



NEWS

2015_05

SPINNING World

Textile news and trends by **PROSINO** Borgosesia Rings

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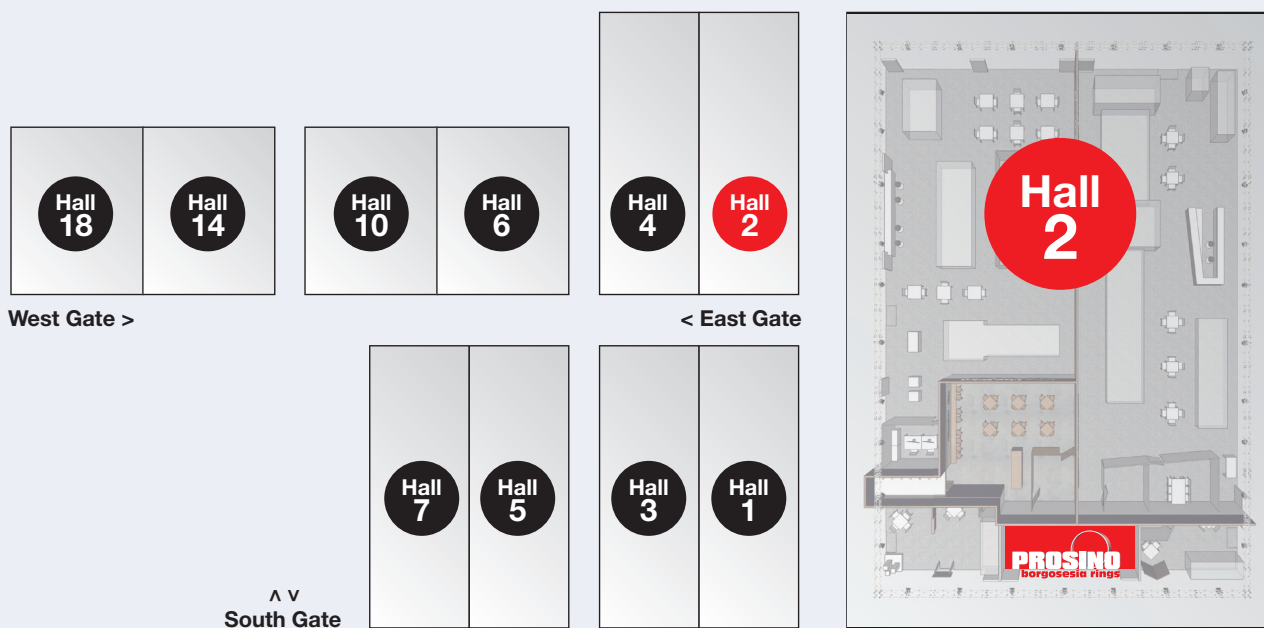
The leader of luxury

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Case histories

we **KEEP** the **WORLD SPI**

We will be present at ITMA 2015 - Milan - Italy > 12-19 November 2015 (Stand H2 - D109)



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SPINNING



Dear readers,

Here we are at the 5th edition of **Spinning World**, dedicated primarily to the International Exhibition of Textile Machinery, **ITMA 2015, Milan**.

At the 17th edition of this major fair to be held on November 12 to 19, the Italian textile machinery industry will have another opportunity to exhibit its advanced technologies to the world.

You will find Prosino at the H2-D109 booth with the entire product range. If you visit Prosino on November 13 and 17 at 17.30, you along with the international press will be invited to celebrate the worldwide success of the T flange rings **"Steelhawk"**. Specific examples will help you appreciate all the advantage of this state-of-the-art technology.

In addition, you will be able to enjoy an exclusive preview of **"The Secrets of the Rings"**, the precious publication on the "Secrets of the Rings" that will help you maximise your ring frame performance.

It will also be our pleasure to introduce the **new Prosino web portal in its new digital vision**. You will have the opportunity to gain an overview of the textile world and learn about the latest information in real time.

This issue of Spinning World, will feature once again our exclusive interviews with world leaders of the made in Italy: **Gruppo Ermenegildo Zegna, Cognetex Macchine Tessili**, manufacturing ring frames for staple fibers and **Marzoli**, world leader for short fibre ring frames. Both companies are long-standing customers of Prosino.

Visit us at our booth H2-D109.
Enjoy your reading,

Pietro Prosino
CEO Prosino s.r.l. / Borgosesia Rings



MARZOLI MACHINE TEXTILE

**SINCE 1851 LEADER IN THE MANUFACTURING
OF TEXTILE MACHINES AND COMPONENTS
FOR SHORT STAPLE FIBRE PROCESSING.**

Marzoli is the only European manufacturer of a complete range of machines for the opening, preparation and spinning of natural, synthetic, technical fibres and blends.

For this new issue of Spinning World, Prosino, a long-standing supplier of ring frames to Marzoli, has interviewed the management of the company:

Good morning, can give us a brief introduction about your company for our readers?

Marzoli is a leading supplier of textile machinery and components for the processing of short staple fibres. The company is located in Palazzolo (Italy) where textile machinery was developed and manufactured since 1851. Currently Marzoli is part of the Camozzi Group, a well-established company that includes 13 brands and operates in 75 countries with subsidiaries, exclusive distributors and service centres.

What is your current perception of the textile machinery industry?

The textile machinery industry is a mature industry, with a large number of competitors. Some of them are high-tech leaders while other companies are implementing more and more aggressive pricing strategies. The resulting high level of competition will lead to a gradual concentration of the industry and to the success of players able to combine advanced technology with lower investment costs for the customer.

As for global market trends, the Asian markets are certainly going to play an increasingly important role, while Western markets will be focused on technology-intensive, highly differentiated productions, as demonstrated by the constant growth of nonwoven and technical fabrics. In this new environment, Marzoli's vision is to be a partner who can maximize the performance of the customers' plants and equipment with value-added solutions in line with global excellence standards and for a high-end customer segment.

What is your rate of penetration in foreign markets? What are the most important markets?

Thanks to our foreign branches and our extensive network of partners and agents, Marzoli operates in all major international markets. Major markets include Turkey, India, the Far East, Central Asia, the US and Latin America.

Many customers appreciate your ring frames for their high performance, especially for medium-high counts (denim). What is the competitive edge of your ring frames for this application?

MDS1, the latest Marzoli spinning model, has achieved significant advantages over traditional spinning. First, the split tangential spindle control reduces friction, vibration and wear of components, thus lowering the ring frames operating costs (energy, maintenance, etc.). Moreover, a machine with 1824 spindles grants significant savings on investment: with the same number of spindles, fewer machines will entail fewer heads, fewer ends, blowers, etc. Fewer machines will also require less space, with cost savings related to air conditioning, lighting, etc.

Thanks to the integrated technology applied, the ring frame is very versatile (it can produce slubs, multcount, multitwist slubs and reverse) and all their possible combinations (slub on slub, multi-count + multitwist + slub, etc.) without requiring any mechanical modification for the machines.

Do you consider globalization, the exchange of information, the new media, a leverage to trigger a breakthrough for the growth of your company?

Surely globalization strongly affected the textile machinery industry: in the last few decades we witnessed a major world shift towards Asian countries. Quite obviously a continuous exchange of information with these markets, with the help of new technologies, is mandatory.





What are the key drivers for your company to compete in the global market?

- Fast and reliable automation for a continuous increase in productivity and cost savings for our customers
- Technological solutions for processes / segments with high added value
- Advanced solutions for energy saving
- Advanced service

Does the Made in Italy for textile machinery continue to be an important factor in international markets? What are the current trends?

Certainly in many markets both the Made in Italy and Made in Europe remain synonymous with reliability and technological excellence. Marzoli certainly contributed to this reputation with its machines installed worldwide. In a fiercely competitive global market, excellence and innovation of textile technologies today must be increasingly supplemented by dedicated strategies to reduce costs and maximize business investment both in terms of life-time and returns.

What were the key innovations you launched onto the market over the last few years and what are your strengths?

In recent years, Marzoli has invested across the board to provide robust and reliable machines. In the past few months, Marzoli has further refined its products with targeted investments in: automation, energy efficiency and control of the spinning process. Marzoli's mission is to offer technological excellence worldwide. The technology of its benches, carding machines, loaders and slub unit is a prime example of the company's strong commitment to continuous innovation and achievement. Marzoli has also continued to invest in technologies for slub processing as well as synthetic and technical fibres to strengthen its competitive advantage. Marzoli retains a strong focus on the customization of products and services for specific applications. All Marzoli innovations will be presented at ITMA in Milan.

Can you elaborate on the key changes that the industry has faced in recent years?

We witnessed three main trends in the past few years:

1. Growth in the Asian markets. This is certainly not a new trend, the growth of Asian markets started over twenty years ago; how-

ever, this trend continues to heavily influence the sector.

2. More cyclical markets.

3. Increasing globalization of the industry. Again, nothing new, but, along with stronger Asian markets we are still witnessing a growing international competition.

Prosino has been supplying you spinning rings for many years. We are proud to be able to maintain a business relationship for such a long time. What does Marzoli expect from its suppliers of strategic components such as rings?

In this changing scenario, relationships with suppliers have become essential strategic levers. Marzoli suppliers, especially those providing components that affect performance, quality and machine productivity, must be able to preserve the quality of their products, while keeping competitive prices. Suppliers with these characteristics, as is the case for your company, will consolidate and build lasting relationships.

MARZOLI frames are equipped with BORGOSIESA "Steelhawk" rings having diameters 40, 42, 45, 48, 50 and 54 mm. Upon request rings can be offered on the patented PRESS SYSTEM holders.



COGNETEX MACHINE TEXTILE

**A WORLD LEADING SPECIALIST
IN STAPLE FIBRE PROCESSING.**



Interview to Roberto Aponi, COGNETEX.

This is a key milestone for the history of Cognetex. Under your leadership the company has been taking off again as an independent company to reinforce its presence and leadership in the markets. Can you briefly elaborate on that?

Cognetex is deeply rooted in its region. In the last twenty years there were a series of disruptive events and changes of ownership that culminated in 2014 with Sant'Andrea Novara, which had acquired Cognetex, facing a big crisis. Currently, a group of entrepreneurs from the Imola area together with a number of professionals linked in various ways to the company have taken over its manufacturing operations.

The new management team includes Mr Alessandro Curti, Mr Massimo Foresti, Mr Roberto Aponi and Mr Manlio Nobili (former production manager of Cognetex).

We are back again in the world markets leveraging our network of prior contacts. At the moment there is intense activity in the Far East and we have already signed some important contracts. The market feedback is positive and customers are confirming their confidence in our brand. Some customers even apologized for buying machinery from the competition because they thought Cognetex had permanen-

tly exited the market. Soon we will start doing business in North and South America. We are already operating in Russia, where the competition is virtually non-existent.

In our activity as spinning ring providers, we often hear customers around the world referring to Cognetex as a brand of choice for ring frames. We notice widespread loyalty to your machines. What is the added value that customers perceive in your product?

Since we re-launched Cognetex we immediately sought for agreements with strategic component manufacturers: Suesen for spinning part, Novibra for spindles and Prosino for rings to preserve superior European know-how.

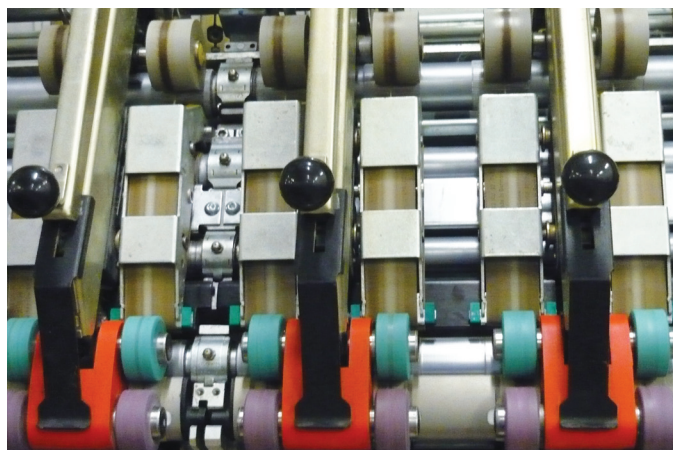
As for the improvement of our machines we believe very much in the collaboration with the Italian district of Biella. In this district, customers are a valuable source of experience and a great inspiration for the improvement of our machines. Albeit not a large volume market, it is key for product development.

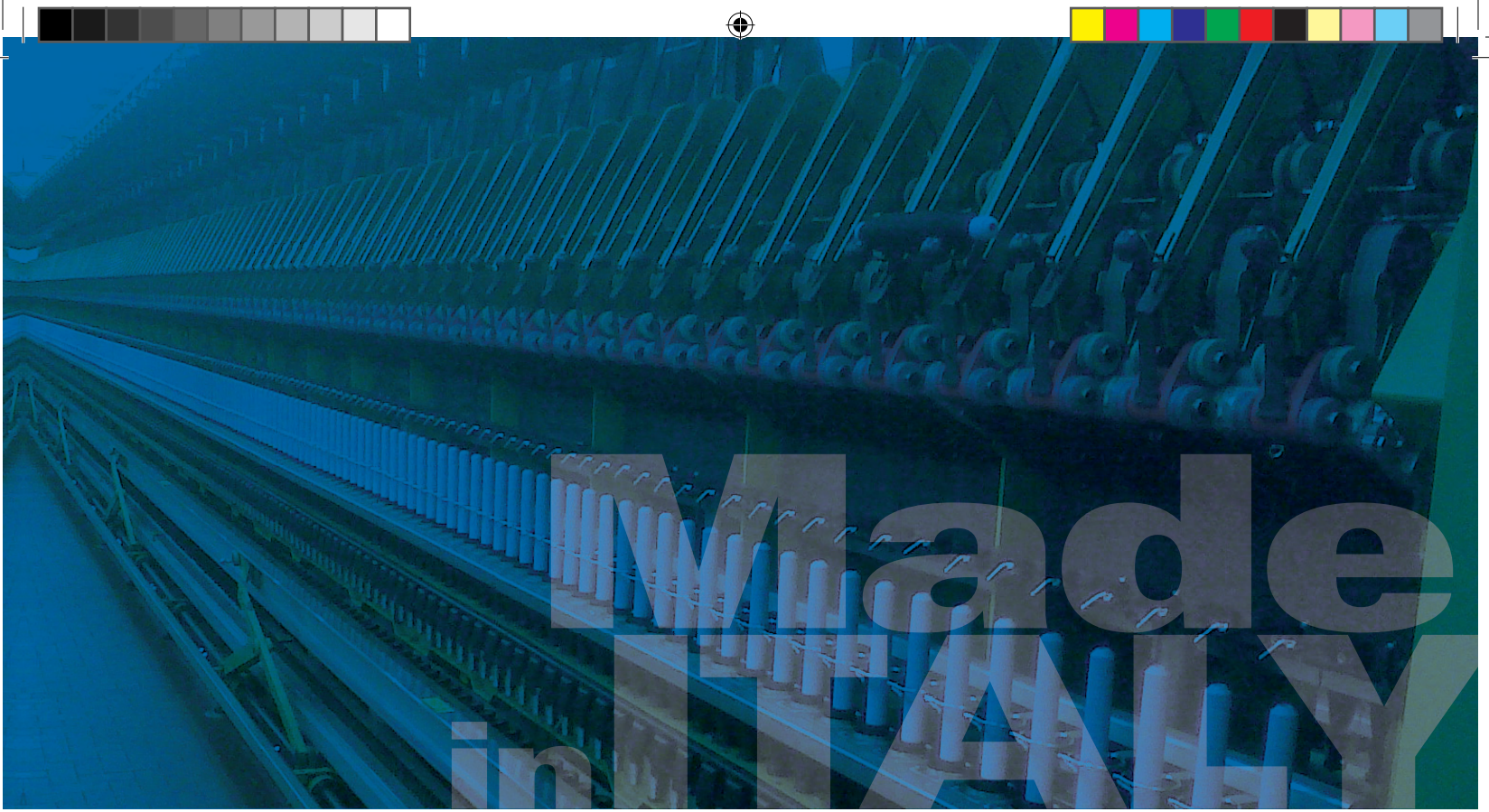
You are now in the market ready to face many challenges: competition, emerging markets, the global textile market. Can you sum up your strategy and goals?

The goal is to maintain the flexibility of the innovator.

In which markets are you the leaders?

Iran and China, markets where we had long-standing operations.





As for compact spinning you signed an important agreement with Suessen. How did it come about? Which innovations are you planning to launch in the market?

The agreement was designed to have a European supplier and work with a leading company in the field.

We are once again supplying important preparation machines produced until 2008, very successful in Turkey. We do not want Cognetex to be associated to spinning only.

What is your view about the positioning of the European textile machinery manufacturers?

Networking between European producers is of paramount importance, in other words teamwork is key. We believe in Prosino, in Suessen and the great spinners in the Biella district.

Cognetex and Prosino have entertained a long-standing partnership. How do you judge the performance of our rings? What is the role of details like our rings to maximize the yield of your machines?

Although I do not have a first hand knowledge of the product, I entrust it entirely to Pietro PROSINO as a supplier for both the good reputation of his products, and because I believe in young entrepreneurs and I appreciate the opportunity of a close collaboration to optimize our machines. Doing business is also about building relationships, and that is why I insist on the need for a European District.

COGNETEX frames are equipped with BORGOSIESIA conical rings having diameters 45x9,1; 48x 9,1; 51x11,1; 55x11,1; 60x11,1.





Ermenegildo Zegna:

the leader of luxury.

Consolidated sales of 1,21 billion euro in 2014. More than 7,000 employees and 525 single-brand stores worldwide. These are the figures of the Ermenegildo Zegna Group, the world leader in men's luxury.

The early days of this historic brand of the Italian style go back to 1910 in Trivero, in the Alps surrounding Biella, but its unaltered strength appears very clearly in this exclusive interview for Spinning World News.

Zegna is one of the iconic brands of the Made in Italy worldwide. If you were to indicate the three main reasons for this success which ones would you choose?

The Ermenegildo Zegna Group is one of the most renowned Italian companies in the world. Since its founding, over a hundred years ago, it established itself as a leader in luxury men's clothing. The reasons for this success is largely due to the ability of the group, still family-owned, to remain faithful to the values and the pioneering vision of its founder and to find the right balance between tradition and cutting-edge technology and style. The unique approach of the company is based on the utmost care for the product extended also to the community and the environment. A constant search for excellence, passion and innovative spirit, have made the brand synonymous with quality, craftsmanship and style.

The positioning of your brand is at the highest level, what were your development strategies and what changes did you have to face?

In its one hundred and five years of history Zegna went through diverse economic cycles, currency fluctuations, recessions and responded to these global events with an open and flexible strategy. One of the many benefits of being a family business is an extremely fast decision-making process and execution to innovate and change.

This is one of the assets of the company that, combined with the vertical integration strategy and expansion in emerging markets, has strengthened Zegna leadership position in the global luxury market.

You were among the first companies to invest in China and your intuition proved successful. What were the biggest challenges you faced? From your perspective, what are the most interesting areas and markets and which were the most rewarding ones?

The Group has always adopted a pioneering attitude in outlining its competitive and expansion strategies, an example being our interest for emerging markets long before our competitors. Zegna was the first to realize the enormous potential of the Chinese market and was the first luxury brand to open a store in China in 1991. After more than twenty years, China is the leading market for the brand, thus confirming the success of a strategy focused on retail and new markets, subsequently extended also to Africa. Zegna recently opened its fourth flagship store in the continent in Johannesburg.

What was the role played by high quality fabrics, symbol of Italian fashion, as a first step towards creating the Ermenegildo Zegna total look?

In 1910, the mission of Lanificio Ermenegildo Zegna set up in Trivero was to produce the best fabrics in the world to counter the British monopoly in the industry.

Since its founding Lanificio Zegna has revolutionized the field of male fabrics improving performance and functionality and setting new standards thanks to continuous investments in research and technology.

Entry into the sector of high-end tailoring, which occurred in the Sixties under the leadership of the third generation of the family, was a natural evolution for the company: the excellence achieved

ved in the textile sector enabled Zegna to transfer its know-how and experience also to the ready-to-wear fashion, thus creating a unique Zegna style exported all over the world.

Can you describe your clothing lines? What are your locations worldwide and which types of stores do you have?

Zegna is present in over 100 countries worldwide with more than 500 brand stores, of which 298 are owned as a result of investments in retail outlets that we manage directly.

In recent years the Group decided to meet the needs of different customer segments by diversifying its offerings and products. Aside from the classic formal dress of the sartorial line, emblem of elegance and tradition, Zegna has established its presence in casual wear too with the Upper Casual line.

To attract customers more keen on fashion, Stefano Pilati was asked to design the collection Ermenegildo Zegna Couture in 2013, to combine the company's heritage with smooth, modern and sophisticated lines, resulting in a unique style. The PE 2015 season instead saw the debut of the new Z Zegna, a mix of tailoring and multifunctional sportswear.

All collections are complemented by a wide range of textile and leather accessories as well as license products developed with prestigious international brands, including Girard Perregaux for watches and Estée Lauder for fragrances.

The offer strategy by Zegna culminates with the Su Misura service offering a completely customised sartorial experience. The recently launched Su Misura Casual Luxury service is focused on custom-made casual wear stom.



Your company has total control over the entire production chain, from the raw materials to the finished products. What are the associated costs and benefits?

After the acquisition of a property for the production of wool in 2014 in Australia, Zegna became the only brand with a complete vertical system that controls the entire production chain. This control is reflected on all the process stages, from the raw materials and their processing at Lanificio Zegna in Trivero, up to the packaging of the clothes to be sold in the Ermenegildo Zegna boutiques worldwide.

In addition to the economic benefits involved in this strategy, including a crucial competitive advantage and certitude to maintain its renowned high standards, the steps taken towards verticalization were also dictated by the crucial need for

safeguarding the core values of the company. From the very beginning Zegna selected the best natural fibres directly from the markets of origin, establishing a strong relationship with the local producers and encouraging the production of more and more valuable fibres.

Thanks to its verticalization policy, the company was able to further strengthen the bond with the farmers and equally promote the raw material that always played a major role in its history and tradition.

As leading actors in the entrepreneurial history of our country, what is your vision of the future of fashion and Made in Italy in the world?

The world of luxury and fashion has been facing dramatic changes, economic, aesthetic and ethical, with more and more

demanding and sophisticated customers. The Zegna Group has a vision of the future focused on flexibility, a flexibility that is reflected in both the product and customer relationship. Personalization and e-commerce will be the watchwords in order to meet the multiple requests at any place, at any time and for any taste.

We would also like to ask you some questions about the spinning mills that are of great interest for us. We know that you have installed the "BORGOSIESIA" 48 x 9.1 rings on your COGNETEX ring frames with "SUESSEN ELITE" compacting system. What are the main advantages of this compacting system?

For the Zegna Group compacting is not a religion. We considered it approached when we saw the opportunity to work with a manufacturer of machines who would help be as versatile as possible. For our company, compacting is a technology to be confined to those products that can help you make a breakthrough. therefore, depending on the category and the fabric, the Group works with or without a compacting system.

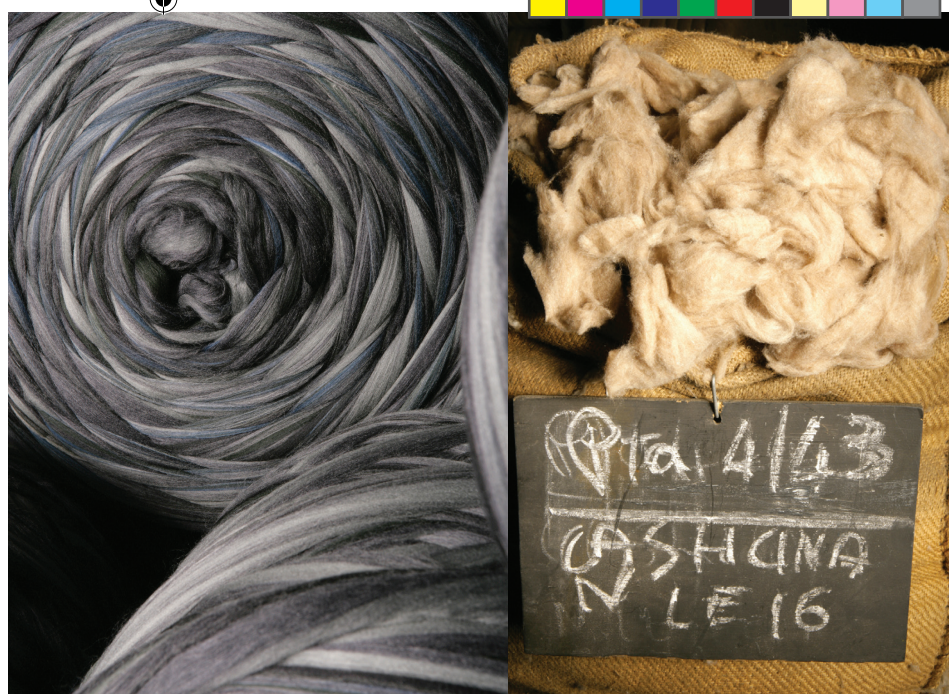
The compacting concept was adopted for wool because it was seen as a tool to enhance efficiency and have better processing yields. Some people even came to the idea that by improving processing you can use a material of lower quality and get the same product. That is not the approach of Zegna Group. The Zegna Group uses the compacting system for a high quality raw material.

And if we used a conventional spinning with a high quality product, and now use compacting with the same product, in uster value CV, fine and coarse, the final quality improves. To what extent? It depends on the raw material and the spinnability ratio of the final count, but basically we can say that the product improves as much as 30-40%. Additionally the plant becomes more efficient with a reduction in the number of failures.

What is your opinion and how would you rate the after-sales service provided by PROSINO?

At the Zegna Group yields are not very high and we work with very fine counts. Moreover, in recent years the bar has been raised even three / four points in terms of metric number. All this leads to a much lower consumption. And if you are keen on quality, you do not wait for the torch to fail, you want to replace it before any problem arises. Anyway, the service provided by Prosino is great. Prosino was even able to help in August or on Sundays, so that we never had to discontinue operations. Our company is very satisfied.

ZEGNA works with BORGOSIESIA "4+4" conical rings in 48 x 9,1 dimensions on their COGNETEX frames equippes with SUESSEN ELITE compacting sytem to achieve their outstanding quality.





Mexico, Egypt, Vietnam: **STEELHAWK** flies high.

STEELHAWK spinning rings have been installed in the last 4 years all over the world and have proven to be a reliable and effective component for the most demanding spinning mills. Here are some practical case histories with spinning data.

In **Mexico**, the customer was aiming to reduce the level of hairiness and the number of ends-down. The adoption of the STEELHAWK rings was able to reduce by 40% the hairiness value and by 30% the number of ends-down.

Mexico

Customer location:	MEXICO
Nr of rings installed:	23.400
Frame:	Marzoli NSF 4
Ring ID:	40
Flange:	1
Fiber:	Carded Cotton Memphis Ne 24
R.P.M.:	15.000
Mt/s:	31,42
Load:	1.973
Traveller nr:	3/0
Traveller lifetime:	17 days
Yarn quality parameters:	- 40% of hairiness value with respect of the previous ring

Vietnam

Customer location:	VIETNAM
Nr of rings installed:	56.568
Frame:	JINGWEI 1508
Ring ID:	45 mm
Flange:	1
Fiber:	Ne20 CVCM (60/40)
R.P.M.:	12.500
Mt/s:	29,5
Load (mN):	3.084
Traveller nr:	3
Traveller lifetime:	7 days
Ends-down:	19/1000 sp/h

The customer in **Egypt** was mainly focused on the reduction of hairiness. With the help of the Suessen Elite system and the STEELHAWK rings the H value on Ne 50 dropped from 4,8 to 2,8.

In **Vietnam**, the customer main activity is Polyester 1.4 denier 38mm mixed with Cotton : 3.5-5.0 Mic. , 1.1-1.15 " - The goal was to find a ring that could resist to very strong abrasion given by the polyester fiber. The adoption of STEELHAWK led to a stable and consistent spinning performance.

Egypt

Customer location:	EGYPT
Nr of rings installed:	13.750
Frame:	Rieter G 5/1 with Suessen Elite
Ring ID:	38
Flange:	1
Fiber:	Egyptian Cotton Ne 50
R.P.M.:	14.500
Mt/s:	28,8
Load (mN):	1.033
Traveller nr:	9/0
Traveller lifetime:	12 days
Ends-down:	25/1000 sp/h
Uster U%:	9,29
Uster CV%:	11,77
Thin Points:	1
Thick Points:	5,8
Neps:	16
H:	2,8
Tenacity RKM:	23,21



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FAST & effective



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