

# Apparel Online

BANGLADESH

SEPTEMBER 2013 • PAGES 60

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CISMA expands in size while offering diverse solutions for higher quality and productivity

CENTRO TEX: Spiralling Growth YOY  
Rendering Turnkey Services &  
Solutions to Buyers

KDS ACCESSORIES: Beating competition  
with robust customer services and  
excellence in manufacturing

**Bangladesh is one of the most important centres for denim apparel production and its exports around the world. In fact, the country has come up as the third most important exporter of denim apparel to US, after Mexico and China; and second highest to EU after China. “Five years ago we hardly had 5 denim mills in the country; today we have 15-20 factories producing denim fabric. The garment manufacturing has benefited proportionately with this change.**



Farhadur Rahman Jewel,  
Manager, Vibemac Bangladesh

**Pacific Jeans, Universal Jeans, Hameem Group, Mahmud Group, Opex Group, Ananta, Regency, Kenpark, Vintage Denim, Tusuka, Epic Group, and Standard Group are few among the long list of denim RMG manufacturers in the country,” shares Farhadur Rahman Jewel, Manager, Vibemac Bangladesh, the leading sewing technology provider, specializing in automats for jeans manufacturing. Vibemac started its operation in Bangladesh in the year 2000 and has sold more than 4000 machines ever since.**

Vibemac has established itself not just as a machine seller, but as a total solution provider for the industry, acting as a consultant for most of their customers. “Our success is not just because of our technology but because of our ability to provide correct solutions. We are involved with the customers right from the layout stage; we study customer’s products and suggest them the correct machineries that are best suited for their need and can considerably reduce the number of machines required in a line. The same production that 70 standard machines yield can be achieved by almost 35-40 machines with the use of automats,” says Jewel. He further adds that with the rising scarcity of manpower, use of automats can considerably

Although there are many popular sewing technology names present in the Bangladeshi market making automats, Vibemac still claims it has little competition. “Although Juki and Brother do manufacture automatic sewing stations, but they are not specializing in denim jeans. Both the companies are majorly selling manually operated machines like SNLS, DNLS, with minor automation like eyelet machines, patterns sewer and bartack machines in Bangladesh. Secondly, PFAFF and SunStar, concentrate more on the structured garment and fixed operation. As our focus is entirely on jeans manufacturing, we are hardly facing any challenge and have a market share of 90%,” reasons Jewel.

## Vibemac leading the market with flexible and more fashion-ready machines



An earlier version of the 4650EV9R belt loop setter, now comes equipped with a 7 inch touch screen panel



The V800AS automatic pocket hemming unit

reduce the dependability on the same. Expanding on the thought by giving examples, Jewel continues, “Our Auto pocket setter performs 6 operations; thus replacing 6 operations that would have earlier been performed separately. Our Auto pocket hemming machine can stitch 1000 pairs of back pocket, while a standard double needle machine can only produce 200 pairs, thus one such machine can save 5 operators.”

Another advantage that Vibemac enjoys over its rivals is that the company manufactures the pocket jigs and attachments for the machines locally and therefore cost less, while its competitors source them from other machine manufacturers and it takes more time and costs even more. Jewel further adds, “Another reason for our success is that while our competition machines can only perform one operation, Vibemac

**Vibemac at  
CISMA 2013**  
Hall E1, Booth A2

At the CISMA 2013 edition, the Italian pioneer known for manufacturing both sturdy and flexible sewing automates, Vibemac would be present with an upgraded range of belt loop setter, waistband attaching unit and automatic pocket hemming unit.

The **4650EV9R automatic belt loop setter** is now equipped with a completely new 7 inch coloured touch screen panel, a new presser foot providing extra pressure and less flexure, and a new loop alignment system avoids loop mis-positioning on the waistband, especially for the folded tail loops.

Another star of the show would be the **V300 WB 406 automatic waistband unit** for jeans, casual trousers and denim jackets, equipped with a combination of needle feed and special puller, which delivers the best quality in anatomic sewing of the waistband, not possible with drop feed mechanism.

The **automatic pocket hemming unit V800AS** is equipped with a made in Japan Yamato sewing head, and is the only twin needle, four threads overlock unit that can sew on the back panel with the back yoke already joined, thanks to the automatic and patented back yoke join detector.

machines are multipurpose. For example, an auto pocket setter can also do decorative design stitch, patch pocket attach, flap top stitching.” The other factor worth mentioning, which works in Jewel’s favour while marketing his machine, is the acceptability that Vibemac has with Bangladeshi operators who have been familiar with this user-friendly brand for over 13 years. Also the Vibemac team in Bangladesh is well equipped with experience technical team to provide instant best level service support to their valuable clients.

To maintain its edge in the market, Vibemac is continuously involved in R&D, developing its machines as per the requirement of the buyers. The company keeps an eye on the forecasts for the coming season and develops its machines accordingly. “For the coming season Zara is looking for cross bartack in loops, so we would develop a program in the machine accordingly. We have previously done the same for Diesel, Replay, True Religion. Prior to releasing their designs, they send us the samples and we develop the pocket design of them and which they later suggested to their vendors,” adds Jewel.

Unlike many, Jewel does not believe that the recent Rana Plaza-like disasters have any adverse effect on business in Bangladesh. “It was an accident and it should just be taken as a singular event. It has only made Bangladeshi manufacturers more pro-active in taking measures to ensure that something like this should not be repeated,” said Jewel. The biggest challenge, he says, for the Bangladeshi jeans industry right now is the lack of educated personnel for mid-level management. “An educated and well trained staff can better handle unexpected problems, which we often find that our present staff is ill-equipped to handle. It is imperative for us to establish institutions for training in apparel and textile sector,” he concludes.



**Garment consultants  
for 32 years**

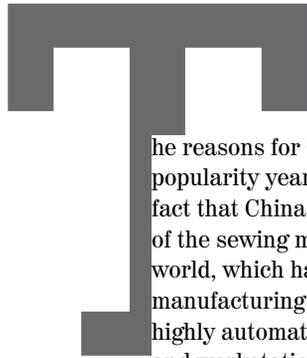
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## CISMA expands in size while offering diverse solutions for higher quality and productivity



he reasons for CISMA gaining popularity year after year is the fact that China itself produces 90% of the sewing machines sold in the world, which has now gone beyond manufacturing basic lockstitchers to highly automated sewing machines and workstations. It is just not only that, even the leading brands from around the world have technical, manufacturing or financial tie-ups with Chinese sewing machine manufacturers. One of the recent developments on the same lines is the acquisition of the German pioneers PFAFF and Duerkopp Adler by the Chinese giant Shanggong Group, whose booth at the fair would be a delight for visitors accommodating to showcase the technologies of Duerkopp Adler, PFAFF Industrial, Beisler and KSL. Typical, Jack, Zoje and Shanghai Yin Science & Technology, the highly visible Chinese brands, which have already acquired European companies will also put their products on display, giving very interesting international flavour to the show.

Carrying the tradition forward, new automatic sewing machines, embroidery equipment and related softwares and systems will be showcased at this year's edition of CISMA, which conforms to this year's theme: "Quality - Productivity - Intellectuality". One would witness great improvement in lockstitch sewing machine with the latest use of auto-induction devices and reorganized structure. In addition, auto-sewing units developed with template sewing system and other attached equipments can save labour considerably. Another spotlight of the fair will be the integral control and manufacturing management system based on

internet technology, displayed for the first time at CISMA.

Patterns can either be created by developing them in 2D on a computer and then draping it on a 3D model for checking proper fit and if required, making iterations on the computer itself; or the process can be expedited by draping the basic pattern on 3D model first, fine tuning it by nip and snip and then generating a 2D pattern for final cutting and then sampling it. The subsequent steps of grading and cutting are just pure science. Companies like Gerber, Lectra, Optitex and Human Solutions have gone further ahead to dress avatars or virtual models with free flowing dresses as an alternate to ramp shows. Consider a fashion week without live models... maybe not as exciting, but certainly keeping check on huge costs.

According to the analysis of exhibitors' information, the number of exhibitors has increased by 17% and total declared area increased by 36%, in comparison to last year's statistics. 385 new exhibitors have joined CISMA 2013, and most of them are accessories and work-aid manufacturers, for enhancing quality and productivity in variety of sewing operations. "The focus is on making it different from the last show by increasing quality of participation and giving it an international appeal. There will be greater emphasis on automation and smart technology as nowadays China is facing very serious problem of lack of labour resource affecting the productivity of the whole apparel factory," said **He Ye, Chairman, China Sewing Machinery Association.**

*Contd. on page 41*

### MUST SEE AT THE CISMA 2013

Integrated with the Adobe Illustrators, **Gerber's YuniquePLM** with its components including line planning, collection management, tech pack configurations and task management, enhances the overall transparency in the process of product development.

The **V800 AS side seam serging machine** from **Vibemac** is the only serging unit which can sew on the back panel with the back yoke already joint, thanks to our automatic and patented back yoke joint detector.

**Optitex CutPlan software** package for apparel manufacturing drastically reduces the time and labour required for order planning and fabric consumption as well. Optitex CutPlan automatically creates a cut order from input data, grouping sizes that should be placed within the same marker and cut together.

The **Raptor 75x Conveyorised Multi-Ply Cutting System** from **Eastman** is equipped with a reciprocating straight knife cutter, capable of cutting up to 7.5 cm (3 inches) of compressed material. The variable frequency drive control provides consistent material compression while reducing power consumption.

The **VPR100 Spot blindstitch machine** from **Strobel** can be used for several operations in the ladies' and men's outerwear industry. Woven labels can be tacked as well as turned-under hems or edges and turned-up trouser bottoms, without leaving any marks outside the garment.

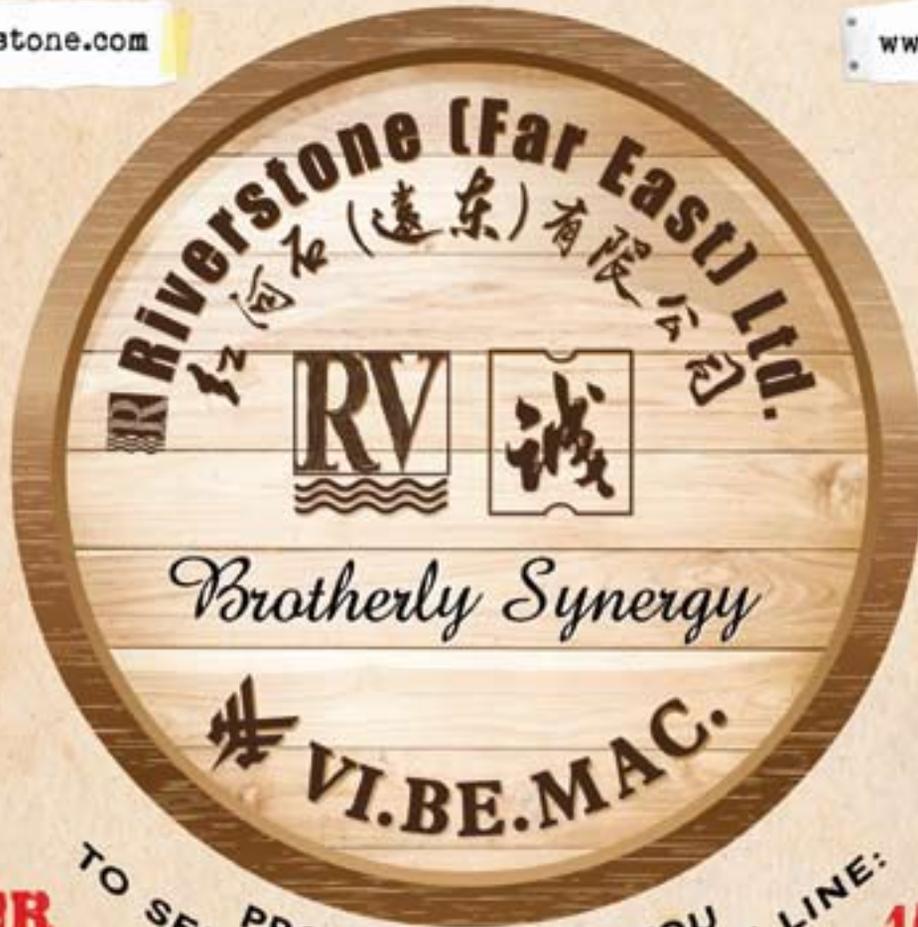


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## MEN AND TECHNOLOGY

[www.feh-riverstone.com](http://www.feh-riverstone.com)

[www.vibemac.com](http://www.vibemac.com)



**2261 HER**

**2262 HER**

**4650 EV7ER**

**4650 EV9R**

PROUDLY INVITE YOU TO SEE THE WHOLE PRODUCT LINE:

**3022 BHE**

**V800 AS**

**3022 WB 406**

**V701**

**1010 VF1**

**1010 V4DLC**

**3022 WB 201**

**2516 V4**

**V700**

**V100 HA**

**CISMA 2013**

OUR BANGLADESH TEAM WILL BE HONORED TO ATTEND YOU AT OUR BOOTH LOCATED AT E1 HALL, A02 STAND. COME TO VISIT US!

