

March 06, 2009

Dear valued customers, business partners and friends,

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

As it turns out, the challenges our industry is facing this year, are even bigger than assumed at the end of 2008.

Dramatic changes on the supplier side took place. Some sewing machine manufacturers went out of business, for others the future is uncertain.

For you as a customer of the sewing machine industry, this means to carefully consider every investment and to make sure that the future supply of spare parts and services is not jeopardized.

Dürkopp Adler America has always been a reliable partner and we still are. We are financially sound and we will keep our services up to the high standards you expect to receive from your business partners. No matter whether we are talking about spare parts or technical service.

We are convinced that we can go the extra mile together with you.

Do not hesitate to contact us right away if you have any questions or concerns. We are happy to provide you with additional information.

Kindest regards

Patrick Weissgerber

President
Dürkopp Adler America, Inc

Contents of this issue:

1. Face to Face—Your contact persons at Dürkopp Adler America
2. Machine in focus
3. Quality matters
4. Technical Service
5. Invitation to the IMB 2009
6. Behind the scenes - Latest news from Dürkopp Adler
7. Imprint and disclaimer



Face to Face

Your contact persons at Dürkopp Adler America

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Jorge, what would you name as your strength towards customer care?

"Well first and foremost my personal attention. I have been a Customer Service Expert from the get go in my professional career, I have almost 23 years in this field and just completed my 17 years experience in Durkopp Adler. I have been involved in the technical as well as the application side, so I can claim to have the knowledge needed for our ever changing market."

In a diversifying Automotive Industry, can we meet the challenges?

"Certainly, take for example the complete range of our M Type machines. They all are equipped with the necessary features to provide benefits to the automotive industry like maintenance friendliness, short tail thread trimming (5mm) or the thread tension device to control tensions automatically. Last but not least we have the experience of a global company, serving the industry since many years."

Jorge, what has impressed you the most about Durkopp Adler during your 17 years with us?

"Most definitely aside of our extremely professional staff I have to say it is the way we have developed during all the market changes and challenges over the last years, for example the "NAFTA Boom". We needed to provide excellent machinery in order to meet the quality our customers expected and at the same time train the customer's staff to perform installations and maintain the equipment. It was mainly about getting the customer confident with new technologies and equipment and act as a partner.

Then we had the Chinese "explosion". We faced it the same way, aggressively but always focused on customer needs, knowing that it takes much more than a cheap price to develop a partnership. Seeing today's challenges, these requirements are even more up-to-date than ever."

What would you tell your customer to catch his attention, if you would only have few minutes to do so?

"I would start by, Sir/Madam, do you want to reduce your cost and add productivity to your production process? Let me show you how. We are absolutely persuaded of our M-Type machines reaching that aim that I want to offer you a free trial to evaluate it yourself.

If you are not satisfied with the machines, we take it back. No ifs or buts! But Sir, believe me, your operators and technicians will love that machine!"

Anything you would like to add, Jorge?

"I would like to invite our customers and sales partners to visit our webpage at <http://www.duerkopp-adler.com/en/main/products/> and explore the capability of our 867, 868, 669 lines and to give us a call or email us with their questions. Like always we will come up with our most sincere assistance."

Machine in Focus:

**669-180312
New M-Type Cylinder Bed Machine**



With the machine class 669 Dürkopp Adler extends its proven and well known M-Type family by the product line of cylinder-bed machines.

With all the features that made the M-Type the technology leader in medium to heavy sewing, the new Dürkopp Adler 669 really represents the next generation of cylinder-bed machines.

Flexibility and versatility were crucial requirements during the development process. As a result, the **feeding movement** of the feed dog **can easily be changed from elliptical to shuttle** and back. Simply exchange one part and the sewing equipment and you are good to go, no need to make big investments! This feature as well as the sewing speed of up to 3,000 spm is common on all 669 machines.

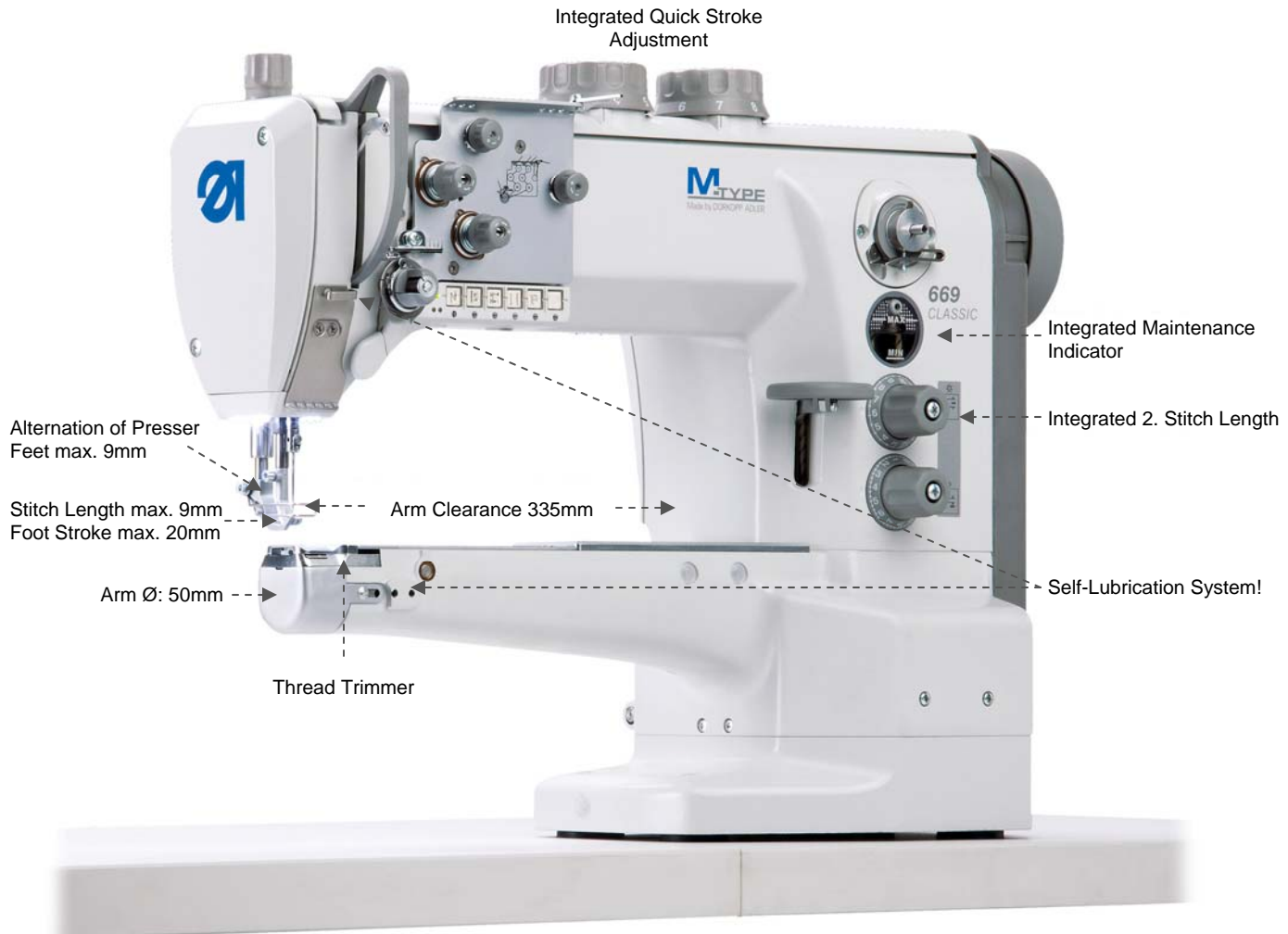


Image shows machine Class 669-180312 "Classic Goldline". Other available lines of equipment are "Classic Silverline" and "Eco".

Quality matters:

Machine Trade-ins Call us to get your appraisal!

In times of tough market conditions, **Quality becomes even more decisive for many buyers.**

Contracts are awarded to the supplier offering the best price-quality ratio.

Dürkopp Adler is a quality leader in many fields of application. Not only do we offer a comprehensive product lineup for medium to heavy duty sewing machines, Dürkopp Adler has also set new quality standards by offering sewing units for the Garment Industry.

The **eyelet buttonhole machines class 580 offer unsurpassed functionality** with the unique Multiflex system.

Our **pocket setters class 806** are available with a variety of additional equipment allowing our customers to reach **best results, even on difficult material like tubular knits.**

These are just few examples where a high quality machine can help boost your productivity.

For a limited time, we offer a trade-in of your old machine with the purchase of a new Dürkopp Adler machine.

It does not matter which brand or what model you currently use!*

Request more information and **call our Internal Sales Manager, Mr. Ed Atkinson, at +1 770 446 8162, ext 1191 now.**

You can as well send an email to eatkinson@durkoppadler.com



* Offer valid until May 31, 2009.

Trade-in values may vary depending on the type, age, brand and condition of the machine that is to be traded in; Dürkopp Adler America Inc., reserves the right to limit or refuse trade-ins at its sole discretion.

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 281](#) *new*
- [Manual Class 868](#) *update*
- [Manual Class 888](#) *update*

- [Parts List Class 868](#) *update*
- [Parts List Class 888](#) *update*

- [Leaflet Class 327](#) *new*
- [Leaflet Product Range Class 867](#) *new*
- [Leaflet Class 867-70](#) *update*

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

Invitation :

Visit Dürkopp Adler at the IMB 2009

In times of difficult market environments it is even more important to set positive signs. Dürkopp Adler is looking forward to welcome you to one of the most important exhibitions of the sewing industry, the IMB 2009 in Cologne, Germany.

This year's show will be held from April 21 to April 24.

On a 700 square meter booth (ca. 7.750 sq.ft.) Dürkopp Adler will showcase a whole variety of technical solutions and innovations for garment manufacturing as well as for medium to heavy duty applications.

As a world premier we will introduce the new pocket setter class 807 for setting pockets on jeans and the new large field programmable CNC machine.

Besides other machines, you will also see a decorative stitch machine for leather or denim material, the all-new vertical hook cylinder-bed machine of the M-Type platform and the newly developed switchable needle bar, an optional equipment for all M-Type double needle machines!

The total number of exhibits displayed by Dürkopp Adler will exceed 70 machines, thereof not less than 40 innovations!

Have we raised your interest?

Do not hesitate, contact us today at +1 770 446 8162 to request an formal invitation letter.

For further information, please also visit our homepage at
www.duerkopp-adler.com/en/main/news/news/item_0023.html

We are looking forward to seeing you at our booth. ***You will find us in hall 6, aisle A010!***



Behind the Scenes :

Dürkopp Adler America at the “German Technology Days”

From January 20 to January 23 Dürkopp Adler America presented its products and services at the “German Technology Days” in El Paso.

From the 13 exhibits, 11 machines belonged to the M-Type family and covered a wide range of applications from the shoe industry to the upholstery on to leather goods and the automotive industry.

As it was the first “German Technology Days” exhibition in the US and under consideration of the current economic situation, the expectations were limited to a certain degree, so it was nevertheless surprising to us, that the attendees of the show were very knowledgeable and thus we had some interesting and in depth discussions.

Thanks again to all visitors from the entire Dürkopp Adler America staff.

Overall it was a positive experience and we are looking forward to a new “German Technology Days” show in the US.



Imprint and disclaimer:

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