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ITEMA PRESS RELEASE**FOR IMMEDIATE RELEASE**

**Itema exhibits at TEMTECH,
North India's Largest Textile Machinery & Spare Parts Exhibition
February 6th – 8th, 2016
(Stand A-2)**

Colzate (Italy) and Ahmedabad (India) - **Itema S.p.A.**, the largest privately-owned multinational company and global leading provider of best-in-class weaving machines, spare parts and services, is exhibiting at **TEMTECH – North India's Largest Textile Machinery & Spare Parts Exhibition** – from February 6th to 8nd in Bhilwara, Rajasthan.

Taking place in the famous textile hub of Bhilwara, Temtech is an unmissable appointment for Itema, offering a perfect occasion to meet face-to-face valuable Customers in the region and discuss first-hand the very latest innovations that will benefit the broad base of weavers in the region.

Itema comes from the more-than-positive experience of ITMA Milan, where the Company showcased not only its innovative weaving machines, but also the newly improved spare parts portal and the ultimate real-time loom management system, reaping a huge success from the audience. A consistent number of orders have already been collected, from loyal and historical Customers, but also from brand-new contacts, thus representing a major point of satisfaction and confidence for the future.

With a comprehensive sales and after-sales service organization in India operating from own offices in Mumbai, as well as Coimbatore, New Delhi and Kohlapur, the Italian-headquartered Company is present at Temtech to introduce to the sophisticated Indian weavers the technical advantages and superiority of Itema-branded weaving machines and the latest entries in the championship portfolio of the technology major.

Introduced for the first time in September 2015, the new R9500^{terry} is the racehorse when it comes to terry weaving. Itema, the first and foremost rapier terry loom producer, carries on the excellence in this application of historic Sulzer and Vamatex brands. Besides this strong inheritance, what makes R9500^{terry} an extraordinary weaving machine for terry weavers are the sturdy structure and reliable mechanical components coming from the Itema absolute best-seller, the rapier R9500, and the exceptional textiles results obtained due to an extensive and thorough R&D work. Unparalleled textile quality is guaranteed by a winning trio of innovative devices: the **new positive pile back-rest roller**, the **new pile formation unit** and the **new ground back-rest roller**. Fulvio Carlo Toma, Itema Group Sales & Marketing Director, commented: "The new R9500^{terry}, after a few months from market launch, already enjoys a spectacular market success. Orders are coming in continuously from Portugal, Turkey, China, Ethiopia, El Salvador, South Korea, Japan, just to name a few Countries. The whirlwind market acceptance of our R9500^{terry} is just a further testimony that innovation coupled with the strongest know-how in the market pays back with enormous satisfaction."

Always focused on the weavers' needs, Itema concentrated its R&D extensive research to offer to the market even more efficient weaving machines, where efficiency stands for increased

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performances, reduced consumption and enhanced user-friendliness.

A brilliant example of this strategic concept is the A9500*p*, already well-known and appreciated by many weavers in India, launched in 2014 as the excellence flagship of Itema's airjet portfolio.

During ITMA Milan, Itema introduced its best-in-class airjet machine, the A9500*p*, equipped with a new and innovative feature: the **double tandem nozzles**, which ensure enhanced machine efficiency and superior fabric quality. In fact, the double tandem nozzles guarantee a perfect distribution of the pushing force on the weft using a lower air pressure, thus leading to a double benefit: reduced stress on the yarn allowing top fabric quality and, at the same time, the possibility to weave with a lower pressure ensuring energy saving.

From the rapier insertion technology side, ITMA Milan has been the proper stage to officially launch the new Itema R9500*p*. Born from the pedigree of the premier rapier R9500 loom and destined to run even better, smarter and faster, the new R9500*p* offers the perfect blend of ultimate versatility and productivity through an ensemble of exclusive technological features and brand-new innovations, which together meet and exceed even the most demanding requirements of Customers competing in rapidly changing markets. In the words of the Managing Director of Itema India, Mr Updeep Singh: "R9500*p* is, no doubt, the perfect machine in segments such as denim and shirting, core markets in India, due to its best-in-class technical advancements which guarantee unbeatable performances, speed and versatility".

Mr Singh refers, among others highlights, also to the new weft transfer SK Rapier 2.0, which ensures improved weavability at high speed thanks to the new right-hand side rapier head designed for enhanced flexibility and to the innovative Loom Cooler, which allows the reduction of the oil temperature by decreasing the thermal load to be drained by the conditioning system.

TEMTECH 2016 is open to visitors from February 6th to 8th. To learn more about Itema's technological innovations, make sure to visit **ITEMA Stand A-2**.

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Notes to Editors:

About Itema

Itema is a leading global provider of advanced weaving solutions, including best-in-class weaving machines, spare parts and integrated services. The Company is the only manufacturer in the world to provide the top three weft insertion technologies: rapier, air jet and projectile, with an ample product portfolio and a commitment to continuous innovation and technological advancement of its weaving machines. For more information about Itema, please visit www.itemagroup.com.

Images:

- Itema **R9500 Rapier** Weaving Machine – an absolute best-seller.



- Itema **R9500terry** Weaving Machine – newly born, launched in September 2015 and already a market success

