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# 1 Management for Quality, Control, and Service (QCA): The Marzoli Method.

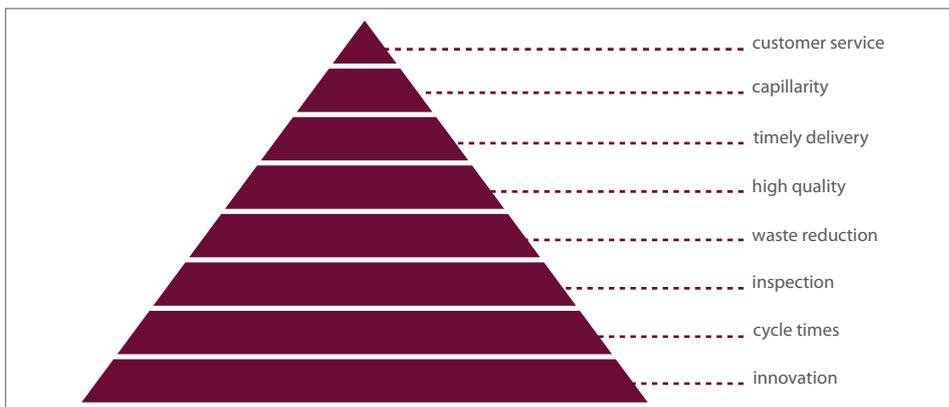
When our customers put us to the test, we respond with professionalism and effectiveness.

*When facing the needs for growth and stability in the new markets, the old tenets of traditional management and growth models are falling apart. Modern and effective management in a competitive and extremely turbulent and variable environment cannot avoid adopting new systems of governance capable of supporting business leaders in the orderly, planned, efficient and effective administration of their companies.*

Managing a company like **Marzoli** requires continuous adoption of new strategies offering the needed dynamic flexibility to keep up with changing market trends, and to enable maximization of economic, financial, and market performance. The operational dimensions that **Marzoli** has innovated are:

- Increase market coverage to raise sales volume.
- Solidify loyalty of existing customers.
- Contain product costs and overhead.
- Apply the understanding of customer needs to the design and fabrication of products to endure maximum customer satisfaction.
- Reduce time-to-market for new products.
- Increase the ability of the company to respond to market changes.

Have production and decision-making processes capable of making efficient, effective and reliable use of resources (material, financial, and human).  
Reduce production cycle times.



Reduce defects, errors, and waste. Assist customers with a capillary support system.

In summary, work on: **INNOVATION, CYCLE TIMES, INSPECTIONS, WASTE REDUCTION, QUALITY CONTROL, DELIVERIES, CAPILLARITY, CUSTOMER SERVICE.**

Marzoli has been able to handle all these changes that have been applied horizontally over the whole company structure.

This innovative approach, which integrates classical systems of quality and business management, empowers companies to achieve the above mentioned objectives, while containing cost, time and resources and avoiding unnecessary bureaucracy.

The values that have been the basis of the slow but successful growth of Marzoli are dependent on "**The Marzoli System**", created

by the synergy of two separate approaches of great importance that I could define as the two supporting pillars of success. The first is **Marzoli's** Production System (MPS) that is based on reducing waste and organizing activities in order to maintain a constant flow. This organizational method has found its most well known application in a method that **Marzoli** has been using since the 80's called the Just In Time system, or the famous "Lean Production" method, that coordinates and optimizes the supply of materials.

The second element, though not less important, is Total Quality, a quality system supported internally through the involvement of all personnel and influenced externally by the customers. Customer satisfaction is the benchmark that measures the achievement of the company's objectives and it is the ultimate goal of the organization, and **Marzoli** is now in this dimension.

## Fairs and Simposya in the World



**ITMA Barcelona**  
22 - 29 September 2011  
Exhibition  
Fira de Barcelona -  
Spain



**Texmac India 2011**  
march 16 - 19 2011  
Exhibition  
Bombay Exhibition Center  
Mumbai

## 2 Thoroughbred horses to reach the winning posts

### Dario Poma: new Area Manager for North/South America, Maghreb, and Italy.

*From a simple technician to area manager of North and South America and more.*

He graduated from Chiari's Technical Commercial Institute "L.Einaudi" with a diploma in business studies and foreign languages and he joined **Marzoli** in 1996.

During his first year he familiarized with the company by assuming a number of roles in different departments. In 1998 he became a technician in charge of installations and commissioning of equipment, a role that he maintained until 2005. From 2005-2009 he became responsible for **Marzoli's** Lab, where new **Marzoli** machines are developed and tested. In 2009 he was promoted to Area manager for India, Bangladesh and the Middle East until January 2011, when he became the new area manager for North and South America, Maghreb, Italy and the Iberian Peninsula, replacing a tested veteran such as Tullio Metelli.



Dario Poma

### Stefano Bordoni: sales manager

*From Palazzolo's Technical Institute to the U.S.*

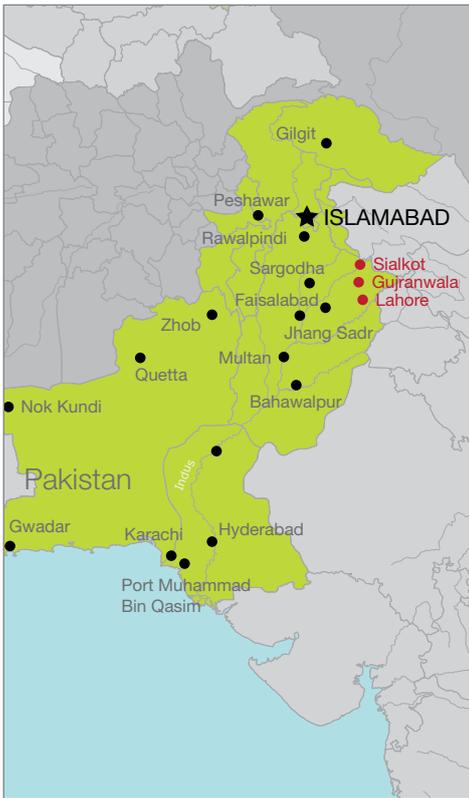
In 1992 he received a diploma in electronics and telecommunication from the Technical Institute "**Marzoli**" in Palazzolo sull'Oglio and immediately began his career at Marzoli. He started in the Technical Department in charge of electronic development of the RST1 spinning frame (hardware and software). He later became sales manager for India, North America, Russia and the former Soviet Republics. For this reason he was transferred to **Marzoli** International and resided for four years in the United States, where he was in charge of commissioning, after sale service, and spare parts for North America. Since 2010 he has been area manager of the Far East, with special attention to the Indian Market, where **Marzoli** is investing in a high-level sales and service infrastructure.

*Both area managers will be delighted to welcome their customers to ITMA 2011 in Barcelona from September 22nd to 29th to show the new equipment and the most recent technological innovations.*



Stefano Bordoni

## 3 Marzoli's Presence in Pakistan IGATEX 2010



Pakistan map

*In 2010 Marzoli could not miss the most important trade show in Pakistan: IGATEX in the Lahore Expo Center from October 22<sup>nd</sup> to 24<sup>th</sup>.*

Pakistan has assumed a relevant role in the textile machinery market and in the textile market in general. It is among the top ten textile exporting countries and maintains 7.6% of Asia's spinning capacity. Justifying the constant presence of **Marzoli** in Pakistan are the numerous initiatives that the Pakistani government is putting in place to incentivize the growth of the textile market. Some of them are: financing to encourage investments in the Pakistani textile industry and a reduction in import tariffs.

**Marzoli** has known this country's potential for a long time and has been supplying machinery and technology for many years. The company has decided to take part to IGATEX because it considers it a way to reach the textile experts and display its machines, its influential technology and innovation that are **Marzoli's** strengths and make it extremely competitive all over the world.

### Symposium at "National Textile University"

In order to reach out to the young Pakistani textile students, **Marzoli** organized, on January 20th, 2011, its first symposium at National Textile University in Faisalabad in cooperation with the "Spinning Society". Attending to the event were not only students, but also professors, and about ten General Managers from local spinning plants.

The main topic presented was "**Marzoli's** Product Range". The discussion was centered on the future prospects in the Middle Eastern market and **Marzoli's** plants for denim and blended yarns. **Marzoli** demonstrated once again to deliver innovative and successful ideas and declared its availability for further meetings to discuss technical matters.

## 4 Marzoli in the growing Indian Market.

*Since India has become one of the prominent centers for the textile industry, the main purpose for Marzoli has been to intensify its activity both in the sales network and in the technical service area for this extensive market in rapid growth.*

**Marzoli's** great strength is its ability to provide automation of spinning plants, a trend not yet completely developed and accepted inside the Indian market and that could open the doors to a promising future for Indian customers.

In order to be able to face the growing demand for its products, **Marzoli** created a large sales and service network in different areas of the Indian subcontinent through two local sales and service agencies (staffed with five salesmen and four technicians) located in strategic locations: Ergo G2 Engineers Pvt. Ltd., managed by Mr. R. Naresh in the South, and Eastern Engineering Company for the North and Center of the country. In addition, **Marzoli's** technical personnel visit the country regularly to provide prompt support and consulting to the

market. Every customer receives targeted support, tailored to their production and quality needs.

With the purpose of validating our presence in the market, the two area managers – Mr. Poma and Mr. Bordoni – attended the 66th Indian Textile Conference in Bangalore and other important events, such as the main Indian trade show for textile machinery and accessories which was held in Coimbatore.

**Marzoli** supplies and has supplied spinning machinery (from the blowroom equipment to ring spinning frames) to several important Indian customers, such as RAYMOND and MAFATLAL (denim project), KPR MILLS, CLC SPENTEX, LOYAL, SUPREME (plants for carded and combed yarns) and others.

Because of the central role that India wants to hold in the denim production, **Marzoli** will soon introduce ring spinning frames with innovative features, at the cusp of technological development.

# 5 Innovation and Patents: Solutions, not fantasies.

*Behind every innovative product, whether successful or not, there's almost always a patent (and if there isn't, there should be).*

This is because patents, in their different forms, are the most important legal title protecting technical development of new products. It certifies the uniqueness and innovative character of the solution.

The strong propensity toward innovation and the sudden changes of market conditions

that are typical of the current economic context, make efforts to protect and enhance intellectual property essential to a company's competitive advantage. Those who want to be successful must offer innovative products and services and guarantee over time a level of quality above market standards. They have to offer their clients production and quality gains through the use of their equipment.

With this in mind, along with undertaking innovative processes on most of its machines, **Marzoli** has also carried out an intense effort

to protect its inventions. The R&D department at **Marzoli** has always been at the forefront of development of new ideas and solutions to assist its customers. Today more than ever also with number of patents outstanding.

*The following table shows the number of patents (groups) that have been registered by Marzoli in the last two years.*

| Area  | Number of new groups of patents |
|---|---------------------------------|
| Blowroom machinery                                      | 7                               |
| Card  | 7                               |
| Drawing – Combing (drawing frame-lap winder and comber) | 18                              |
| Roving Frame and Ring spinning Frame                    | 7                               |

# 6 Cotton: a precious flower

*The processing of cotton fibers, ever more rare and precious, needs equipment capable of reducing waste and of enhancing its unique and unmistakable characteristics.*

For quite a long time the cost of cotton has been on a fast climb. According to the Bremen Cotton Exchange, the increase in the last year has been of about 150% and it does not show signs of stopping. In June 2010 one pound of cotton sold at about 100.00 US cents. At the end of January 2011 the Bremen price index reached 205.15 cents. In one year the New York prices went from 69.53 to 169.39 cents.

The steep rise of cotton prices is not only caused by speculative forces, but it is also tied to the market conditions, lead by the worldwide demand/supply ratio. At this time, stocks are low and are not sufficient to meet demand. After the recession of two years ago, spinning mills started working again and the demand for yarn is returning to pre-crisis levels.

However, markets have to come to terms with the drop in Chinese inventories, with the floods in the plantations in Pakistan (production will drop about 15% in this country), with the

excessive monsoon rains in India and the political turmoil in the central African countries. This situation is pushing worldwide spinning mills to accept market offerings, which often do not meet quality standards.

It is obvious that those spinning mills that are equipped with modern blowroom and blending equipment will suffer fewer quality problems caused by the utilization of lower grade cotton.

**Marzoli's** new blowroom line boasts fine openers of new design equipped with two beaters in sequence positioned at different heights, which increase the opening and carding effect, also equipped with a double feeding chamber to increase mixing. This ensures standardization, ease of operation, better blending, and excellent cleaning efficiency with fiber waste ratio below 1% with respect to traditional lines.

**Marzoli** will be happy to present and discuss its new blowroom line at the upcoming ITMA in Barcelona from September 22nd to 29th, 2011, Hall no. 2 booth No. H2-C216.

