International Press Talks about Italian BUSI Sock-Knitting Machines

Paris - Busi Giovanni has been working with a high-end boutique in France with the Brescia based firm installing one of its latest hosiery knitting machines at a store in the heart of the Paris fashion district.

The machine has been installed at Mes Chaussettes Rouges, the upmarket store run by Jacques Tiberghien and Vincent Metzger, to supply their customers with high quality socks on demand as well as express orders.

"We use the machine for seminars and serial demonstrations with customers, but it is also ideal for small series and special "express" orders: an advantage at a time when the entire sector is trying to renew the shopping experience in the stores," the two founders explained to *Les Echos* (France)

New product launches, investments in the manufacturing process and upgrades to the day-to-day operations have laid the foundations for a strong and secure future at Busi Giovanni.

Celebrating its 60-year anniversary in 2018, recent investments and upgrades to the day-to-day operations at Busi Giovanni have laid the foundations for the foreseeable future.

As most in our industry will be aware, this new generation, Leonardo and Francesco Busi, the two sons of the late Gianmario Busi, led by Catina Busi, their aunt, had their roles within the company somewhat thrust upon them following the tragic passing of their father and their grandfather and company founder, Giovanni Busi, in June 2017.

Both sons have now risen to the challenge, with Leonardo taking on the role of Global Export and Technical Manager and Francesco working on the company's vital software systems. This, coupled with a reorganization of the factory production systems and an extremely healthy order book means the company is in as strong a position as ever. 2019 will close with a turnover of around € 5 million with exports accounting for around 95%.

With new marketing and promotional projects in the pipeline, the installation in the Paris store has proved a huge success for highlighting the company's latest sock knitting technology.

"With our technology," plant manager, Massimo Montini told *Corriere della Sera* (Italy) "we can produce different types of stockings with an infinite number of designs. We have always positioned ourselves on the high end and that is why we preside over niche markets, as well as the certified medical with graduated compression stockings. Our presence in the Parisian atelier demonstrates the quality of our machines."

He continued: "We want to remain an industrial reality with an artisan soul, in the sense that our added value is the extreme personalization and care of machinery, all produced here by our 40 employees, but we are embracing where possible the logic of lean production for continuous improvement."