

Report for China's Leading Home Textile Manufacturer

Recently, JSN visited Yuanzhicheng Weaving Co., Ltd., leading home textile manufacturer in Guangzhou, China. Yuanzhicheng has installed a total of 20 automatic curtain production machines made by Eisenkolb. For reporting on Yuanzhicheng, JSN was accompanied by Mr. Gerard Redeker, commercial director and Mr. Hans Hofland, senior export manager/consultant who both came from Eisenkolb's headquarters in the Netherlands, and an , a marketing and sales company in Singapore. Primex Enterprise Pte Ltd. is the first customer of Eisenkolb merchandise in Asia.

Eisenkolb joined Intertextile Shanghai Home Textiles held in Shanghai from August 24 to 31, chartering an own booth as the third consecutive time. This year, Eisenkolb impressed visitors with exhibition of its PPS-2300 automatic pleating machine. Eisenkolb's user Yuanzhicheng also had a deluxe booth where its latest items such as curtain were exhibited, drawing high attention from visitors.

On his impression of Intertextile Shanghai Home Textiles, Mr. Gerard Redeker commented as follows. "This show has been evolving every year, and each number of exhibitors and visitors has been increasing. It is also a great attractive point that many visitors have come from abroad because of an international show. Although the main feature of this show is fabric, our company is a sole exhibitor in the category of machine supplier. This has proved to be helpful, since the majority of visitors walking near our booth have called on our booth and shown interest in our machines. On the other hand, the curtain market in China is still a young market which has just begun to grow. It will take a little more time to become a full-fledged market, but potential demand in China is enormous. Among the companies that manufacture high-class curtain fabrics, there is a move of manufacturing high-quality curtains by themselves. We are greatly expecting a growth of our sales to such companies. Concretely, we target a sales increase of 20% in the Asian market every year and will achieve a double sale after 5 years in comparison with the present sale."

Mr. Hans Hofland, senior export manager/consultant joined Eisenkolb in 1994, and now managing sales of his company's various curtain sewing machines in the Asian market. He talked as follows. "In the Chinese market, Yuanzhicheng became the first customer of Eisenkolb merchandise. Since then, we have been in a win-win situation. The first shipment of our merchandise to Yuanzhicheng was in 2008. Next, this year we have shipped the latest machinery such as PPS-2300. The biggest feature of this PPS-2300 is maintenance. When you access a mechanic's computer in the Eisenkolb headquarters in the Netherlands over the Internet, machine troubles can automatically be diagnosed. Thus, the state of an automatic machine can be instantly checked to solve the problem."