OUR CLEAR FOCUS IS ON OUR CUSTOMERS!



Karl J. Mayer on the strategy, focus and future of KARL MAYER and its exhibition at ITMA ASIA + CITME 2025

KARL MAYER is working flat out to prepare for ITMA ASIA + CITME 2025 in Singapore. The leading textile machinery manufacturer launched a transformation process in January this year in response to the upheavals of our time. The first results of the reorganization will be on display at the KARL MAYER stand A 301 in Hall 5 of the Singapore EXPO.

Ulrike Schlenker from Corporate Communications at KARL MAYER spoke to Karl J. Mayer, who is supporting the transformation process as a representative of the Advisory Board and the Mayer family, about the new direction of the company and the highlights of its exhibition in Singapore.

US: Mr Mayer, the textile machinery industry is facing enormous challenges. How is KARL MAYER positioning itself in this environment?

KJM: By putting the customer at the center of all our decisions. We can only be successful in the future if we know, understand and serve the needs of our customers.

This requires very intensive customer care and a very close customer relationship. The customer is then also the driver of all our innovation projects, in which we have to involve our customers at a very early stage in the innovation process.

We have to listen very carefully, take a close look and understand how we can help our customers.

If we develop and offer convincing customer solutions, then we are in business!

Our experience is that all companies that are active in warp knitting basically want KARL MAYER machines. It is up to us to offer new solutions cost-effectively so that our customers can earn money. Then we can be successful as well!

US: What is your personal message to customers? How do they specifically benefit from the reorganization?

KJM: KARL MAYER is back!

We have understood that corporate posturing and arrogance are detrimental to business. The free market has punished us - and rightly so. We are realistic, pragmatic and customer-oriented again. Over the next few months, we will come up with solutions that will convince our customers. I am very confident that we are on the right track. Our customers can look forward to our new developments - they will help our customers in their business - and that is the most important thing.

US: What role does innovation play in the company's strategy?

KJM: Innovation is the key to success! Our customers are waiting for KARL MAYER to come up with something new. We are still the technology leader, market leader and industry leader. We have to live up to this responsibility. And that is only possible through genuine innovation.

US: How important is the global presence in the new strategy?

KJM: KARL MAYER has always been a global player. We produce in our main markets!

The heart of KARL MAYER is Obertshausen for warp knitting and Mezzolombardo for warp preparation.

All key strategic decisions are made here, which are then implemented in a highly efficient and customer-oriented manner at our plant in Changzhou for our main market, China.

US: ITMA ASIA + CITME will be the first major trade fair appearance for KARL MAYER since the

start of the transformation. What can visitors expect?

Genuine innovations!

Our aim is to attack and substitute ourselves!

In the area of 2-bar warp knitting machines for elastic fabrics, in which we are the absolute market leader, we are presenting the next generation of machines that will help our customers to improve their margins.

In the 4-bar warp knitting machine segment, we will be presenting an attractive solution for the fashion & apparel segment in line with the regional requirements and the general textile trend.

We will also be presenting textile innovations that demonstrate the market potential of our machines' textile products.

US: What would you like to convey personally at ITMA ASIA + CITME 2025?

KJM: KARL MAYER is alive!

I also want to show that I am passionate about our customers, our business and our company.

I have lived in Asia for 20 years, most of that time in Hong Kong, have traveled extensively in Asia and have met and served many KARL MAYER customers. I expect to meet many old acquaintances, but also to make many new contacts. A trade fair is the perfect place for this.

US: What does customer proximity mean to you personally?

KJM: Customer intimacy is everything and without customer intimacy there is no future for KARL MAYER.

US: How does the founding family continue to shape the culture of KARL MAYER?

KJM: Through trust! "I trust my employees and my employees trust me" - that was a central motto of my grandfather, the company founder. Our customers trust in our care for their business and that we will help them to run their business successfully. KARL MAYER was built on trust and the family continues to live this value in the company and for our customers.

Everyone who deals with us can rely on us!

US: What is the biggest challenge in the reorganization?

KJM: Nothing! It's just work. Deciding and acting. Confidence and trust. Enable and encourage. I don't see any challenges, only opportunities. And we will seize them. I'm looking forward to the realignment of our company structure and our business focus. It's going to be really good!

US: From which countries do you expect visitors? Is Singapore a suitable location for a textile trade fair?

KJM: *Absolutely! It's a perfect location!*

Singapore has a large, international airport: "Easy in - easy out!"

There are no complicated visa requirements and it's the perfect place to combine business with pleasure. You can simply stay an extra 1-2 days and then enjoy the city. Shopping, wining & dining, a bit of sight seeing or just relaxing. It is a melting pot of different cultures, a city that never sleeps and where business is done day and night.

Singapore connects the East with the West in the Global South, especially for the Muslim world.

Our customers from South-East Asia can all come here easily and quickly, but also customers from important textile markets such as India, Pakistan and Bangladesh will come, as well as customers from North Africa and the Middle East, especially Turkey.

These are trade routes that we are hardly familiar with in the northern hemisphere and that are often greatly underestimated.

But Singapore is also easy to reach for our many customers from southern China, and we are expecting a lot of interest and visiors from this region as well.

US: Thank you very much for the interesting interview.