

February 05, 2010

Dear valued customers, business partners and friends,

I hope you had a good start in the new year 2010.

As we have seen since the last quarter of 2009 there is a slight upswing in our economy again. Obviously we have seen the bottom as business is picking up in several industries and the capacity utilization is increasing. This definitely is a good sign and we can assure you that Dürkopp Adler America will be right at your side to support you with anything you might need.

No matter if you need machinery or if you want to touch up your existing equipment. We have the right offer to keep your investment reasonable and your production reliable.

Our service manager Alan McGonigle will be glad to provide you with additional information on our service capabilities. You can reach him at +1 770 446 8162, ext. 1130.

For any question on our products, just give us a call at 770 446 8162, ext. 1145 or 1160. Also if you have any proposal for a future issue of our newsletter, feel free to contact us. We are always looking for new ideas and stories.

Kindest regards



Patrick Weissgerber

President
Dürkopp Adler America, Inc

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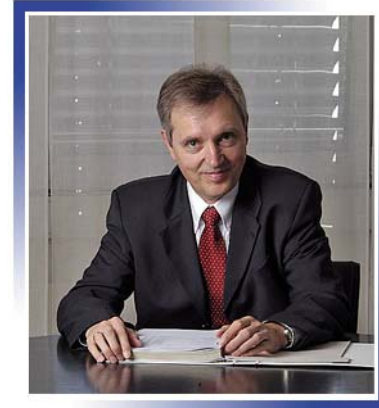
Key Note:

We are ready to face the future!

**Dear Ladies and Gentlemen,
Valued customers and business partners,**

The past year was a hard year for all of us. Nevertheless the rock bottom of the economic crisis was hit in late autumn and the global economy is now on its way to recover step by step. But most of us are still in a sensible stage at the beginning of this new year.

Of course Dürkopp Adler – like almost everyone – also initiated comprehensive cost cuttings as emergency measures at the time the impact of the downturn became more and more obvious.



By mid of last year Dürkopp Adler decided to make future oriented use of the crisis as well and to start a creative restructuring process to strengthen our core competences in order to start from an advantaged position when our business is going to get back to normality. This process is of course not finalized yet but on a good way.

Dürkopp Adler is now concentrating - in a higher degree than in the past - resources for further innovative developments of machinery for industrial applications. We will of course avoid neglecting our existing competence in core applications for the apparel industry.

Furthermore we intensified our support for application technology and our support to train our dealer network – mainly in the industrial segment. Our target is, to develop autonomous structures that are able to align themselves close to any changes of the market.

Together with you we want to develop sewing machines which are matching your technology demands and your quality requirements and which are optimizing your operating processes and we will support your activities.

We are looking forward to meeting the challenges 2010 together with you.

Yours

Werner Heer
CEO Dürkopp Adler AG

Machine in Focus:

Machine Class 580
Eyelet Buttonholes the way you want it



The quality of the buttonhole is an essential quality criteria in garment production.

The Dürkopp Adler class **580 provides the highest quality buttonholes in the market. Always! For any application!**

You name it, you get it:

- Buttonholes **with or without gimp**
- **Thread tails cut short or long**
- **Cut before or cut after**
- **Sequential sewing** of different buttonholes
- **Round eyelets** only

Name your requirements, we will offer you the right machine.

Even if you require a high degree of versatility for different operations and buttonholes, try our unique **"MULTIFLEX" system!** It allows you to **cut different buttonhole length and even shapes without changing the knife!**

You might even **switch from a keyhole buttonhole to an eyelet in just a second!**

Check our webpage at <http://www.durkoppadler.com/en/main/saleservice/Videos.html> to see some video clips on our 580 machines and experience the advantage yourself with one of our trial machines.

All our machines class 580 are made in Germany! Excellent craftsmanship comes as a standard!

Give us a call at +1 770 446 8162, ext. 1191 to learn about our free trials!



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 520i Series](#)
- [Manual Class 669](#)
- [Manual Class 867](#)
- [Manual Class 869](#)

- [Parts List Class 520i Series](#)
- [Parts List Class 550-2-1](#)
- [Parts List Class 550-16-23](#)
- [Parts List Class 743-121](#)
- [Parts List Class 745-34 S](#)
- [Parts List Class 838](#)
- [Parts List Class 867](#)
- [Parts List Class 869](#)
- [Parts List Class 887](#)

- [Leaflet Class 869](#)

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

Coming up:

SPESA EXPO 2010

Finally the American sewing machine show is coming home!

From May 18 to 20 the Georgia World Congress Center will host SPESA EXPO 2010 the most important sewing machine exhibition in North America.

To attract an even broader audience, two additional fairs, TECHTEXTIL and ATME-I/MEGATEX will be held at the same time and unite to present a **“Textile and Sewn Products Industry Week”!**



Dürkopp Adler America reserved a premium spot. ***You will find our booth right at the entrance of hall B4.***

On **1,200 sqft** we will display **20 exhibits for the apparel industry** as well as for manufacturers of **technical textiles and leather goods.**

Have a look at our **completed M-Type product range** consisting of flatbed, post-bed and cylinder-bed machines. All model types are available with either walking foot or needle feed transportation system.

Check out the flexibility of our **eyelet buttonhole machines** and our **pocket welting units.**

Let us know what you need to move your business. We will be right there to make your production even more efficient!

Call us at +1 770 446 8162, or click below to get more information on our SPESA presentation:



Behind the Scenes :

Dürkopp Adler America Video Archive

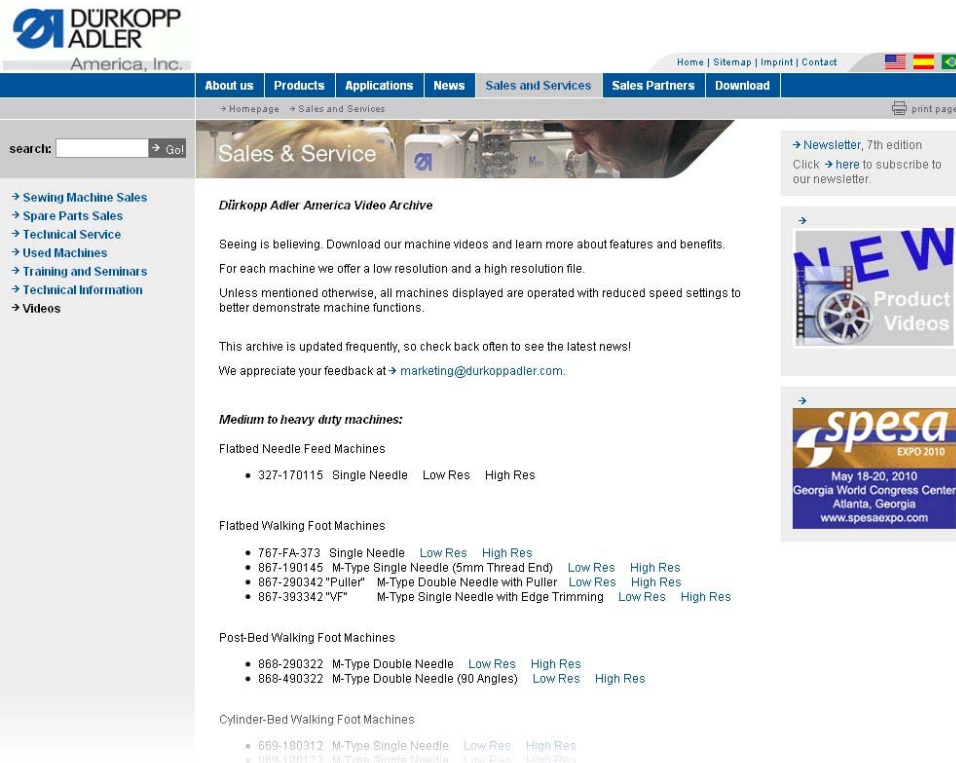
Watch out for this icon right on our homepage at www.durkoppadler.com. It will guide you to our brand new video archive.

We prepared several video clips for you to demonstrate the main features of our sewing machines. Therefore each video consist of a few **detail pictures** of the machine as an introduction followed by a **demonstration of the machine**. Finally each clip also highlights the **most significant benefits** that the particular machine will provide to you.

It is your choice to either play the clips as a video stream or download them to your hard drive for further presentation.

We will continuously expand this video archive, so check back often to see the latest on our equipment.

We can provide several **videos focusing on** different working methods and **applications such as manufacturing of shirts, jackets or trousers as well as a complete line for shoe manufacturing**.

The screenshot shows the Dürkopp Adler America website. The top navigation bar includes links for Home, Sitemap, Imprint, and Contact. Below the navigation bar, there are tabs for About us, Products, Applications, News, Sales and Services, Sales Partners, and Download. The main content area is titled 'Sales & Service' and features a search bar and a sidebar with links to Sewing Machine Sales, Spare Parts Sales, Technical Service, Used Machines, Training and Seminars, Technical Information, and Videos. The main content area is titled 'Dürkopp Adler America Video Archive' and contains the following text:

Seeing is believing. Download our machine videos and learn more about features and benefits. For each machine we offer a low resolution and a high resolution file. Unless mentioned otherwise, all machines displayed are operated with reduced speed settings to better demonstrate machine functions.

This archive is updated frequently, so check back often to see the latest news!
We appreciate your feedback at → marketing@durkoppadler.com.

Medium to heavy duty machines:

Flatbed Needle Feed Machines

- 327-170115 Single Needle Low Res High Res

Flatbed Walking Foot Machines

- 767-FA-373 Single Needle Low Res High Res
- 867-190145 M-Type Single Needle (5mm Thread End) Low Res High Res
- 867-290342 "Puller" M-Type Double Needle with Fuller Low Res High Res
- 867-393342 "VF" M-Type Single Needle with Edge Trimming Low Res High Res

Post-Bed Walking Foot Machines

- 868-290322 M-Type Double Needle Low Res High Res
- 868-490322 M-Type Double Needle (90 Angles) Low Res High Res

Cylinder-Bed Walking Foot Machines

- 669-180312 M-Type Single Needle Low Res High Res
- 869-180122 M-Type Single Needle Low Res High Res

Due to the file size, these videos can be sent on CD-ROM only.

If you are interested, please **give us a call at +1 770 446 8162, ext. 1191** for further details.

Also if you require further information, do not hesitate to contact us.

Please note that all machines are operated at reduced speed settings to give you a better impression of its function.

Imprint and disclaimer:

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