

## Pakistan has a bright future in Global textile industry

*Hans Stahlecker, President Rotorcraft*

During ITMA Munich one of the busiest stands was of Rotorcraft, the manufacturers of Compact Yarn Systems and OEM. Mr. Hans Stahlecker, a legend among the textile machinery manufacturers is behind the vibrant new Rotorcraft that offers spinning equipment and components with the star product being RoCos the compact yarn system. Mr. Stahlecker who knows Pakistan's textile industry very well was very insightful in his comments about the future of spinning industry and particularly about Pakistan during an interview with Nadeem Mazhar, Executive Editor, Pakistan Textile Journal. Rotorcraft is represented in Pakistan by Industrial Trading Impex.

### How has this ITMA been for Rotorcraft?

The show has been really successful for us. We not only had customers who came to see the new technology but there have been customers who placed orders at the show which normally does not happen at the exhibitions. This is quite unusual at an ITMA show and I know what I am talking about since I have been at each and every ITMA for the last 50 years. We have sold more than 50000 spindles at the show and are very satisfied with the results.

### How did you develop a new technology in compact in a remarkably short period of time which is proving successful?

We started at the end of 2001 and at ITMA Birmingham (2003) we had the first workable solution for compact spinning ready. This was something new that needed to be tested by the customers and subsequently improved. We gradually started collecting data from the customers and I found great interest from various mills. At first I released only 50,000 spindles which was a calculated risk to try out the system. We went with these 50,000 spindles to various mills in mainly India but also China and Pakistan.

On the basis of the feedback we received, we made the required improvements and finally in 2005 at ITMA Asia Singapore when we were comfortable with the technology we had to offer and I knew we had something which works perfectly and the mills are satisfied, during the exhibition I gave the green signal to my people to go full speed to market RoCos.



Hans Stahlecker with Tariq Iqbal, Director, Quetta Group.

That was two years ago and **within these last two years we have sold more than one million spindles** which is quite satisfactory for a small company like ours.

### In view of this tremendous response how do you foresee the future for Rotorcraft?

We have big plans for next year. Compacting is the future of ring spinning and RoCos as it is the only system where you can produce first-class compact yarn at no additional costs, such as, power, spare parts and maintenance. In other words the cost of production is the same pound for pound as the standard yarn.

In my opinion, it is only a question of time that RoCos will become the standard for all spinning mills. We are working hard on this and we have received great feedback from our customers especially from our most important customer Laxmi with whom I have greatly enjoyed working with. We share the same view of the future and both of us are convinced that this is the future of spinning. Ring spinning without RoCos is outdated.

### You have been a keen observer of the evolution of Pakistan's textile industry from the very beginning. I would appreciate your valuable comments on its strengths, weaknesses the future direction?

I think Pakistan has a great future in spinning. I am quite sure about this. There are various reasons for my belief. First of all India and China are the major players in textile today, but I believe that the key buyers of textiles like the big chains in the United States or Europe are hesitant to depend upon just two countries. That is a very important factor as they are looking for other sources of procurement, like a true businessman who does not want to put all the eggs in the same basket.

Here Pakistan has an excellent potential since from cost point of view Pakistani textile industry is more or less the same as



Mr. Mahmood Zia of Industrial Trading Impex with Dr. Andrea Fischer, CEO, Mrs Albine Stahlecker and Mr. Hans Stahlecker, Chairman Rotorcraft AG

India or China. Compared to China in Pakistan you have a much bigger advantage in terms of language and your communication in English. Pakistani exporters for decades have already made their inroads in Europe and United States. The ups and downs in business are normal, if you consider the present situation in Pakistan. While the exports may be down you must also take into account an increasing domestic market in Pakistan. If I am not mistaken per capita consumption of textiles in Pakistan is 4-5 kgs. When you compare this with for example Italy, whose consumption is close to 20kgs, clearly there is great potential in internal market of Pakistan apart from exports.

My belief is that the future for Pakistani textile industry is guaranteed, provided they continue to keep pace with the development by investing in the latest technology and do not allow their competitors like China and India to surpass them in the technology side. Whether they use the ring spinning or fly frames or open end Pakistani industrialists have to ensure that they stay competitive by applying the most modern technology. The present advantages you have for example, the low labour cost are short term and will not ensure survival in the long run. On the other hand, I am confident of the resilience of Pakistani textile industry. Pakistan has to maintain its position as a key player by investing in the best and right technology to not only survive but thrive in the future.

## Successful ITMA 2007 for Rotorcraft

Switzerland's Rotorcraft is one of the most successful players in the increasing compact spinning market, having now sold **one million spindles** of its RoCos compact spinning system for ring frames since it was unveiled in prototype at ITMA 2003. About 60-70% of RoCos installations are on new frames from Laxmi Machine Works, India and Jingwei, China. Conversions of existing ring spinners to compact technology account for the rest.

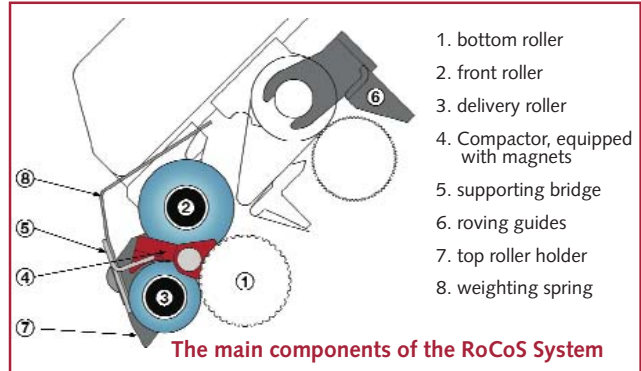
Compact Yarn is produced by compacting the strand of fibers in a separate zone arranged after the drafting system to such a degree so as not to allow the formation of a spinning triangle while twist-

ing the strand of fibers into yarn.

The undesirable yarn hairiness and the reduction of yarn strength, resulting from the spinning-triangle, are thus avoided. In respect to hairiness and strength, Compact Yarns are far superior to all conventional yarns. Today, woven and knitted garments of highest quality are produced from Compact Yarns.

Until now, the compacting of the strand of fibers is brought about by air suction. The power required to produce this suction is substantial; the pneumatic compacting devices are expensive, complicated and demand elaborate maintenance.

RoCoS, the Rotorcraft Compact Spinning System, avoids these disadvantages. It works without air suction and uses magnetic-mechanical principles only. Rotorcraft's magnetic compacting system, is claimed to produce 80% less hairiness and 10% greater strength in the yarns than systems based on pneumatic compacting.



The main components of the RoCoS System

In Munich Rotorcraft unveiled three new developments

- ◆ **TWIN RoCos** applications for **Sirospun** yarn applications
- ◆ **Core RoCos** for corespun yarn and for denim and other coarse yarns and
- ◆ **Rotorcraft Top Arm** featuring a revolutionary new cradle.

Rotorcraft was founded in Switzerland in 1973 by the current Chairman and President, Mr Hans Stahlecker. It has since become a world leader in designing and marketing innovative spinning solutions. In addition to the team at their Headquarters in Altstaetten, Switzerland, Rotorcraft employs service and marketing personnel on 3 continents. ◆



### Visitors from Pakistan at Rotorcraft booth



Adeel Mehmood and Rana Zafer of Al-Nasr Textile Mills with Werner Hoher.



Imran Dawood, Chairman Pakasia Group and Mehmood Zia



Visitors at Rotorcraft Booth



Werner Hoher with Shafqat Elahi, Chairman APTMA and Chairman Nagina Group.



Ejaz Akbar, TD, Dar-es-Salam Textile with Dr. Andrea Fischer, Juan Salas and Werner Hoher.



From left to right: Werner Hoher, Mr. Fayyaz, Director, Al-Karam Textiles, Juan Salas and Mehmood Zia.