Press Release

Monforts in two-centre VDMA delegation to Pakistan

Monforts will be part of the VDMA Textile Machinery Association's forthcoming delegation to Pakistan which will take place from November 11th to 14th.



Monforts area sales manager Manfred Havenlith.



The busy Monforts stand at this year's ITMA textile machinery exhibition.

In total, 14 companies covering the entire textile chain are participating in the visit, which will showcase the benefits and technological innovations of German textile machinery at seminars held in both Karachi and Lahore.

A technical seminar in Karachi will be held at the Hotel Karachi Avari Towers on November 12th and a second in Lahore will be held on November 14th at the Hotel Avari Lahore Towers.

"The regions surrounding both of these cities have become major hubs for textile manufacturing, especially in areas such as home textiles and denim, where Monforts enjoys market-leading positions with its finishing systems," says area sales manager Manfred Havenlith, who in addition to presenting at the seminars, will be holding meetings and networking with existing Monforts customers and potential new ones during the trip. "The Punjab region around Karachi, as Pakistan's largest city, for example, is now dense with denim manufacturers, many of whom have already expressed keen interest in the new Monforts CYD continuous yarn dyeing system we introduced at ITMA 2019 in Barcelona in June."

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The CYD system integrates new functions and processes into the weaving preparation processes – spinning, direct beaming, warping and assembly beaming, followed by sizing and dyeing – in order to increase quality, flexibility, economic viability and productivity. The unique Eco Bleach process is the first bleaching system for yarn treatment available on the market and is combined with the washing units, after which the fabric is then dyed immediately, resulting in considerable savings in wastewater and chemicals.

It is possible to process short batches of yarn in order to produce minimum runs of finished fabrics in a single continuous process and by comparing the usual processing sequences within the denim industry with the new CYD system, the advantages become immediately clear.

Key customers
Existing Monforts denim manufacturing customers in Karachi include Artistic Milliners, Artistic Fabric & Garment Industries (AFGI), Denim Clothing Company, Denim International, Kasim, Rajby Industries and Soorty. Home textiles customers meanwhile include Afroze, Al Karam, Lucky Textile Mills, Mustaqim and Yunus.

The situation is similar in the region around Pakistan's second largest city, Lahore, where major Monforts customers include Azgard-9, Crescent Bahuman, Crestex, Kohinoor Textile Mills, Naveena, Sapphire Textiles and US Denim Mills.

On Monday 11th the VDMA delegation will also be visiting Karachi-headquartered Gul Ahmed Textile Mills, a leader in the home textiles field, which operates both yarn dyeing and fabric finishing lines from Monforts, and in recent years has expanded into retail, with over 40 stores across Pakistan, offering a diverse range of products, from home accessories to fashion clothing.

Trading partner
The European Union is Pakistan's most important trading partner and textiles and clothing accounted for over 80% of its total exports of €6.8 billion to the EU in 2018, according to the European Commission.

Starting from January 2014, Pakistan has benefited from generous tariff preferences – mostly zero duties – under the EU's GSP+ arrangement, which aims to support the country's sustainable development and good governance. In order to maintain GSP+, Pakistan has to effectively implement 27 core international conventions on human and labour rights, environmental protection and good governance.

The VDMA delegation is being organised by SBS systems for business solutions on behalf of the German Federal Ministry for Economic Affairs and Energy (BMWi), in collaboration with the German Pakistan Chamber of Commerce and Industry (GPCCI) and with the technical support of the VDMA Textile Machinery Association.

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