completely new active brake. By using long lamellas, the braking force is distributed over a long filling length. The combination of the long braking plates and the damping properties of the spring system allows to decrease the static tension to an absolute minimum.

The Free Flight system (FF) is specially designed for weaving delicate fabrics, providing maximum filling versatility and warp friendliness. The system is covered by raceboard for gentle treatment of the filament warp yarns.

The Electronic Selvedge System (ELSY) full leno selvedge motions are electrically driven by individual stepper motors. The selvedge crossing and pattern are programmed on the microprocessor independently of the shed crossing, even while the machine is in operation, so the result of a resetting can be checked immediately.

With the SmartEye, Picanol launches a filling detector with extra functionalities. The SmartEye filling detector allows individual sensitivity setting per eyelet and verification of a correct channel insertion.
As the bi-annual Techtextil in Frankfurt brings together the whole industry of technical textiles, Picanol is looking forward to meeting its customers, prospects and fellow suppliers during this major event.

Together with SYMATEX, the Belgian Association of textile machinery manufacturers, a large info booth will be organized, called the Belgian Lounge. Looking at exposure, it makes sense to march together under the Belgian colors.

With the introduction of positive guided grippers and the OMNIplus Summum at the ITMA Barcelona show, Picanol has achieved major breakthroughs in segments such as carpet backing, wide coating fabrics and conveyor belts, amongst others. Picanol has also made further advances in already established segments thanks to innovations such as its ECOFILL wasteless system, the EFT programmable weft brakes and the new DWC backrest for industrial yarns.

As it is not allowed to show running machines during this event, Picanol will prepare cut-away demo displays so the visitors can get an idea of the technology Picanol is offering for this market segment. Exemplary finished products, woven on Picanol machines, will also be on show.

Sales managers and representatives responsible for technical textiles at Picanol will be manning the booth in order to welcome Picanol customers, prospects and fellow suppliers.
Picanol at INDIA ITME 2012

It goes without doubt that the INDIA ITME 2012 fair in Mumbai was the major event for the Indian textile industry last year. A total of 820 exhibitors from 51 countries took part in the 6-day fair. It attracted more than 100,000 visitors, including mill owners and senior executives from a number of leading mills, and senior government officials.

Picanol took the opportunity to underline its prominent position in India by presenting four high-tech weaving machines at INDIA ITME. Besides the recently introduced OMNIplus Summum airjet, also state-of-the-art rapier weaving machines like GTXplus and OptiMax were on display in the Picanol booth. In addition, one Picanol TERRYplus 800 terry weaving machine with jacquard was on display on the Stäubli booth, and a Picanol OptiMax jacquard weaving machine on display on the Bonas/Van De Wiele booth.

India is not only one of the key textile markets in the world, it is also a market of crucial strategic importance to Picanol. The textile industry in India plays a major role in the economy of the country. It contributes nearly 14% of the country’s total industrial output. The Indian textile industry is also the largest in the country in terms of employment, as it currently employs more than 35 million people.

Testimonials

We have recently asked several of our Indian customers to explain their choice for Picanol. They all pointed to different features and aspects of the Picanol weaving machines: energy friendliness, time saving capacity, flexibility...
And yet these Picanol customers all have one main thing in common: they are winners who are determined to maintain their leading position. We present some of the most striking testimonials on the following pages.
“We chose Picanol OptiMax rapier machines for their Free Flight technology, which offers many advantages.”

“We have installed 74 OptiMax rapier machines in different widths with doby and jacquard doing a fantastic job.”

“GM Fabrics, established in 1972, is one of the largest vertically integrated mills in India today, producing decorative jacquard fabrics for drapery, upholstery, wide width sheers, embroidery and made-ups. The key to success is that all the manufacturing processes are installed under one roof to ensure timely and reliable delivery. We have a complete vertical operation, which includes the preparation of novelty yarns, chenille yarns, yarn dyeing, weaving, finishing, embroidery and made-ups. The manufacturing plants are located at Tarapur, about 100 km from Mumbai and at Sarigam, near Vapi, producing high-quality furnishing and fancy curtain fabrics. We chose Picanol OptiMax Rapier machines as they offer Free Flight technology, which offers many advantages. We run mono filament yarns of count 20 D and various fine yarns up to a count range of 50 D for the production of fancy curtain fabrics. Currently our company produces around 1 million meters of fabric per month, with an annual turnover exceeding EUR 40 million per annum, of which 60% is exported to more than 25 countries, all over the world.”
Alok Industries Limited (Alok) is India’s largest diversified and vertically integrated manufacturer of world-class home textiles, apparel fabrics, garments and polyester yarn. Established in 1986, Alok had a turnover in 2011-2012 of EUR 1,310 million and employs over 30,000 people.

Alok’s domestic presence is boosted by a chain of stores named H&A which offer garments and home textiles at attractive prices. Alok’s overseas presence includes value-for-money retailer Grabal Alok (UK) Limited and one of Europe’s largest integrated textile companies, Mileta, in the Czech Republic. Alok’s more than 1,200 Picanol weaving machines produce over 20 different types of fabrics, in widths up to 300 cm.

Alok’s vision is to be the world’s best integrated textile solutions enterprise, with a leadership position across products and markets, exceeding customer and stakeholder expectations. Picanol is proud to be associated with Alok as a partner in its growth.

“With an installed base of more than 1,200 Picanol weaving machines, Alok focuses on world-class infrastructure, best-in-class technology, uncompromising quality and dynamic product innovation.”

“By demonstrating environmental leadership, the company is emerging as a model in the region for waste management.”
“With a market share of over 60% in India, we are now the largest integrated manufacturer of worsted fabric in the world.”

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Mr. H.K. Chatterjee, Vice President – Raymond Limited

“With a market share of over 60% in India, we are now the largest integrated manufacturer of worsted fabric in the world.”

“The Chairman’s Collection of suiting, a 220s pure wool and fine cashmere blend, is a fabric so exclusive that only a few mills in the world manufacture it. We are currently weaving our high-end qualities on 80 Gamma, 192 GamMax and 68 OptiMax rapier and 24 OMNIplus airjet machines.”

Raymond Group is vertically & horizontally integrated to provide total textile solutions for customers. Few customers globally have such a diverse product range of nearly 20,000 varieties of worsted suiting. Raymond manufactures the finest fabrics for the entire world, from wool to wool blended worsted suiting s to specialty ring denims as well as high-value shirting. Raymond has also forayed into garmenting through highly successful apparel brands and has an expansive retail presence established through its exclusive chain of “The Raymond Shop” and stand-alone brand stores.

Raymond is weaving its high-end qualities on 80 Gamma, 192 GamMax and 68 OptiMax and 24 OMNIplus airjet machines.
We integrate the best European technical expertise with quality Indian manufacturing, creating a most attractive proposition for our buyers.

SKNL is a EUR 1 billion vertically and laterally integrated fashion, apparel and retail conglomerate with a global presence. It is one of the world’s fastest growing fashion and retail powerhouses with a large global footprint and a wide distribution network of more than 30,000 agents and dealers.

Baruche Superfine Cottons, a division of SKNL, is a modern, design-led manufacturer of superfine cotton fabrics. Young, responsive and dynamic, Baruche aims to be the fabric partner of choice for top brands around the world. With specific emphasis placed upon design and development, Baruche’s design resources include a design team based in Venice and another in Mumbai. It is noticed at major global industry events due to its high fashion designs and innovative displays.

Apart from providing design inputs to customers, Baruche also innovates to improve products and the production process. Since its launch, Baruche has been benchmarked on a par with the best in the world and its new, ultra-modern yarn dyeing, weaving and finishing facility matches the highest standards today. Set up in Jhagadia, Gujarat, India, the plant relies on 130 Picanol machines equipped with QSC to produce 12.5 million meters per annum.

“Our plant relies on 130 Picanol machines equipped with QSC to produce 12.5 million meters per annum.”

Mr. Haresh Israni, COO – S. Kumar Nationwide Limited (SKNL)
Picanol of America inaugurates new headquarters in Greenville

On 21 March Picanol of America opened its new headquarters at 65 Kitty Hawk Road in Greenville. The official inauguration ceremony of the new U.S. headquarters took place in the presence of more than 150 customers. As 2013 sees Picanol celebrating more than 50 years of Picanol in America, the opening of the new headquarters in Greenville represents yet another milestone in its long history in the United States. Picanol of America is focusing on sales of Picanol weaving machines and original Picanol spare parts and accessories, as well as machine repair and training services.

The first appearances of Picanol weaving looms in the United States date back to the late 1950s. As far back as 1959, Picanol entered into an agreement with an agency to represent Picanol in the United States and Canada in view of the potential and expected growth of the American market. However, based on a strong belief in developing customer partnerships over the long term and to provide a more proactive and high level of service to local customers, Picanol set up its own organization – Picanol of America – on 1 February 1966. Since then, the United States has always proven to be a market of great strategic importance as Picanol has installed tens of thousands of weaving machines at American weaving mills.

“In recent decades, both thanks to and in tandem with our American customers, we have constantly pushed our limits with regard to the performance and versatility of our weaving machines. And it was also due to the confidence and belief of our American customers that Picanol has been able to grow into the world leader that we are today. With our new headquarters in Greenville, we will make sure that we continue to deliver the very best weaving machines and the highest levels of service to our valued U.S. customers,” said Luc Tack, Managing Director of the Picanol Group, at the inauguration.

“We are excited to expand our operations and move to our new facility. The opening of our new headquarters represents another milestone in our long history in the U.S. It is further proof that Picanol of America now more than ever is committed to providing outstanding customer service, the exceptional levels of quality that Picanol is renowned for, and high added value to meet the needs of our U.S. customers,” said Cyril Guérin, President Picanol of America.

The best way to judge how you perform is to simply ask your own customers. Recently, we asked Mr. Doyle Kidd, Vice President purchasing at Greenwood Mills, what was his opinion about Picanol’s performance. His answer is quite clear: “...In today’s changing markets, we are required to run a wide variety of styles, many of which we have never attempted to run. It would be extremely difficult, if not impossible, if we could not call on the expertise and quick response from the service technicians at Picanol of America. In my opinion, the service technicians at Picanol of America contribute the most in placing the Picanol weaving machines out front of the other weaving machines on the market.”

Following the sale of Steel Heddle in September 2011, Picanol had to look for a new site for its gravity point in Greenville. In June 2012, Picanol of America acquired 18,500 sq. ft. of space at the South Carolina Technology & Aviation Center (SC-TAC) to accommodate a spare part warehouse, a mechanical workshop, a training room, a show room, an electronic laboratory and an administration department.

Picanol of America is a 100% subsidiary of the Picanol Group. It currently employs 19 people.
IGATEX 2012 exhibition and SYMATEX roadshow

2012 was a very active year for Picanol in Pakistan. Sales of both the OptiMax rapier and the new OMNiplus Summum airjet machines were strong.

Picanol strengthened its commitment to the Pakistani market last year by participating in the roadshow organized by the Belgian Textile Machinery Association (SYMATEX) and by participating in the IGATEX Textile machinery exhibition in Lahore. The SYMATEX roadshow took place from 8 to 12 October and covered the cities of Karachi, Multan and Lahore. It showcased Belgian textile machinery technology from seven companies, with a seminar and B2B meeting sessions. In the seminar Picanol’s weaving machines sales manager Tanim Chowdhury provided an overview of some of the latest technical innovations on Picanol weaving machines. Picanol’s spare parts sales manager Robert Brown and representatives from our local agent, MOONACO, gave additional information on Picanol’s sales and services in Pakistan.

The IGATEX exhibition in Lahore took place from 11 to 14 October and Picanol was glad to welcome many of its customers and prospects in its dedicated information booth. During the exhibition, Picanol was invited to give a speech at the TEXTALKS Magazine Annual Dinner. Mr. Tanim Chowdhury gave a speech on the particular considerations and requirements when selling textile machines to Pakistani textile companies. Although Pakistan faces many severe problems which hamper the textile industry, entrepreneurs see a clear need to keep their operations competitive by using the latest technologies.

Picanol enjoyed good sales in Pakistan over the last years. Considering the current enquiries and order in-take the company is quite optimistic about the Pakistani market.
Picanol places great emphasis on the technical and service skills of its field engineers. In September and again in October 2012 it organized two technical seminars for local service teams all over the world. The seminars were held at the company’s headquarters in Ieper, Belgium, and each lasted a full week. Since there were two seminars it was possible for local service staffs to send some of their field engineers at a time, while maintaining the required level of service for customers.

Around 25 field engineers came to Ieper from as far afield as the US, Mexico, Brazil, Venezuela, Portugal, Spain, Italy, Turkey, Egypt, Thailand, Vietnam, Korea, Indonesia, India and Pakistan. An incredible mix of languages and cultures! But everyone got on very well together, using English as the shared medium of communication. In December 2012 Picanol organized the seminar for its Ieper-based service team and in January 2013 the seminar was organized in Suzhou for its China based staff.

The topics discussed on these four seminars covered technical matters as well as service aspects. On the technical side, people were taught how to handle new features and options on our machines. Of course, refresher courses were also given so that the engineers could keep their knowledge up to date.

On rapier machines attention focused on the Guided Positive Gripper and the new wide machines (up to 540 cm), which open up new prospects in technical segments such as coating fabrics, primary and secondary carpet backing and geogrids. The airjet and electronics people were given training in the details of Picanol’s BlueBox system, the advanced new electronics platform for Picanol weaving machines. On the service side, a lot of attention was given to our processes and procedures and the use of our IT platforms. Maintaining the technical and service skills of our people at a high level will ensure that the quality of the services offered to our customers remains at the same high standard.
A lot of time was also devoted to the field engineers themselves: during testimonial sessions they discussed technical topics with their peers. This might be a particular issue they had encountered on one of their many customer visits. But it could also be a success story concerning a recent installation. In any case, by telling their story the technicians were encouraged to interact and to share their knowledge and experiences in their job of delivering highly specialized, high-level services.

Although our field engineers often work alone in our customers’ mills, they need a good network (a “virtual team”) to share experiences. During breaks and lunches the field engineers were able to renew old contacts and to form new ones. Once again, the technical seminars were a great success.
Picanol at **Indo-Intertex**

The Indo-Intertex textiles & textile machinery exhibition was held in Jakarta, Indonesia, from 18 to 21 April 2013. Picanol participated in a significant way with two weaving machines on display, the new OMNIplus Summum airjet machine and the OptiMax rapier. This was the first time that Picanol displayed its high-end airjet and rapier machines at an exhibition in Indonesia. The OMNIplus Summum 190 cm was shown running a bottomweight article at 1,200 rpm, while the OptiMax rapier 190 cm was shown running a yarn dyed shirting dobby article at 725 rpm.

The Picanol booth was the highlight of the show, considering Picanol was the only high-end weaving machine supplier to be present with its own machines. Picanol operates a local subsidiary in Indonesia, PT Picanol Indonesia, which sells new Picanol weaving machines directly and provides after-sales support for Picanol customers. According to its General Manager, Mr. Tanim Chowdhury, “Picanol’s presence at the exhibition not only allowed us to showcase the latest weaving technology and high performance of Picanol weaving machines, but also is testament to our commitment to the Indonesian textile industry and our unwavering support for our customers in Indonesia.”

The Picanol Indonesia team

Picanol at **Tecnotextil**

Picanol was present at the recent Tecnotextil 2013 that took place in Sao Paulo, Brazil, from 15 to 18 April. 18,600 visitors attended the show and some of the most important textile plants owners and managers visited the Picanol booth. We welcomed visitors not only from Brazil, but also from Argentina and Ecuador. On 16 April, Picanol organized a special seminar about terry towel weaving to more than 25 executives of various plant from the Brusque city (Santa Catarina). On attendance on the Picanol Booth were the sales and technical team of Picanol do Brasil as well as managers from Picanol NV.
Picanol obtains **AEO certification**

As of December 2012 Picanol is certified as an Authorized Economic Operator (AEO), the European standard for companies that meet certain norms for customs inspections and financial ratios. The Customs department grants AEO status so as to distinguish between trusted consignments on the one hand and unfamiliar consignments on the other. This makes it possible to concentrate inspections on the latter category, which speeds up the entire flow of goods.

“Thanks to AEO status we obtain preferential treatment from Customs, with fewer physical inspections and document checks. Where there are inspections we get priority, and enjoy secure storage of our goods,” explains Carl Delaere (Operations Manager Picanol). Picanol is the first weaving machine manufacturer in Europe to obtain this status. The internationally recognized AEO certification offers competitive advantages for Picanol, including greater efficiency thanks to shorter transit times, better planning and greater transparency with traceability throughout the logistics chain.

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Picanol has always had, since its existence, one main objective: to help make you “fit to win”. We want to give you all the necessary tools to be successful in your market and win: machines, services, the know-how and dedication of our team and our people.

We’ve all had tough years to struggle through. At Picanol we know the only cure to fight this is to work even harder. Our motivation and determination have brought us to where we stand today. By now our knowledge and expertise is wider and sharper than ever. And it’s to you to take the advantage.

Let’s say we’ve gathered more than enough fuel to be in pole position. Want to keep ahead of the competition? Buckle up!