

August 4, 2008

Dear valued customers, business partners and friends,

Today, you will receive the second edition of the Dürkopp Adler America Newsletter.

I would like to express my thanks for all the positive feedback I received on the first newsletter sent a few weeks ago.

It was a confirmation to hear that you appreciated getting some first hand information.

Please continue in submitting your proposals to us. We will surely consider every proposal and give you a reply within a timely manner.

Kindest regards

Patrick Weissgerber

President
Dürkopp Adler America, Inc

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

Name: **Laura Adams**
Position: **Sales Manager Spare Parts**
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Laura, please let us know a little bit about your responsibility at Durkopp Adler America:

"I have been working for Durkopp Adler America for more than 10 years now. Throughout my career here, I have had opportunities to work in almost every aspect of this company. This has given me the chance to acquire a good knowledge of our products and establish long term relationships with our customers by also knowing their individual requirements."

Today I am working as Manager Spare Parts Sales, leading a team of four highly sophisticated co-workers. My responsibility besides sales is also the permanent improvement of our spare parts stock and keeping an eye on the spare parts logistics."

So you consider a strong customer relationship essential for your success?

"Absolutely. In spare parts sales it is an ongoing challenge to satisfy customer needs as in most cases the ordered parts are needed as a replacement to get machines running again. Time is a critical factor, downtime means a loss of money.

Therefore we propose typical wear and tear parts to be kept in stock with the customer and on the other hand we use our experience and the feedback from our customers to improve our own inventory management and structure.

Our major aim is to prevent or at least reduce downtime with the customer to a minimum. Finally a good customer relationship is beneficial for both sides."

The last years have been difficult for the whole sewing industry. Did you see any constant factors during that period?

"It is true that we have seen many changes over the years to not only our company, but many others. As a company we continue to focus on quality products to ensure our customers' needs are met. Service is a part of our product. Our most problematic years in parts sales have been 2001 to 2003. Since then, we have constantly improved our processes and structures so that as of today our availability in spare parts is the best we've had in the last decades."

What is your personal commitment to your customers?

"Quality products and customer service are the most important contribution we make to the sewing industry. One does not work without the other. As the industry continues to change, Durkopp Adler continues to change with it, but we and I personally will not change the fact that we are putting our customers first. I am not satisfied until They are satisfied!"

Machine in Focus:**867-190040 ECO**
The flexible all-round machine

No matter whether you are sewing technical textiles, upholstery, car seats or leather goods, the 867 is the right machine for the job. The 867 is even used to sew high fashioned jeans with up to 5 upper threads.

The XXL-hook (Ø 32mm) along with the foot stroke of up to 9mm, the foot lift of 20mm and the clearance of 335mm is an unsurpassed benefit, available for all 867 machines. The bobbin capacity is 70% higher than for a standard Dürkopp Adler hook and by far more as double as a standard competition hook.

The sum of all these features is a unique flexibility, that is unreached by our competitors and makes our basic machine 867 ECO the most cost efficient medium to heavy duty sewing machine on the market.

As a part of the M-Type family up to 80% of the components of the 867 Eco machines are interchangeable with other flatbed, post-bed and upcoming cylinder-bed machines of the M-Type platform.

As always:**All M-Type machines are totally made in Europe!**

There is no need to change this!

We keep on producing our high quality machines in Europe!



We keep inventory of single and double needle machines in our warehouse in Norcross.

Get your start to the Dürkopp Adler M-Type family today.
Call us now at 770-446-8162, Ext. 1191 for more information.

Quality matters:

Genuine Spare Parts - The seal you can trust



A high quality machine is only as good as the parts it is built of.

This is why we spend a lot of effort, time and money in the development and production of high quality spare parts for your Dürkopp Adler sewing machines.

It is our philosophy to supply nothing less than the best spare parts you can get on the market!

Due to that reason we did not follow the trend to re-locate production to china or the far east, which is what most European companies did.

Instead Dürkopp Adler set up our own plant, designated to produce the biggest part of mechanical parts for all types of Dürkopp Adler sewing machines.

This production plant is located in Romania, within the European Union, and is 100% owned and operated by Dürkopp Adler. Production is driven by highly experienced engineers.

A permanent quality control ensures a constant and high quality. Moreover every new or re-designed spare part has to pass a final quality check within the ISO-9001 certified quality management system of Dürkopp Adler Germany.

Only if all these tests are passed without any complications a spare part is being considered a genuine spare part and is released for sale and production.

Comparisons between genuine Dürkopp Adler spare parts and generics from different sources clearly demonstrated the superior quality and properties of the genuine spare part over the generic.

Customers all over the world trust in our sewing machines and rely on genuine spare parts.

Probably you would say: "OK, but what about the price?"

Well, we know that we will never match the low price of generics made in china, but spending your money for a Dürkopp Adler genuine spare part gives you the certainty of buying a long lasting, high quality part that is working in your sewing machine without any problems. We guarantee for a consistent quality!

Furthermore we issued a simple return policy:

"If you are not 100% satisfied with the quality of the spare part, send it back!"*

Take us by our word. Call today for more information, our phone number is +1 770 446 8162, ext. 1157.

* Return has to take place within 30 days of date of invoice against credit note or exchange, copy of the original invoice has to be attached.

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 580-341 \(Eyelet Buttonhole Machine\)](#) *new*
- [Manual Class 530](#) *update*
- [Manual Class 171/173](#) *update*
- [Parts List Class 171/173](#) *update*
- [Parts List Class 559](#) *update*
- [Parts List Class 580](#) *update*
- [Parts List Class 327/367](#) *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 America - Spare Parts Division

The Dürkopp Adler America spare parts division is committed to giving you the best quality and service you deserve as our customers. We have strived hard to boost our customer service to you.

Our customer service team consists of 5 individuals who are here to service you. We have 4 representatives to take your phone calls, emails, and faxes and who are trained in many technical aspects of our machines. Our shipping department consists of 1 representative who is here to pull and ship your orders in a professional and timely manner.

Based upon our comprehensive experience in the spare parts business we set up an inventory for wear and tear parts in our Norcross, Georgia facilities, that actually consists of over 5000 genuine Dürkopp Adler spare parts.

This allows us to ship these items same day for all orders coming in before 2pm.

At the same time we are receiving daily spare parts shipments from Dürkopp Adler Germany in order to replenish our inventory, and supply quickly the parts that we do not have readily available.



These factors have allowed us to drastically reduce the shipment time for all parts coming in from Germany to an average of only 3-5 business days after order entry.

To us, spare parts supply is an essential aspect of our customer relationship and a main contribution to customer satisfaction.

Our aim is to comply to your highest requirements. Whenever you have a proposal of how to improve our service, please let us know!

For all spare parts supplies we are co-operating with our certified Dürkopp Adler dealers all over North, Central and South America. Please give us a call and we will put you into contact with your local Dürkopp Adler representative.

For any further information please call Laura Adams at +1 770 446 8162, ext. 1157.

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