

First 2021 IMA Webinar held

Topic: FASHION WOMEN

The first 2021 IMA Webinar was held on March 26 (Friday) at 10:00 am and 5:00 pm (Italian time). This webinar was devised not only for IMA's customers and collaborators but also for anyone else interested in IMA's technological solutions for cutting rooms.

The theme of the webinar was FASHION WOMEN. This topic is associated with a large share of the apparel fashion market both in Italy and the rest of the world. The webinar represented a unique opportunity to discover IMA's innovative solutions in this sector.

Below, we introduce the speech of Mrs. Mirella Sardini, President of IMA SpA—which was given to kick off the webinar—followed by the IMA cutting solutions proposed by the company's specialized staff for this sector as well as user evaluations of the company's products.



Speech by Ms. Mirella Sardini, President of IMA SpA

Good morning everyone and welcome to the first IMA Webinar 2021.

We as IMA company were very pleased with the response to our first digital event in December 2020 because this virtual meeting gave us wonderful emotions and satisfaction that we honestly did not expect to feel and achieve with a remote shared event of this kind. So we recognized its importance, its success, its effectiveness and, above all, its potential, and for this reason we decided to continue our journey with a series of seminars that will focus on the main sectors in which IMA operates and will clearly be designed for our customers and collaborators, but also and above all for those who have not yet taken a step towards automation.

The main goal of these seminars is, therefore, a correct analysis of the needs and requirements to be met in the sectors involved, in order to find the most suitable answer in terms of technological solutions proposed by IMA.

That's because IMA has never stopped, IMA is there, we are there and our gaze is always turned towards the future. Research and development have always been in



our DNA and, in fact, the processes we talk so much about today, digitalization, Industry 4.0, are concepts that IMA has been pursuing for many years, long before this pandemic. The starting point in this direction is easily identifiable in the year 2013 when IMA, for the first time, as a world premiere at a trade fair, presented the first spreader, model Phoenix 890, equipped with digital technology, with all the advantages that came with it.

From there, the path has not stopped and this has allowed us to be ready today just when the pandemic has completely changed the way we live, work, our habits and certainly digitization and Industry 4.0 have become the daily routine.

After all, any investment that is conscious, modern and sustainable cannot now ignore these two fundamental concepts.

Even our government, as well as those of other countries in Europe and beyond, has been promoting this approach for some time, with incentives and funding, the investments of those who decide to choose the path of automation and certainly IMA is a competent technological partner that produces a complete range of machinery and software for the cutting room, all suitable for Industry 4.0. Therefore, IMA can certainly guide you in this journey towards the realization of a smart company, because it is digitized, automated and interconnected.

Last thought before starting the seminar...

I would like to underline two aspects: one is that we wanted to personally involve our most important partners, so for each event there will be the testimony of one of our customers. Because honestly, who can describe and recount their working experience in the sector better than them, while at the same time expressing their opinion on the quality of the technological solutions they use.

The other aspect is that regardless of the technological partner that is chosen, and therefore regardless of the brand, we will discuss and deepen some interesting issues, regardless of all those who are in the industry. We will not simply indicate some general guidelines, but

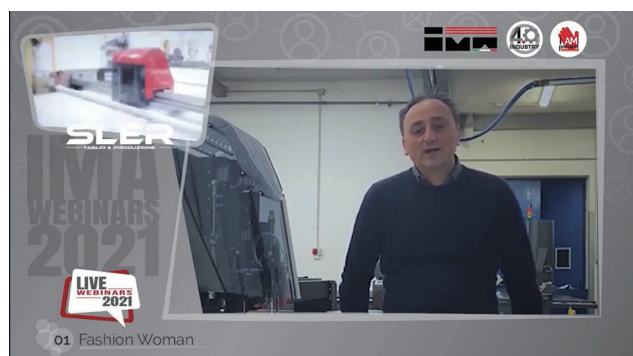
important guidelines to follow in the path towards innovation in order to make a mature and informed choice.

Now I wish you a good vision, we can start with the webinar!



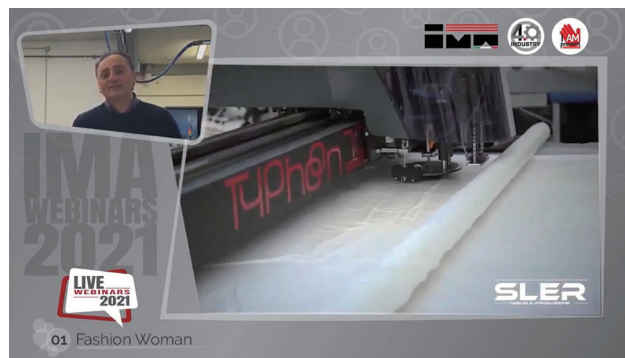
Speech by Mr. Giacomo Carbonari, CAD Division of IMA SpA

IMAWEBINARS 2021 was born with the idea of showing the production process in various sectors of the textile industry in which our solutions for the cutting room are used. In each seminar we will talk about a different sector and in each of these, we will present case histories of our customers and we will analyze the type of production, the machines used with the main technical specifications and their working method. Today we will talk about women's fashion: a very complex sector, ranging from the highest quality productions of the largest Maisons to "fast fashion". Each of these productions requires specific techniques, specifically developed in order to industrialize the process of making the garment, ensuring a reduction in costs for both the needs of an in-house modeling department and those of manufacturers who work for third parties. Today we have the pleasure to present to you to Salvatore Manna from the Sler company, a historic IMA partner that produces for some of the most important Italian brands in the women's fashion industry.



Customer Testimonial - Sler Srl – commented by Mr. Salvatore Manna

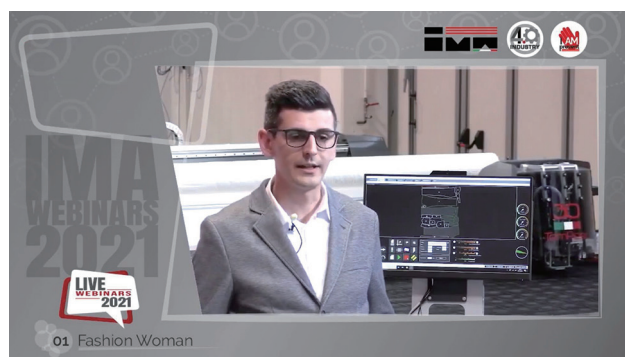
Hello, I am Salvatore Manna, production manager and co-founder of the SLER company. Our company has thirty years of experience in the fashion industry and we are specialized in outerwear productions. We work as third parties for the best Italian brands that constantly ask us



for quality and quantity. That's why in 2015 we purchased the 890 B spreader, which in my opinion is one of the best spreaders out there. With its lightness and versatility, it allows me to spread any type of fabric. IMA is not just a partner, it's as a family. They are always close to you in every working problem. For someone like me, producing women's clothing mainly, IMA's technology has helped a lot because with the versatility of its machinery I can always process all types of fabrics and therefore complete the production chain with a total look.

In recent years there has been an evolution of work and thanks to IMA technology we have been able to cut anything and last but not least TNT for sanitary material that in this period of crisis of the world economy has given us the opportunity to work anyway.

All that is left to say is to say thank you Mr. Sardini and thank you IMA!



Speech by Mr. Donato Bruno of IMA SpA

With this testimony of our customer Mr. Salvatore we have seen more closely a cutting room composed of 4 spreading lines and two automatic cutting lines, with a daily production of about 11 thousand pieces, ranging from high fashion shirts to jackets. But how do you design a garment without leaving anything to chance? Which devices are considered fundamental in order to realize a fashion women's collection?

Behind a women's fashion garment there is a lot of research and innovation, it is no longer like in the past, when the main tools were a cardboard model and a chalk, but it is the result of a set of modern machinery; I would also say very creative.

This creation begins in the modeling departments with specifically-developed software such as maxima CAD. Let's take a closer look.

Speech by Mr. Giacomo Carbonari, CAD Division of IMA SpA

Maxima is the complete suite of programs, designed to meet the needs of every modeling office and consists of 4 applications: Design, pattern editor for the creation and modification of the models; Marker, automatic nesting for the optimal arrangement of the pieces, Mtm for the management of tailor-made solutions and Network, which makes the creation of the plots to be sent to the cutting room totally automatic. women's fashion has certainly the most complex production in the fashion sector due to the many fabrics, models and the difficulty of the processes. Maxima has turned out to be an excellent solution for reliability and short processing times.

With Design, many of these operations have been facilitated thanks to an intuitive graphic interface based on the line of the most used Windows applications, in order to guarantee very short learning times even for pattern makers coming from other programs.

The model, can be created starting from the shape on paper that is then digitized with all the traditional methods, or modifying models from other programs, thanks to the importers of all the native files of the most popular cad, in addition to the creation of the shapes directly on the screen. Moreover, many operations that are often particularly challenging, have been made automatic thanks to the use of macro functions and customizable shortcuts: one of these shortcuts is the development of sizes. The methods to set the size plan are many and different in order to adapt to the best working method for each modeler: these can be differentiated between implicit development, in which the system mathematically assumes the proportions of the measures following the parameters set in advance and applying them to the points of the pattern (such as proportional development). Other methods are those in which the user can use the "copy and paste" function to apply the developments of another piece to the points or select the developments point by point. Very useful is the differentiation by size of the developments also for the entities (as for example the buttons whose distance and quantity is automatically differentiated according to the size).

Once the model is ready, Marker performs the placement of the patterns thanks to a sophisticated multicore algorithm that ensures maximum efficiency, with very low processing times. With the function "work queue" it is possible to queue the nesting of the entire order, without having to recall a model at a time, but it is sufficient to select the number of sizes, the models to place and the fabrics to create independently all the nesting, ensuring a reduction of 90% of the time of order processing.

Speech by Mr. Donato Bruno of IMA SpA

After choosing the fabric for the collection, we pass to the transformation from roll to linear layers, through the use of machinery for the spreading. Here we see used our specific model for delicate fabrics, created through



particular geometries. This machine, commonly called a spreader, runs in total autonomy on work tables with customizable lengths. By selecting the production order, all information is loaded and sent to the spreader, also thanks to a digital process better known as industry 4.0. Once the fabric is positioned on the work table, it is rotated on carpets specifically designed and built for the textile industry. Intelligent systems such as bars for the elimination of electrostatic reaction by rubbing, solving any kind of problem related to this phenomenon. Moreover, sensors for the tensioning of the fabric, commonly called dancers, simplify the processing keeping it precise over time. With this system in combination with this model of spreader, it is possible to carry out all the workings required for the women's fashion sector. After defining the type of material and after laying down the fabric, also known as mattress, let's see together what has been created with maxima CAD and how it takes shape. And here the automated cutting comes into action. It will transform the mattress into many precise shapes.

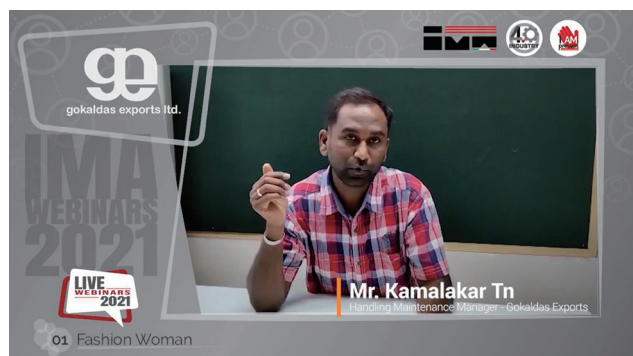
With the software cutting optimizer we can process the models created with our CAD, but also models created with CAD of other companies. Thanks to a very intuitive graphics you always have all the main operations, essential to create a flawless collection, at your fingertips. This software allows you to make changes about the type of fabric to be cut, such as transforming the type of references, commonly called notches, but also a whole series of functions such as scaling of the model, optimization of the cutting path, repositioning of the patterns, but also their elimination; going to generate a new and proper marker of cutting. This application is very useful for all those customers who use our systems in case they do not have an internal modeling studio.

Speech by Mr. Giacomo Carbonari, CAD Division of IMA SpA

We would like to conclude our meeting, thanking you for your attention and leaving you with the testimony of an IMA customer who produces women's fashion in India. Gokaldas Exports Ltd. has 42 years of experience with a turnover of over 200 million dollars in more than 20 production units. We are therefore very proud that in their cutting room they have chosen IMA as an ally to achieve their goals.

In the next IMA webinar 2021 scheduled for the end

of May, we will deal with another sector, bringing the testimony of other manufacturers who use IMA technology, trying to provide interesting ideas for all operators working in our wonderful world.



Customer Testimonial - Gokaldas Exports Ltd. – commented by Mr. Kamal

Hi, I am Mr. Kamal, I am the maintenance manager at Gokaldas Exports Ltd, unit of Wear Craft Apparels group. We are producing women's clothing like skirts, rayon blouses and cotton blouses. We have been using the IMA typhoon 70 automatic cutter for a year and it is very good. It allows us to do very regular and precise cutting. We are cutting every day 6000 to 8000 pieces of skirts, blouses with the IMA automatic cutting. The IMA costumer service is also very present. They have helped us reach our production target. Thank you."

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**With Texworld Evolution Paris -
Le Showroom, Messe Frankfurt France
confirms the success of its innovative
formula for textile and clothing discovery.
In one week, under exceptional
circumstances, buyers exchanged
3,235 requests for collection projects or
orders.**

Texworld Evolution Paris - Le Showroom organized at the Atelier Richelieu has kept its promises. From February 1 to 5, more than 500 buyers and professionals from the fashion, textile and clothing industries came to physically discover more than 2,500 samples selected by the Messe

Frankfurt team, from 75 international manufacturers from about ten countries, in optimal comfort and safety conditions.

Visitors were able to discover the Spring-Summer 2022 trends, touch the selected samples and establish direct communication with the participating manufacturers. A total of 3,235 queries were sent out during the showroom with requests for information, quotations as well as orders.

This unique business solution devised by Messe Frankfurt France has won over

buyers from major ready-to-wear brands, start-ups and many fashion designers. Messe Frankfurt France S.A.S. to whom it has brought a breath of creative inspiration while offering a real place 1, avenue de Flandre to talk business: Tiphaine Le Magoaric, founder of The Green Tone, which sustainable fashion, salutes on LinkedIn this "high-end off-line experience" which not only allows "to have the fabrics in hand [...] but also to be put in touch with suppliers to keep track of orders".

On Instagram, the Dotchot Kimono brand underlines "the quality of the eco- friendly fabrics presented in the showroom". On the exhibitors' side, the Turkish manufacturer Zeynar Tekstil insists on Twitter on "the important number of direct interactions with visitors throughout the week".

"The undeniable success of this event confirms our choice, which was not easy to make, to offer a credible physical alternative solution, with a personalized welcome around carefully selected products, said Frédéric Bougeard, President of Messe Frankfurt France. Beyond the simple pleasure of getting together and working together again, this showroom - enriched with an inspiring Trend Forum - meets the market's expectations. The sourcing necessities of the fashion industry will become more and more linear; they want more regular meetings and are in favour of intermediate solutions such as this one, complementary to the trade shows which remain essential. This is why we will maintain, if the conditions allow it, an event for fashion and textile professionals in July," continues Frédéric Bougeard. This exhibition is to be held for the first time in Paris, Porte de Versailles. If the restrictions are still in force, we will in any case propose an alternative to the fashion industry, whose format and concept may evolve on the basis of this initial feedback."

Until then, the selection displayed in the showroom will remain available online on the digital sourcing platform developed by Messe Frankfurt France with its partner Foursource. This digital connecting solution allows textile and clothing manufacturers to present their collections to international buyers. The latter benefit from a specific section to define their queries (matchmaking, definition of needs), submit requests for samples and quotations and finally build their collection based on selective factors designed for the textile world: country, minimum quantities, type of service, certificates... The platform is accessible from the Texworld Evolution Paris website.