

VIBEMAC keeping the growth upward with focus on training to support its automated solutions

Bangladesh has come up as the third biggest exporter of denim apparel to the US, after Mexico and China; and second biggest to the EU after China. This growth of the country has made the presence of sewing technology manufacturer Vibemac in Bangladesh imperative, by making available to the apparel industry suitable sewing solutions focused at automation and product upgradation. Endorsing this image of itself at the Denim Expo, the Italian pioneer in manufacturing sewing machines and automates for jeans, Vibemac was present with its range of automates for back pocket attachment and back pocket creasing. “We started our operation in Bangladesh in the year 2000 and have sold more than 4,000 machines ever since,” shared the ever vibrant **Enrico Guerreschi, Sales Director, Vibemac**.



Enrico Guerreschi, Sales Director, Vibemac (extreme right) with his team

The company’s operations in Bangladesh are managed by an experienced team of professionals with hands-on experience of the apparel industry. “In my 24 years of working in the sewing department of many companies in Bangladesh, I have worked with automatic machines from all companies, and Vibemac’s machines are not only easy to use but also low on maintenance,” shares **Abdul Wahab, Technical Manager, Vibemac Bangladesh** who can solve

any machine-related issue over phone if given a complete description of the problem. Moreover, since the sewing automates do not require any skilled manpower, companies do not have to worry about operators working on automatic machines leaving the company as the new operator can be trained within a few minutes. “We focus on training the technicians and the maintenance manager of the company, who then trains the sewing operators,” concludes Abdul Wahab.

TONELLO making washes sustainable through ECOfree

The capabilities Bangladesh has developed for dry and wet processes of denim jeans is the major reason behind the overall growth of the exports in denim from the country. However, this expertise would not have been possible without partnerships with washing, dyeing and finishing solution provider Tonello. Through its presence at the Denim Expo, the Italian pioneer presented denim jeans washes and finishes with Tonello’s ECOfree finishing technology. “The latest technology that we are bringing to Bangladesh is mixing ozone in water for washing denim jeans and other apparel products, which reduces the water consumption of washing processes by 50% to 80%,” shares **Denis Chiarello, Area**



Denis Chiarello, Area Sales Manager, Tonello

Sales Manager, Tonello srl. The company’s sole agent in Bangladesh is Smart Technology.

In ECOfree, ozone is placed inside a washing machine and dissolved in water to remove the indigo during washing. This makes it possible to reduce both the number of baths and the treatment time, obtaining a bright contrasted bleach effect. The ozone is also completely neutralized in the machine, allowing the operator to handle the garments without risk. Present in Bangladesh since its inception in 1981, Tonello claims to have installed not its complete but also the most high-end range of finishing and washing machines in companies such as Standard Group, Pacific Jeans, Genesis Washing, Passion Jeans and DBL Group. “With the washing capabilities that Bangladesh has developed, the international buyers are now able to source high-fashion denims from the country at a premium price,” adds Denis.