

PFAFF Industrial - Holds International Dealer Conference

PFAFF Industriesysteme und Maschinen AG held the 1st major International Dealer Conference at its headquarters in Kaiserslautern, Germany on March 3 and 4. JSN sent a reporter to this conference. Some 100 distributor companies from 34 countries participated in the conference where PFAFF's new sales and marketing concept was introduced. Participants could receive detailed explanation of new sewing machines and new welding machine from PFAFF. The participants were guided through the new factory and customer service center. They were impressed by PFAFF's leading-edge production equipment.

On the conference, Mr. Joachim Richter, owner of PFAFF Industriesysteme und Maschinen AG commented as follows, "We are very glad that lots of our new products could be presented to the dealers who participated in this conference. On the other hand, the participants showed their respect for our new products and technologies. We are very proud that PFAFF Industrial's brand is highly evaluated in the market. In the new factory constructed by investing several million EUR, 15 most-advanced CNC machines (Mazak) have been installed, and new equipment has been introduced into the painting shop. For precision machinery, a laser type high-tech measuring device has been set up in the quality control department. Presently, our factory is operating at its full capacity adopting a 3-shift working system. We are targeting an increase in the number of machines produced in our factory in short term, strengthening our sales and marketing team in medium term and development for sales in long term. While pursuing these targets, we are going to increase the staff in the divisions such as development, manufacture, sales, etc. until the number of employees reach 500. Development of new products is being implemented by owner company Richter Company and PFAFF Industrial in collaboration. An example of this implementation is laser welding technology in the category of welding machine."

Next, Mr. Andreas Korz, sales director talked as follows. "Our meeting was successful. It gave a great impetus to PFAFF Industrial's business from now on. We showed the dealers a number of new products. For example, "2591," a new product of POWERLINE, is a post bed type stitcher for high quality shoe manufacturing. Among the welding machines, 8390 with truck system for long material drew attention from the participants. In the future, we will strengthen partnership with big-scale user companies in respective countries through tie-up with the dealers. As a big-scale order in this regard, we delivered new single lockstitchers to Bombay Rayon, a big user in India. In addition, we have recently received big-scale orders for the stitchers and orders for welding machine one after another from North Africa. Of different sewing items, we see big markets and promote sales in the South America for shoes, in China and India for general clothes, in Central Europe and China for automobile seat and in Central Europe for technical textile. The markets expectable in the future are Iran and Iraq. We will also make an active approach to these countries."