



PRESS RELEASE

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### **PICANOL AT IGATEX 2014**

From 21 - 24 October 2014, Picanol participated in the 8<sup>th</sup> edition of IGATEX, the garment & textile machinery exhibition staged in Lahore, Pakistan. The Picanol booth was organized by Mr. Jamil Ghauri, Managing Director of Ghauri Enterprises, who represents Picanol in Northern Pakistan (Punjab & KPK). And the team working on the stand included Area Sales Manager Mr. Bruno Caffieri, Resident Service Manager Mr. Blacker Clinton and Spare Parts Sales Manager Mr. Robert Brown.

Machine sales, technical services and spare parts services are the three essential foundations required to properly serve an important market like Pakistan. The textile sector is the largest industry in the country and is continuing to grow, which means there is plenty of potential for new investment.

Picanol has always been an important player in the context of Pakistan's weaving sector. In the last five years it has delivered more than 2,000 of the latest-generation *OMNIplus* Summum airjet and OptiMax rapier weaving machines to Pakistani weavers. Picanol's commitment to Pakistan was further evidenced by the constructive meetings that it held at IGATEX, which involved almost all of the leading textile companies from Pakistan. In a country where there is a shortage of electricity, especially in the north, the energy-saving features of Picanol's latest products are proving to be particularly attractive for Pakistani customers.

Furthermore, Pakistan is an ideal testing ground for Picanol to push its machines to the maximum performance level possible. This is thanks to the quality of the local cotton, the state-of-the-art spinning and preparatory machines, and - last but not least - the entrepreneurial spirit and great professionalism of the managers and the hard-working culture of the Pakistani people.

Together with Mr. Jamil Ghauri, who covers the territory in the North of the country, Picanol's newly appointed Karachi agent Mr. Amir Madhani, who will be responsible for the South of the country, and the local expert technical engineers headed by Mr. Blacker Clinton, Picanol has a highly committed team that will continue to proudly serve one of the most dynamic textile countries in the world.

You can find a selection of customer testimonials at: <http://fittowin.picanol.be/>

You can view an interview with Bruno Caffieri at:

<http://youtu.be/BbWrgop3rSU?list=UUQ3-CmMz3A8Cq7hGiJXfFWg>

**About the Picanol Group**

*The Picanol Group is an international, customer-oriented group specialized in the development, production and sale of weaving machines and other high-technology products, systems and services.*

*Division Weaving Machines: Picanol develops, manufactures and sells high-tech weaving machines based on air (airjet) or rapier technology. Picanol supplies weaving machines to weaving mills worldwide, and also offers its customers such products and services as weaving accessories, training, upgrade kits and spare parts. For more than 75 years, Picanol has played a pioneering role in the industry worldwide, and is one of the current world leaders in weaving machine production.*

*Division Industries: Proferro comprises the foundry and the group's machining activities. It produces cast iron parts for e.g. compressors, agricultural machinery, and Picanol weaving machines. Through PsiControl, the group specializes in the design, development, manufacturing and support of a.o. custom made controllers for various industries. Melotte develops and produces innovative product solutions using Direct Digital Manufacturing (DDM) and Near-to-Net-Shape Manufacturing (NNSM) technologies. In addition to the headquarters in Ypres (Belgium), the Picanol Group has production facilities in Asia and Europe, linked to its own worldwide sales and service network. In 2013, the Picanol Group realized a consolidated turnover of 559.9 million euros. The Picanol Group employs some 2,000 employees worldwide and is listed on NYSE Euronext Brussels (PIC). The Picanol Group was founded in 1936 and celebrated its 75th anniversary in 2011.*

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