

November 24, 2008

Dear valued customers, business partners and friends,

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

Like always we highly appreciate your interest in our products.

Your feedback is our motivation to continue providing you with the best service.

Kindest regards

Patrick Weissgerber

President
Dürkopp Adler America, Inc

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

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Ed, most of our customer will already know you as you are their contact person when it comes to any questions regarding the internal processing of machine related inquiries and orders. For those who do not know you, can you please give us a short wrap up of your tasks:

"Of course. Today I am working as the Internal Sales Manager for North America. My task is to process incoming inquiries, issue machine quotes, enter machine orders and keep contact with our headquarters in Germany in order to follow up the processing of our machine orders there.

But first of all I am also the internal counterpart of our own sales representatives as well as for our dealers and distributors. Clarifying all machine related questions with our different internal interlocutors and providing an accurate answer within the shortest time for sure is the biggest challenge."

You said this is your task today. So you have had different tasks during your career with Dürkopp Adler America?

"Right. This past July I celebrated my 25th anniversary in the company and of course I did not start as an Internal Sales Manager in the beginning. You will agree that the industrial sewing machine business requires a lot of experience and expertise in order to provide a good customer service.

So I also acquired that knowledge through the years. Starting in the technical service department, I later worked in the internal and external sales. There I was in charge of the upholstery and furniture industry. During that time I learned a lot and I consider it a profound base of knowledge "

25 years in the business is quite a long time. After all these years, what do you like most in your job?

"Definitely it is the contact with our different customers and dealers. As the sewing industry to a certain extend is a matter of fashion, there are always new production methods and changes. Finding an appropriate solution to allow the customer to produce at maximum efficiency is a recurring task and the answer looks different from case to case. This is my motivation."

So your first priority is customer service?

"That is absolutely right. I know that there is a lot of competition in our business, but we always managed to be successful despite the fact that we do not supply cheap machines. Our business is providing solutions for the sewing process to our customers.

In my opinion, this is what makes the difference and this is how I see our company Dürkopp Adler America. Our product is not only the machine itself, it is a combination of the machine, the technical service and the application expertise we can offer to our clients."

Machine in Focus:**281-140342****Premium Quality For Premium Sewing Results**

Completely developed in Germany, the new Dürkopp Adler high speed lockstitcher class 281-140342 is a real state of the art sewing machine. Ergonomics and efficiency have been taken serious and realized consequently.

The fully built-in, maintenance free DC drive is mounted directly to the main shaft. This will guarantee a very smooth operation with a minimum of vibration and noise by actually having the lowest power consumption compared to any competition machine.

The 281 machines are designed to provide best sewing results. Therefore the machines are equipped with all the needed functions as a standard. Furthermore it is a dry machine.

Field test with different customers all over the world brought an overwhelming response. The sewing parameters of our class 281-140342 were considered to be outstanding by means of feeding, noise emission and sewing ergonomics.

Most heard sentence is: ***“Our operator loves that machine!”***

So will you!

The 281-140342 is equipped to produce even and flat seams throughout the whole speed range. Our **clean finish technology** provides a clean seam start. An integrated thread wiper is not needed.

Build up your own opinion and get your machine today.

Machines are now available!

Request more information and call us at +1 770 446 8162, ext 1191 now.



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:

- [Manual Class 506-3](#) *update*
- [Manual Class 767](#) *update*
- [Manual Class 838](#) *update*
- [Manual Class 888](#) *update*

- [Parts List Class 550-8-2](#) *update*
- [Parts List Class 745-34-2](#) *update*

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

Discontinuation of sewing drives

Due to the discontinuing production of the sewing drive EFKA DC1600/DA82GA and sewing drive EFKA VD552/KV6F82FA the scheduled changeover to the sewing drive EFKA **DC1550/DA321G** has taken place.

Machines of class 767 and 768 with serial numbers **from 300000 on** (production starting in August 2008) are already prepared for utilization of sewing drive EFKA DC1550/DA321G.

That means that some additional equipments of these subclasses are modified to work correctly with this sewing drive.

Machines with serial numbers **smaller than 300000** can be driven with EFKA DC1550/DA321G as well by using an additional adapter (material number 9870 767036). This adapter can be ordered as spare part.

Additional remark to subclasses 767-AE-5-73, 767-AE -73 and 767-LG-73: In order to drive these subclasses with EFKA/DC1550/DA321G an additional Auto-Select-Plug is necessary if the machine is ordered without optional equipment like automatic backtack or pneumatic sewing foot lift (RAP / FLP).

Behind the Scenes :

New Sewing Factory equipped with Dürkopp Adler machines

Recently Southwick Clothing, located in Lawrence, Massachusetts, has been taken over by Brooks Brothers, a famous and renowned manufacturer of high end men's suits.

For Brooks Brothers, the acquisition is a strategic step in order to increase market presence and production capacities.

The old building in Lawrence will make way for a completely new production facility in Haverhill. Just about eight miles from the old building, will be the new home of Southwick Clothing.

Together with the new production plant, the entire machinery will be updated and replaced.

"Our motivation to replace all our machinery was to increase the efficiency of our production process and to ensure the high quality our customers expect from both of our brand names. Also our expectation on the sewing machines is accordingly. When it comes to quality sewing, you need quality equipment." sais Andre D'Elia, Men's Tech Design Manager at Brooks Brothers and thus in charge for the whole restructuring project at Southwick Clothing.

During the internal evaluation process, Durkopp Adler sewing machines and Beisler sewing automation was considered to be the best choice.

Southwick Clothing already used Durkopp Adler and Beisler equipment in its factory for the last years and was convinced by the performance and quality of the machines. The good experience in daily use contributed a lot to the final decision.

Another important factor was the technical service that is provided from Durkopp Adler America.

We are honored by the confidence and trust in our machines and services and we look forward to a long term partnership with Southwick Clothing and Brooks Brothers.

Finally the decision to invest in a new production facility proves that it is still possible to run an efficient and profitable production in the United States. We as Durkopp Adler will support our customer to the maximum extend to make this investment a success.

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