

## ► Marketing: The Results of the Marzoli Business Game at Università Bocconi.

The two-day program that involved about three hundred students of three-year degrees and other specialized programs at Università Bocconi, was introduced by an opening speech by Giovanni Stringa, journalist of Corriere della Sera.

The speakers, Enzo Biagini (AD Apple Italia), Giovanna Brambilla (AD Value Search), Fabio Cannavale (President of Viaggiare S.r.l.), and Stefano Quintarelli (President of Eximia), interacted with the students on the topic called the "In-Divenire" (transl.: "The Developing"), about the professional development from the academic to the real-life environments, by recalling their experience and then answering many questions regarding the various aspects of their professional

formation. After this assembly, two working sessions followed in the afternoon and the following day. Coordinated by the managers and the attorneys representing the various participating companies and legal firms, the students worked together to solve the business or legal cases assigned to them and to bring creative economic solutions. Marzoli presented an international strategic marketing case that was brilliantly resolved by a team of 18 students, who, by acquiring new knowledge of the economic and entrepreneurial facts of the company, developed a solution presented on five summary slides to the jury. The connection between Marzoli and the academic world (Università Bocconi and Politecnico

MARZOLI FINISHED IN SECOND PLACE IN THE NINTH EDITION OF JUNIOR EXCELLENCE OF NOVEMBER 24, 2007.



of Milan, Engineering School of Brescia and Bergamo) continues. The cooperation is more and more frequent, which allows the creation of formative and informative exchanges with the goal of improving the technical and cultural education of our designers, officers, and managers.

## ► Training: Università di Bergamo and Eng. Torcoli.

LAST NOVEMBER UNIVERSITÀ DI BERGAMO BEGAN A MASTERS PROGRAM ENTITLED "TECHNOLOGIES AND PROCESSES OF THE TEXTILE SPINNING MILL" WITH THE OBJECTIVE OF PROVIDING THE TECHNICAL AND TECHNOLOGICAL SKILLS INHERENT TO THE PROCESSES THAT TRANSFORM TEXTILE FIBERS INTO A FINISHED ARTICLE, WITH SPECIAL ATTENTION TO MATERIALS, TECHNOLOGIES AND PRODUCTION PROCESSES. THE MASTERS PROGRAM, WHICH WILL LAST THROUGH THE END OF 2008,

includes the following three main topics:

- From Fiber to Yarn
- From Yarn to Finished Product
- Textile ennoble

Presently, we are discussing the array of fibers currently in use in the production of textiles: starting from the classic natural fibers, such as Marzoli's beloved cotton fiber, to artificial and synthetic fibers, their respective properties and the production and spinning methodologies.

The second session will address the study, creation, and the tailoring of woven and knitted fabrics starting from the different yarns. The last session will pertain to a topic less known in the textile equipment sector, the ennoble textile product, which covers the processes of dyeing, printing and finishing. Along with textile topics, there will be cross-training in plant management with focus on organizational, production and qualitative aspects, but also on other issues that are of particular

importance in current times such as how to obtain the lowest possible energy costs.

The masters program will end in December 2008 with a project work aimed at solving a problem faced by each participant's own company by formulating a solution using the newly acquired skills learned during the year.

In order to improve the technical and technological knowledge within the company, Marzoli decided to sign up Eng. Torcoli.

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### In this issue:

- Mr. Varinelli's Editorial: Market Conditions
- Trade Shows
- Product: Card C601SN Comber CM600N
- Sales Department
- Marketing
- Training

## ► Mr. Varinelli's Editorial: Market Conditions.

THANKS TO ONGOING DESIGN RESEARCH AND NEW PRODUCT DEVELOPMENT, ITALY HOLDS THE TOP SPOT IN EUROPE FOR THE NUMBER OF TEXTILE WORKERS AT 264,000. HOWEVER, IN THE LAST 10-15 YEARS, THE OVERALL EUROPEAN TEXTILE MARKET HAS UNDERGONE SUBSTANTIAL RESTRUCTURING. AS A RESULT OF THAT, THE MAJOR GROUPS HAVE EITHER REPOSITIONED THEIR FACILITIES TO EASTERN EUROPEAN COUNTRIES, OR HAVE ENTERED INTO COOPERATION AGREEMENTS WITH INDIAN OR FAR EASTERN GROUPS.

The most active markets for spinning equipment purchases and for innovative yarn production are still the Asian countries such as India, China, Pakistan, and the former U.S.S.R. Asian countries. North American producers are gradually relocating their plants to Central America to take advantage of lower labor costs. In 2007 Latin America had stable levels of new machinery imports. Likewise, Europe's rate of investment for 2007 remained

consistent with that of 2006, thanks particularly to Turkey's 10 percent increase of new machinery imports.

In general the forecast for the economy's growth rate for the first semester of 2008 is not a positive one due to the crisis in the United States market. This factor together with the political uncertainties in Pakistan and in the nearby area, the economic problems in India and Turkey will make 2008 a difficult year.



## ► Trade Shows.

 **CAITME TASHKENT (UZBEKISTAN)**  
16<sup>th</sup>-18<sup>th</sup> April 08  
Stand A4 - 1.1

 **INLEGMASH MOSCA**  
23<sup>rd</sup>-27<sup>th</sup> June 08

  **ITMA+CITME ASIA-SHANGHAI**  
27<sup>th</sup>-31<sup>st</sup> July 08  
Stand W4 - B02

"We extend our invitation for you to visit us."

MARZOLI'S MARKETING OBJECTIVE IS TO BE PRESENT IN ALL MARKETS AND, IN ORDER TO DEMONSTRATE THE LATEST TECHNICAL AND TECHNOLOGICAL ENHANCEMENTS DIRECTLY TO ITS CUSTOMERS, IT WILL BE INVOLVED IN THE FOLLOWING TRADE SHOWS:



## ► Products: Card C601SN

ONE OF THE MOST IMPORTANT MACHINES OF THE SPINNING PROCESS IS THE CARD. THE NEW MODEL C601SN, WHICH MARZOLI PRESENTED AT THE ITMA IN MUNICH, HAS REACHED THE OBJECTIVE OF OBTAINING A HIGHER PRODUCTION RATE WITHOUT COMPROMISING QUALITY. THE MAIN CHANGES THAT HAVE BEEN MADE TO THE MACHINE TO ALLOW THIS BREAKTHROUGH INCLUDE:



- New concept **licker-in roller** assembly.
- **Enhanced active carding zone** with 90 movable flats, of which 32 in working condition.
- **New combination** of inlet carding segments and knives, and outlet carding segments, adequate to the trash content and to the desired fiber parallelization.
- **The resulting quality** achieved on the first lot of 30 cards sold has exceeded our, and our clients' expectations.

BLENDS	PRODUCTION KG/HR	TRASH REDUCTION %	NEPS REDUCTION %
Cotton blends for Carded and OE	80-120	95	85
America Cotton 28-30 mm for combed	60	95	85
Giza-Pima Cotton 35-37 mm for fine combed counts	30-35	95	85
Synthetics (Polyester-Viscose-Acrylic) 1,2-1,5 den 38-40 mm	60-80	N/A	N/A
Acrylic 2,0-3,0 den 40-60 mm	80-100	N/A	N/A

In the next edition we will publish the qualitative results of the yarn.

## ► Comber CM600N

THE NEW MARZOLI COMBER, WHICH WAS SO WELL RECEIVED AT ITMA IN MUNICH, IS FULFILLING ALL EXPECTATIONS. IT IS A MACHINE THAT GUARANTEES:

- **Increased productivity.**
- **Better quality** of comber sliver (U%, neps removal and short fibers).
- A significant improvement of **yarn quality** (thicks, thins, neps, U%, Rkm).
- **Easy machine operation.**

In the last three months we have delivered and started-up around 100 combers and the outcome at the customers' plants has been extremely positive. For example these are some of the results obtained by our customers:

a) Cotton type: PIMA-Makò 35-37mm  
Ne sliver: 0.12  
Ne yarn: 50-60

385 nips/minute  
Feeding Z18: 4.72mm/nip  
Trash: 13.5%

Production on **CM600N**:  
Kg/h= +15%

For yarn quality ne 50-60 produced with the sliver from the **CM600N** Card, the number of thicks, thins, neps is lower by 10%

b) Cotton type: America 28-30mm  
Ne sliver: 0.11  
Ne yarn: 30  
480 nips/min  
Feeding Z18: 4.72mm/nip  
Trash: 14.5%

**Yarn quality results:**  
U%: 8.94  
Thin (-50%): 0  
Thick (+50%): 11  
Neps (+200%): 19  
Rkm: 21.29  
All%: 6.8



## ► Sales Department.

WITH 38 YEARS OF SERVICE IN MARZOLI, OF WHICH 30 HAVE BEEN IN DIRECT CONTACT WITH THE MARKETPLACE, MR. TULLIO METELLI IS THE SENIOR SALES MANAGER.



He graduated in 1970 and started working for Marzoli in July of the same year in the production department, where he gained experience for three years. His technical propensity drove him to amplify his know-how in the technical department for the next five years. Thanks to his proficiency in foreign languages, a desire to grow, and a natural inclination toward sales and direct contact with the customers, he transferred to the customer service department where he was engaged for the following five years. Finally, in 1983 he began the great challenge of equipment sales in Italy and abroad, principally, Latin America, Italy and

Europe. Mr. Metelli has the experience of someone who witnessed first-hand all of Marzoli's successes and crises for many years. We interviewed him to better understand the commercial growth of the company over the years.

**Mr. Metelli, could you give us an historic overview of the last 25 years of Marzoli equipment sales in your territories (Latin America and Europe)?**

After the 1980s the sales of Marzoli equipment have been affected by the fluctuations of the worldwide market. When I began my career in the sales department, Europe was the leader in the worldwide textile market. Italy alone contributed volumes around 30% of total sales. Latin America has always been a reference point for the Marzoli brand name and, more in general, for the textile sector, thanks to the advantageous low labor costs and local raw cotton production. However, this area suffered a crisis of demand at the end of the 1990s and only in the last two years the market is starting to grow again and to give satisfactory results.

**In these countries, what are the driving forces that support market demand?**

At the present time, the European market is increasingly calling for high quality production of luxury yarns for niche sectors. The European yarn producer follows the fashion market, its evolution, and its capricious demands to the point of creating the necessity of yarn "personalization". The capability of fulfilling these needs creates a loyal relationship and provides a very important competitive advantage at all levels. In Latin America instead, the market demand is driven by the production agreements that are negotiated with the United States' producers and has a cyclicity of 3-5 years.

**What is your prediction for the textile market in these areas for the next 3-5 years?**

Marzoli is gaining market share both in Europe and in Latin America thanks to the investments made in the last two years in new technologies and customer satisfaction. The sale budget for this year in these countries is about ten million Euros, and we should not have problems in meeting the quota. The growth rate anticipated for the next 3-5 years is of about 5 percent.