A New Era. Powered by Innovation.

Barmag Fuzhou Customer Day Concludes Successfully, Boosting High-Quality Chemical Fiber Growth in Fujian & Guangdong



Barmag experts with guests at the event.

Every great industrial transformation begins with a conversation. In Fuzhou, China, those conversations became the foundation of a new chapter for the global man-made fiber industry as Barmag brought together nearly one hundred leading customers from Fujian and Guangdong for its inspiring **Customer Day 2026**, themed **"A New Era. Powered by Innovation."**

The event was more than a technology showcase—it was a shared vision for the future. Led by **Georg Stausberg, CEO of Barmag**, alongside **Jochen Adler, CTO**, and **Dr. Wolfgang Ernst, CSO**, the company demonstrated how innovation, sustainability, and customer collaboration are reshaping the entire chemical fiber value chain.

With experts from sales, research, project execution, and service working together, participants explored integrated solutions spanning every stage—from melt to yarn. The presence of **SSM** and **Temco**, now part of the Rieter Group's expanded textile ecosystem, highlighted a stronger commitment to delivering complete end-to-end textile solutions for customers worldwide.



Georg Stausberg, CEO of Barmag, delivered the opening speech and elaborated on Barmag's strategic roadmap following its integration into the Rieter Group. Both parties will deepen cross-business synergy, capitalize on complementary strengths and co-create end-to-end integrated solutions for the full textile industrial chain



Dr. Wolfgang Ernst, CSO of Barmag, analyzed the current landscape, opportunities and challenges facing the man-made fiber industry amid a volatile global marketplace. Upholding its customer-first philosophy, the Group adapts proactively to market shifts while executing steady global expansion strategies



Jochen Adler, CTO of Barmag, shared cutting-edge trends in textile machinery manufacturing. He explained that sustainability sits at the core of the company's R&D agenda, enabling Barmag to keep pace with industrial shifts and continuously pioneer technological advancement within the spinning machinery sector.



Richard Wang, General Manager of Barmag Suzhou, delivered the closing speech for the Customer Day, outlining promising prospects for deeper regional strategic collaboration.



Barmag's product portfolio delivers specialised technologies covering the complete melt-to-filament value chain. On-site technical specialists walked clients through core processes including spinning, winding and texturing, showcasing the Group's comprehensive technical solutions.

Caption



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Caption



The Barmag team toured Fujian Yongrong Jinjiang's production plant alongside event attendees.

Caption

A visit to **Fujian Eversun Jinjiang**, Barmag's largest global polyamide customer, further reflected the power of long-term partnerships built on trust, innovation, and shared growth.

As the textile industry moves toward higher efficiency and sustainability, Barmag continues to demonstrate that technological leadership is not defined solely by advanced machinery, but by the ability to collaborate closely with customers and create lasting value. The Fuzhou Customer Day was a clear reminder that the future of chemical fibers will be driven by innovation, strategic partnerships, and a commitment to sustainable progress.

With every breakthrough and every partnership, Barmag is helping shape a smarter, greener, and more competitive future for the global textile industry.