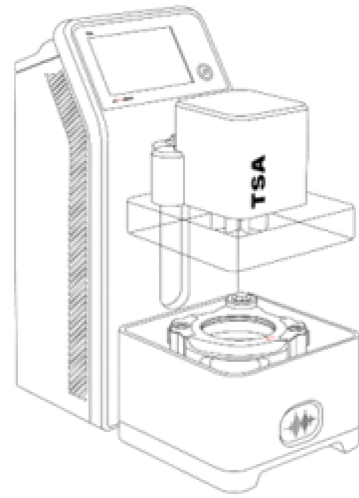
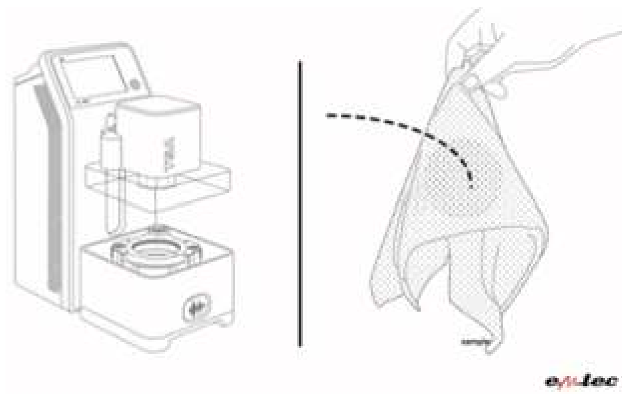
Redefining the Feel of Fabrics: emtec's Tactile Revolution at ITMA ASIA + CITME 2025, Singapore

At ITMA ASIA + CITME 2025, emtec Electronic GmbH will introduce a new dimension in the world of textile touch analysis with its **TSA Tactile Sensation Analyzer** and **Virtual Haptic Library**. This innovation transforms how the industry perceives and measures the “hand-feel” of textiles — bringing objectivity, speed, and digital precision to what was once a purely subjective experience.





The TSA provides rapid and reproducible data on key tactile parameters such as **surface-softness, smoothness, stretch, recovery, friction, thermal properties,** and **air permeability**. Linked with the cloud-based Virtual Haptic Library, these results are converted into realistic, virtual haptic profiles — allowing users to digitally experience how fabrics feel without the need for physical samples. This leap in digitalization enhances communication across the supply chain, reduces costs, and supports sustainability by minimizing material waste.

As **emtec Electronic celebrates its 30th anniversary**, this milestone marks the company's expanding footprint in the textile sector. With decades of expertise in precision testing for paper and nonwovens, emtec is now set to revolutionize textile material evaluation. Managing Director **Giselher Gruener** calls ITMA ASIA “the perfect stage to showcase the future of objective hand-feel analysis.”

From **28–31 October 2025**, emtec's team — including **Markus Amthor** and regional partner **James Xiang** of RoacheLab (Asia) Co., Ltd. — will demonstrate the TSA live at **Booth H3-B303** in Singapore. Visitors are encouraged to bring their own samples and experience firsthand how emtec's innovation bridges the tactile and digital worlds of textiles.