

June 24, 2008

Welcome to the Newsletter of Dürkopp Adler America, Inc.

Dear valued customers, business partners and friends,

I am proud to introduce to you the newsletter of Dürkopp Adler America.

This newsletter shall be a source of information to keep you updated on the latest developments at Duerkopp Adler America, and the whole Duerkopp Adler group. We intend to publish a monthly newsletter and provide you with background information on a number of different subjects.

Please assist us in making this a helpful part of our communication.

Whenever you have questions or proposals to the content of this newsletter, please let us know. We will be glad to give you an answer to your questions and to talk to you about the realization of your ideas.

Now, enjoy reading the first edition.

We are looking forward to your comments.

Kindest regards

Patrick Weissgerber

President
Dürkopp Adler America, Inc

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Face to Face**Your contact persons at Dürkopp Adler America**

We are proud to welcome Mr. Wolfgang Wendt to the sales team of Dürkopp Adler America.

Effective April 1, 2008, Wolfgang joined our company as the new Division Manager Apparel for North and Central America.

His comprehensive experience and expertise in the sewing industry will for sure contribute to the success of Dürkopp Adler America and will also be a benefit for you.

Wolfgang, please let us know a little bit about your background:

"Well, I am working in the sewing machine business for more than 25 years now. After I moved to the USA in 1980, I worked as a sewing machine technician.



At that time, I had the chance to participate in several professional training programs and acquired a comprehensive technical knowledge and application knowhow. As a result of this I focused on sewing automation, mainly for the apparel industry."

During your career you worked for Beisler, which is now part of the Dürkopp Adler group.

"That is correct. In 1990 I joined Beisler of America and worked as a regional sales manager for the United States, Canada and Mexico. To jump from the technical side to sales was a challenge for me, but I have to admit that my technical background turned out to be a huge benefit, especially when explaining applications to a customer."

But at a certain point you decided to take the next step?

"Yes, I was already considering going into business for myself for a long time and finally realized this in 2003. In the years to follow I was the American representative of a German supplier of sewing automation. Personally I have to say that I learned a lot during these past years and I also think that I was fairly successful."

So, why did you join Dürkopp Adler?

"First of all, I believe that the Beisler product line is still the most comprehensive and efficient line for sewing automation in the apparel sector. In combination with the Dürkopp Adler products I am able to offer a complete product range. This is an important benefit that I have not had before! Furthermore Dürkopp Adler has a distribution network that is absolutely necessary to be successful in sales. I want to contribute to make the brand Dürkopp Adler even more successful."

What is your personal conclusion?

"Our industry has seen many changes during the last years, but I am convinced that a strong customer relation still is the best key to success. Even more when going through difficult times."

So this is your personal credo?

"Absolutely! For me customer service does not stop with the sale of equipment, it is just the beginning. A good follow-up sales service is what every customer wants and it is where we have to make the difference. This is what I am doing!"

For any questions related to automation in the apparel sector, also for Beisler equipment, Wolfgang is available at phone number 770-446-8162, Ext.1119.

Machine in Focus:**868-290322*****The latest member of the M-Type family***

Dürkopp Adler is featuring the new double needle post-bed machine class 868.

We used all our experience in building high performing sewing machines to develop the best post-bed machine available on the market.

The 868 combines the excellent sewing kinematics of the proven and well known class 768 with the outstanding features of the M-Type platform.

- Very slim sewing head for an excellent view of the sewing material
- Stitch length up to 12mm
- Sewing foot lift up to 20mm
- Integrated second stitch length
- Quick stroke adjustment
- Second thread tension can be activated by push button
- Build-in LED sewing light
- Maintenance indicator
- Closed lubrication system

Also automatic backtack, footlift and thread cutting comes as a standard.

In addition we offer a whole variety of different sewing gauges and accessories for all 868 machines.

We are bringing in the first machines to our warehouse in Norcross. Be the first to test the new machine and experience the difference.

Call us now at 770-446-8162, Ext. 1191 for more information.



Quality matters:

Made in Europe



“We have always been producing in Europe and we will keep our production in Europe”

This is a clear confession of Alfred Wadle, Chairman of the Managing Board of Dürkopp Adler AG.

In our production facilities in Bielefeld, Germany, and Boskovice, Czech Republic, more than 1.000 employees are producing the complete line of state of the art sewing machines, sewing units and automats.

These colleagues have access to the knowledge of 145 years of sewing machine manufacturing and they use their knowledge, experience and dedication to engineer the best high-end industrial sewing machines you can find in the market.

No matter whether you are looking into the unison feed machines classes 367, 767 or 768, they are all totally made in Europe. Also the brand-new M-Type family consisting of the flatbed machine 867, the post-bed machine 868 and the upcoming cylinder-bed machines 669 and 869 is completely made in our factory in Czech Republic.

In order not to take the risk of any loss in quality for the M-Type family the clear decision has been taken not to use even a single screw of Chinese or Non-European production.

Our ISO-9001 certified quality management is observing all steps of production and is continuously checking and approving every single component of Dürkopp Adler sewing machines in order to react immediately wherever their assistance is needed.

It is obvious that this is the main reason why you made our equipment the most successful sewing machines in the automotive and upholstery section in the last years.

Let us express our thanks and appreciation of your trust in our sewing machines.

Be assured that Dürkopp Adler is continuing to focus on nothing else but providing you the best machines for your sewing applications.

We keep on producing these machines in our own plants in Europe!

Please call us for any questions. We will be happy to provide you with any additional information.

Technical Service :

Announcements of Dürkopp Adler

This topic provides you with recent updates and announcements related to the products and services of Dürkopp Adler.

The following new and updated documentation is available for download:

- [Leaflet Class 910 \(Tacker\)](#) *update*
- [Leaflet Class 580 \(Eyelet Buttonhole Machine\)](#) *new*
- [Leaflet Class 251 \(High Speed Sewing Machine\)](#) Spanish and Portuguese *new*
- [Leaflet Class 267 \(Basic unison feed machine\)](#) Spanish and Portuguese *new*
- [Leaflet Class 7700 \(Overlock machine\)](#) Spanish *new*
- [Leaflet Class 7700 \(Overlock machine\)](#) Portuguese *new*

- [Manual Class 868](#) *new*
- [Manual Class 506-3](#) *new*
- [Manual Class 867](#) *update*
- [Manual Class 888](#) *new*

- [Parts List Class 506-3](#) *new*

To access the complete download archive of Dürkopp Adler, please visit our website at <http://www.duerkopp-adler.com/en/main/downloads/>

Behind the Scenes :

Dürkopp Adler at the JIAM Show 2008

With a comprehensive product portfolio the Bielefeld manufacturer of sewing technology Dürkopp Adler has essentially enhanced its presence at the JIAM 2008, which was held in Singapore from May 13th to 16th. „With our increased presence we support the importance of the JIAM after the relocation from Osaka to Singapore“, emphasizes Dietrich Eickhoff, Manager Sales & Marketing of the Dürkopp Adler Group. Dürkopp Adler and Beisler has shown a wide range of products at two adjacent booths.

Dürkopp Adler presented itself together with the majority shareholder SGSB Group Co. Ltd. on a 225 m² large joint booth (hall 3 – booth number 3F39). On an area of approx. 100 square metres 22 exhibits were shown, among them the new, especially energy-saving standard high speed sewing machine class 281, sewing units for piped pockets class 745 and 100, automatic eyelet buttonholers class 559 and 580 as well as further selected machines for the apparel industry and for medium-heavy duty sewing applications.

Moreover, Dürkopp Adler displayed its Beisler program for the automated production of trousers on the neighbouring VDMA joint booth (hall 3 – booth number 3F25). Five exhibits, among others a new short seamer for topstitching the left fly piece of classic and sportive mens' trousers, were presented on an area of 36 m².

By this huge presence Duerkopp Adler has demonstrated the significance we attach to the JIAM.

Along with the IMB in Cologne and the SPESA in Miami the JIAM ranks among the three large International trade fairs for sewing technology. It is held every three years in rotation with the other mentioned fairs. With 25,000 expected visitors the JIAM will be this year's trade fair highlight in the Asian region and attract numerous guests from Europe and America.

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