

## **Presseinformation / Press release**

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## **Seizing opportunities in the crisis**

Weaving in Pakistan is expanding and investing in machinery including KARL MAYER's PROSIZE® and WARPDIRECT®

Pakistan's economy was another to be hit hard by the coronavirus pandemic, but the textile and garment industry quickly showed the first signs of recovery.

"Things have been going crazy in Pakistan for some time now," says Dieter Gager, Vice President Sales and Marketing at KARL MAYER's Business Unit Warp Preparation. In particular, the PROSIZE® sizing machine combined with the WARPDIRECT® beam warping machine of the well-known global player is proving to be a bestseller: the order volume for these high-tech models was already considerable in 2020, but was surpassed once again at the beginning of this year.

## **Highest warp beam quality for maximum efficiency in the weaving mill**

Most machines are destined for the textile strongholds of Karachi and Lahore, which are currently benefiting from a boom in high-end household textiles. Bed linen and terry towels from Pakistan are in great demand both in the domestic market and abroad. The latest generation weaving machines is used for the production of diverse articles, which require warp beams of the highest quality for their full performance. This is where the PROSIZE® and the WARPDIRECT® come into play: the beam warping machine ensures same warping length for all warp beams, uniform thread tensions and an even winding structure. The sizing machine that follows in the process applies the sizing to the threads absolutely homogeneously and without affecting the elasticity, and requires very little water and very few chemicals to do so. In addition, the price-performance ratio of KARL MAYER's products is just right. "Customers quickly realise that they can significantly increase the efficiency of their process chain with our models," says Senior Sales Manager Peter Obrist following a business trip. In order to support his clients with their investment projects not only by telephone and video conference, he visited numerous clients in Pakistan at the end of last year – of course in full compliance with the strictest coronavirus safety requirements.

Fig. 1: The PROSIZE®

Fig. 2: The WARPDIRECT®