Triumph at ITMA 2023: Mahlo Revels in a Remarkable Trade Show Experience

The anticipation surrounding ITMA 2023 was soaring, given the turbulent and unpredictable times of the preceding years. Historically, this paramount textile trade show had consistently attracted a multitude of visitors. Still, the question lingered: would this edition be as successful? The answer became clear at Fiera di Milano after a week's run; it surpassed expectations in abundance, with the stall of German machinery manufacturer Mahlo GmbH + Co KG teeming with visitors from the first day until the last.



"We are beyond pleased with the outcome of ITMA," expressed Mahlo CEO Rainer Mestermann. "Given the recent challenges, we couldn't anticipate such an overwhelming response at our stand and across the fair." The diverse team at Hall 18, including sales, application technology and service staff from Germany, and international sales and service partners, welcomed a global audience. Attendees hailed not just from Italy, but Turkey, India, Bangladesh, Pakistan, and Latin America were notably represented. Though Chinese visitors were fewer, this was expected due to the upcoming ITMA Asia.

Mahlo's stall offered insights into its product portfolio and latest developments in textile finishing process optimization. A preceding workshop at Mahlo's headquarters in Saal ensured the on-stand team was well-versed in recent advancements. This expertise was in high demand throughout the fair.

Stephan Kehry, Textile Product Manager, noted, "Quality, energy-saving, and return on investment were top concerns for many visitors." There was also significant interest in data management and data recording. The new X-Series concept for forward control of knitwear with strong distortions was a focal point. The newly unveiled Orthopac RXVMC straightening machine, capable of rectifying distortions in textile fabric webs with increased speed and precision, was well received.



Thomas Höpfl, Head of Sales, shed light on the new straightening concept, emphasizing the attention given to straightening mechanics and their integration with the scanner system's analysis electronics. The control concept has been revolutionized, and distortions are detected and corrected in real-time, resulting in higher quality goods and reduced waste.

"The new concept has proven convincing, especially in these times of increased cost pressure and intensifying competition in the textile industry," said Höpfl.

The Mahlo bistro, with its Bavarian specialties, was an additional crowd-puller, making Mahlo's ITMA 2023 presence an exceptional blend of high-tech innovation and Bavarian charm.