Itema to Showcase its Latest Weaving Innovations and the HelloItema Customer Portal at ITM 2024

On June 4-8, 2024, Itema, a global leader in advanced weaving solutions, will exhibit its most recent innovations at ITM 2024, held at the Istanbul TÜYAP Fair Convention and Congress Center. Visitors can explore these advancements in Hall 8, Booth 806, where Itema will demonstrate its cutting-edge weaving machines and the comprehensive digital services provided by the HelloItema Customer Portal.

Since establishing its company in Türkiye in 2022, Itema has focused on enhancing service quality for Turkish customers through its offices in Istanbul and Bursa. According to Pamir Özaltan, Managing Director of Itema Türkiye, the country remains a critical market for Itema, dominating several textile sectors.

Itema's exhibition will spotlight significant innovations tailored for key textile productions like terry, curtains, and apparel fabrics. These include the new R9500EVOterry and R9500EVO machines, which are recognized for their textile versatility and reliability. The machines, having debuted at ITMA 2023 in Milan, have since garnered global acclaim.



Additionally, the event will feature the new iSAVERfancy, which eliminates waste selvedge on rapier machines, significantly reducing costs and contributing to sustainable weaving. The HelloItema Customer Portal will also be a focal point, showcasing its array of digital tools designed to streamline the purchasing and service experiences for Itema customers.

Matteo Mutti, Itema Group Chief Sales and Service, highlighted the company's commitment to providing effective, smart solutions that enhance customer competitiveness and results. The booth will also present the latest solutions for upgrading existing looms and a complete range of OEM spare parts. Lamiflex, an Itema Group company, will also showcase its advanced weaving accessories, including rapier tapes and sprocket wheels.

For those interested in the forefront of weaving technology, a visit to Itema's booth at ITM 2024 is essential. Hall 8, Booth 806.