

IMA S.p.a Italy Organises Webinar

Users Share their Experience with the Technology

After receiving an encouraging response for the first digital event IMA s.p.a Italy decided to continue its journey with a series of seminars which would focus on the all areas in which IMA operates.

The company underlines that the purpose of organising the seminars is to update its customers and collaborators and even who have not yet taken a step towards automation.

“The main goal of these seminars is a correct analysis of the needs and requirements to be met in the sectors involved, in order to find the most suitable answer in terms of technological solutions proposed by IMA,” said **Mirella**

Sardini, President, IMA s.P.A.

The company that has always been very proactive in research and development has adopted latest concepts in technology like digitalization and Industry 4.0, for many years, long before this pandemic. “The starting point in this direction was in the year 2013 when IMA, for the first time presented the first spreader, model Phoenix 890, equipped with digital technology, with all the advantages that came with it.,” added Mirella.



Mirella Sardini, President, IMA s.P.A



IMA produces a complete range of machinery and software for the cutting room, all suitable for industry 4.0.

“I would like to point out two aspects one is that we wanted to personally involve our most important partners, so for each event there will be a testimony of our customers and secondly regardless of the technological partner that is chosen or brand, we will discuss and elaborate interesting issues. We will discuss important guidelines to follow in the path towards innovation in order to make a mature and informed choice,” said Mirella.

FASHION GOES DIGITAL

In the webinar important details on women's fashion which involves speed and efficiency was discussed. This is one of those categories which requires specific techniques, specifically developed in order to industrialize the process of making the garment, ensuring a reduction in costs for both the needs of an in-house modeling department and those of manufacturers who work for third parties.

Salvatore Manna, Production manager and co-founder of the SLER company, an old patron of IMA that produces fashion for Italian brands in the women's fashion industry shared her experience. The company with thirty years of experience in the fashion industry specialized in outerwear productions. In 2015 the company purchased the 890 B spreader. With its lightness and versatility, it allows me to spread any type of fabric.



She informed that IMA's technology has helped the company a lot with its versatile machinery which helps in dealing with all types of fabrics.

Another review was shared by **Donato Bruno** who uses four spreading lines and two automatic cutting lines, with a daily

production of about 11 thousand pieces, ranging from high fashion shirts to jackets.

"We are producing women's clothing like skirts, rayon blouses and cotton blouses. We have been using the IMA typhoon 70 automatic cutter for a year and it is very good. It allows us to do very regular and precise cutting. We are cutting every day 6000 to 8000 pieces of skirts, blouses with the IMA automatic cutting. The IMA customer service is also very present. They have helped us reach our production target," shared **Kamal, Maintenance Manager, Gokaldas Exports Ltd, a unit of Wear Craft Apparels group**

The next IMA webinar is scheduled for the end of May, we will deal with another sector, bringing the testimony of other manufacturers who use IMA technology, trying to provide interesting ideas for all operators working in our wonderful world.

