

form for their Chinese customers. Apart from this trade fair presentation, Hansa already presented products to customers from China, Taiwan, Korea, Japan and Indonesia at the ITMA Shanghai this June. Frank Mohr, Sales Director Asia, pointed out the use of their mixers for the textile and food sectors. In terms of textiles, the mixers are used to produce stable, meta-stable and unstable foams to coat technical textiles and nonwovens. The company took the opportunity of the fair to introduce a lab mixer specifically designed to produce the small amounts for sample coatings. The company does not only focus on presentations in Asia, as can be seen in their plans to exhibit at the Techtextile Frankfurt, the Index in Geneva and the ITMA in Barcelona.

TEXTTEST

The Swiss company Textest presented its extensive range of testing tools for quality control in the textile industry. This year's exhibition marks the third time the company participated in the Cinte Techtextile China for the benefit of their East Asian customers. The presentations at different global Techtextile fairs reach out to customers among the visitors as well as other exhibitors.

On the Chinese market, the company mainly sells devices to test air and water permeability of nonwovens. The products are geared towards hygiene products, filter media and automotive applications. According to Reto Vogt, President, and Georges Perino, Marketing Manager, the company was able to realize some testing tool sales at this fair. Among the new products was a mobile air permeability tester specifically designed to test integrated, loaded filter systems based on the principle of counter-pressure. The company is already planning to attend the Cinte Techtextile China 2012.

NSC

For the French NSC, represented by machine manufacturers Thibaud and Asselin, the fair was a great success, according to Jean-Philippe Dumon, Sales Director. In China, the company sells its Axxcess nonwoven carders for medium capacity and maximized efficiency as well as the Excelle carders for high volumes and excellent quality. One of the main markets is that of hydro-bonded hygiene products. NSC needle machines are mainly used to produce filter media and automotive nonwovens.

The fair serves as a platform for direct contact and conversations with Chinese, Korean and Taiwanese customers. The company is noticing that many Chinese customers seem to develop a great sense of pride in their French machines. A nice

side effect is the positive word-of-mouth advertising.

BRÜCKNER

The exhibition stand of the expert for dyeing systems produced exclusively in Germany was visited by customers from China, Taiwan, Indonesia and Turkey. Progress was made on current sales projects. For the past few years, the company focused on the treatment of nonwovens and geotextiles. Projects included the delivery of a frame for fixing geotextiles with a width of 7 metres. Over the past few years, the Chinese market saw a strong increase in filter nonwovens. Some of these materials need to be treated at high temperatures of more than 300 °C. Gerd Kolmer, Sales Director, presented several thermo-treatment and energy recovery units as well as the relatively new dryer Duo-Therm, which ensures maximum product-specific adjustments due to its separate temperatures for upper and lower air streams for composites, laminates and carpet applications.

LAROCHE

The French textile machine manufacturer presented information about the airlay carders, recycling units and Napco horizontal needle machines. Apart from technically sophisticated machines, the company considers the best possible customer service to be the crucial point of access to the Chinese market. The nonwovens made with Laroche airlay carders, often consisting of polypropylene and recycling materials, are bonded by means of chemicals, heat or needle technology. According to Jean-Christophe Morel, CEO, applications mainly include insulation materials for the automotive and construction industries.

Beside its Asian activities Laroche is as always present in Europe. Recently, three tearing lines could be installed at Laroche's domestic market: one tearing line with seven drums and with a new device to clean carpets and old clothes at company Frankenhuis/NL, one new line added to the three existing Laroche lines at Altex/D as well as one line with six drums at Alcocertex in Spain.

The company, which exhibited at the Cinte Techtextile and the Since trade fair several times, used its exhibition stands as a platform for customer communication. The company is expecting to be an exhibitor at the next Cinte Techtextile in 2012.

OERLIKON NEUMAG

Oerlikon Neumag is the global market and technology leader for complete systems used to produce BCF carpet yarns and synthetic staple fibres. Moreover, Oerlikon Neumag is one of the leading providers of

a wide range of nonwoven technologies: From spunlaid fibre to carding to airlaid technology. With its product segments of staple fibres and nonwovens, the company has been an exhibitor in China since the first Cinte Techtextile. Oerlikon Neumag is targeting these presentations to the global staple fibres and nonwoven market with the strongest growth, relying on the enormous purchasing potential of Chinese textile machine users.

KARL MAYER MALIMO

At the exhibition stand of KARL MAYER Malimo, organized in cooperation with representatives from the distributor Illies/Cico, customers from the field of technical textiles and visitors of the Intertextile trade fair were offered a joint communication platform. The company sells different types of stitch-bonding, weft-knitting and raschel machines in China, mainly for producing and processing of warp-knitted and raschel goods and of nonwovens for decorative fabrics and composites for the automotive industry, as lamination carriers and for geo applications. According to Axel Wintermeyer, Sales Director, and Hagen Lotzman, Sales Representative, their current business is at a very good level. The company was able to further this development with many repeat purchases by Chinese customers. (www.karlmayer.de)

TRÜTZSCHLER NONWOVENS

The machine manufacturer Trützschler and their subsidiaries have been exhibitors at the Cinte Techtextile several times. According to Roland M. Sperlich, Senior Sales Manager at Fleissner, and Frank Kieras, Area Sales Manager at Erko Trützschler, China is a successful market with a very positive outlook for the near future. Right now, the company's Asian business is conducted mainly in China, but India is another very interesting market.

Due to the many different options the company offers, sales include complete lines for needle- and hydro-bonded nonwovens as well as individual machines for nonwoven production. Customers can look forward to the ITMA 2011 in Barcelona. There, they will present their comprehensive new machine concepts.

GROZ-BECKERT

The needle and component specialist, this year's exhibition was their third Cinte Techtextile. Their presentation is mainly geared towards Chinese, Taiwanese and Korean customers. The exhibition stand was a meeting point for customers of Groz-Beckert, many of whom are connected by business relationships as machine manufacturers or textile producers. In China, the company sells mainly felting needles and nozzle