

THE

Volume: 60 Issue: 6

April 2019

TEXTILE MAGAZINE

ASIA'S LEADING TEXTILE INDUSTRY MAGAZINE



A.T.E. @ 80

**Nurturing Indian Textile Industry's
Global ambitions since 1939**

Well prepared to support the next phase of growth

A.T.E. @ 80

Nurturing Indian textile industry's global ambitions since 1939

Forging new partnerships to support the next phase of growth

By Ganesh Kalidas



An inspiring pedigree, an impressive mission, and an unflinching commitment – that's what puts A.T.E. into a class of its own. A.T.E. shares an inseparable bond with the Indian textile industry, and is a partner in the textile industry's journey over the last eight decades as it has achieved its current global stature.

A.T.E. had been instrumental in introducing German technology to India, way back in 1939. While being a part of the Indian freedom movement, Mr. Shyamlal Bhagwati, the founder of A.T.E., decided to challenge the monopoly of English textile machinery in Indian mills by representing German textile machinery. The venture went through various metamorphoses, steered by Mr. Shyamlal Bhagwati (1902-1977) and then by Mr. Atul Bhagwati (1932-2015).

“I believe that trust and relationships have helped us reach where we are today. You can see this all across, be it with our principals, customers, or with our team”

– Mr. Anuj Bhagwati, Head - A.T.E. Group

“The secret of building trust and relationships are the ‘values’ that are embedded in the A.T.E.’s culture – transparency with no shortcuts, and our philosophy of providing comprehensive technology and process solutions and impeccable customer service

– Mr. G. V. Aras, Director

A.T.E. started with trading and representation of well-known German machinery manufacturers, then moved on to getting German-technology machines manufactured in India under licence through leading Indian engineering firms, and eventually went on to manufacture these machines in India through its own technical collaborations and joint ventures with world-leading European manufacturers.

An important such partnership led to the formation of Truetzschler India Private Ltd., a joint venture with Trützscher GmbH & Co. KG, Germany, for manufacturing spinning preparatory machinery. Its state-of-the-art manufacturing facility is located at Ahmedabad. TeraSpin, an A.T.E. business unit manufacturing precision spinning machinery components, is also located in Ahmedabad. TeraSpin was established in 2012 after A.T.E. acquired SKF India’s spinning machinery components business.

A.T.E. continues to pursue its ethos of service by entering into socially relevant businesses, now under the leadership of Mr. Anuj Bhagwati, son of Mr. Atul Bhagwati. Apart from textile engineering, A.T.E. is also now well established in the



Truetzschler

Truetzschler has been associated with A.T.E. since the early 1950s. Initially, A.T.E. was only representing Truetzschler for the Indian market. This association further grew when Trumac was formed as a joint venture between Truetzschler, A.T.E. Group and other shareholders.

Dr. Dirk Burger, CEO, Truetzschler GmbH & Co. KG, says: “Our experience has always been good with A.T.E. and its team. The Truetzschler management has full faith in A.T.E. and therefore it grants the necessary freedom to A.T.E. to operate independently. A.T.E. has the right system and people in place. This contributes to their continued success.”

Speaking about the projects which the two companies have worked together in India, “There have been too many successful projects to mention. All helped Truetzschler to launch their latest technology in the Indian spinning preparation market and to establish the Truetzschler brand. The most notable project was for sure to form our joint venture and to establish our local subsidiary in India in 1977”, said Dr. Dirk Burger.

Speaking about the important role played by A.T.E., Dr. Dirk Burger said: “A.T.E. has played a pivotal role in building Truetzschler’s success in the Indian market. With their nationwide network of offices and their proximity to customers, they have enabled us to develop new technologies specifically for Indian market needs. Their customer relationship and market coverage is very important for Truetzschler’s business in India”.

“On the completion of 80 years of serving the Indian textile industry, I cordially congratulate the whole A.T.E. team on behalf of Truetzschler shareholders and management and wish them much success in the future!”, added Dr. Dirk Burger.



Mr. Gurudas Aras, Director - Textile Engineering Group, (seated) flanked by (from left) Mr. Amar Avinash Khañolkar, VP - Projects and Business Development, Mr. Navin Agarwal, VP - Textile Engineering - Fabric Forming, Mr. S. Rajendran, Senior VP - Processing, Accessories & After Sales Services, Mr. Kiran Hanchate, VP - Spinning Accessories, Mr. Vikas V Banduke, VP - Textile Engineering - Automation, and Mr. A. Suresh, VP - Textile Engineering - Spinning Machinery

fields of wastewater treatment, eco-friendly cooling, solar heating, flow technology, internet of things for industry, print and packaging equipment, and value enhancing solutions. A.T.E.'s businesses now encompass manufacturing, industrial sales, distribution and service, while it also has expertise in handling turnkey projects. With a theme of 'invent in India', A.T.E. has developed several cutting-edge technology products and solutions and has several patents to its credit.

Every word spoken by Mr. Bhagwati is reflected in the way the organisation conducts itself. A.T.E. is perhaps one of the oldest agency houses in the country. It has long standing relationships with its principals and customers. Though a family run business, A.T.E. deeply values its professionals, which has resulted in many of its employees spending a better part of their working life in the company. A good example is that of Mr. Aras, who joined A.T.E. in 1981 as a sales engineer and has grown to become a Director of the company. A.T.E. has almost seven decades long relationships with Truetzschler and Karl Mayer. Simi-

larly, it has long standing relationships with many of the leading textile mills in the country, to name a few: Arvind, Century, Mafatlal, Welspun, Raymond, Premier, KPR Mills, Vardhman, Nahar, etc.

This is why A.T.E. is synonymous with textile engineering and it has established itself as a leader in this field. It provides cutting-edge technology solutions from more than 50 globally leading principals across the textile value chain – spinning, knitting, weaving, processing, synthetics, technical textiles, non-woven and carpet finishing – a one window solution provider. A.T.E. also doubles up as a consulting resource on account of its deeply embedded knowledge of textile processes.

A.T.E. always has its eyes and ears glued to the ground to pick up the needs and aspirations of the textile industry and to find long lasting solutions for these needs either on its own or in partnership with its principals. One example of this commitment is the recent addition of machine upgrades and automation to its portfolio, to address the needs of the textile industry to maximise its return on investment.



Karl Mayer

Karl Mayer has been associated with A.T.E. for over 6 decades. Mr. Peter Obrist, Senior Sales Manager, Business Unit Warp Preparation, Karl Mayer Textilmaschinen AG, recalls that he has been personally working along with A.T.E. since the last 10 years and one of their first client was NSL Textiles in Guntur.

Looking back on the long association, Mr. Peter Obrist says: "I consider A.T.E. amongst the leading companies in their field. Not only the high level of competence of A.T.E.'s staff, but also the rather flat hierarchy within the organization makes the working together easy. A.T.E. network across India played a key role in the success of Karl Mayer in the Indian market."

"Congratulations A.T.E. from all of us at Karl Mayer for your wonderful journey of 80 years of success and many wishes for more great years ahead", wishes Mr. Peter Obrist.

Spinning machinery

A.T.E. offers world-class solutions in the spinning machinery segment from its principals such as Truetzschler, Savio, Sara Elgi, SSM, Luwa, and Godrej Consoveyo. The range covers blow rooms, cards, draw frames, lap winders and combers from Truetzschler; automatic winders and TFOs from Savio; assembly winding, rewinding and soft package winding machines from SSM; state-of-the-art bobbin transport systems from Sara Elgi; humidification systems from Luwa; and automated storage and retrieval systems from Godrej Consoveyo.

Truetzschler is the front runner in technological evolution in spinning preparation, constantly focused on bringing out innovative technology solutions that are compact, energy efficient, and are designed to improve productivity, quality, and reduce cost.

Savio offers the latest automatic cone winding machine, EcoPulsarS, with a SIS (Spindle Identification System) by which spinners can identify the position of faulty spindles in their ring frames. EcoPulsarS is also the longest automatic cone winding machine with 110 spindles which helps spinners save energy, reduce manpower, and optimise their process.

Spinning accessories

A.T.E. has realised long ago the need for promoting high quality spares to maintain and improve the performance of sophisticated machines. With this in view, it has set-up a dedicated business group for spinning accessories. The portfolio includes the TeraSpin brand of precision spinning machinery components comprising spindles, inserts, top rollers, weighting arms, drafting systems, smart cradles, and smart yarn catchers; card clothing and mounting accessories from Truetzschler Card Clothing; a range of testing equipment and individual spindle monitoring system SPinFo from MAG Solvics; and yarn compacting systems from DeChang.

Teraspin

"TeraSpin embodies A.T.E. philosophy of sustainable, responsible, ethical practices that offer value to customers



Mr. K.P. Singh, Director (Operations), A.T.E. Enterprises Pvt. Ltd., responsible for TeraSpin

and to society" - K.P. Singh, Director (Operations), A.T.E. Enterprises Pvt. Ltd., responsible for TeraSpin

TeraSpin's state-of-the-art manufacturing facility in Ahmedabad was established in May 2012 after A.T.E.'s acquisition of SKF India's spinning machinery components business including manufacturing process knowhow and equipments. TeraSpin components are thus built on the deep foundation of SKF knowledge and expertise, ensuring high product performance and reliability.

TeraSpin components are very well accepted in the market globally. It is a leading supplier to two major OEMs. TeraSpin's manufacturing facilities in Ahmedabad are also certified for ISO 14001:2015 environment management system and OHSAS 18001:2007 occupational health and safety system.

Fabric forming

A.T.E. provides the latest machinery from reputed world leaders for the most important fabric forming processes to achieve high speed, cost efficient, and high quality production. Solutions are offered for the manufacturers of both conventional as well as technical textiles.

Warp preparation is a crucial step for fabric formation. It could involve the processing of spun yarns or synthetic



Fong's

Fong's Group and A.T.E. have been one of the most successful partnerships in the Indian textile industry. Mr. Walter Leung, Sales Director of Fong's, was instrumental in forging the partnership with A.T.E. They recently celebrated 10 years of successful partnership in the Indian market.

One of the first projects that they worked together was at Alok Textiles, recollected Mr. Walter Leung. "It has been a great experience. I admire A.T.E.'s professional team. A.T.E. is having full coverage of the Indian market, which matches to the market positioning of Fong's as we work across all segment of customers small/medium enterprises to giant corporate buyers", said Mr. Walter Leung.

He specifically mentioned that Sintex' new yarn dyeing plant is an important project executed in partnership with A.T.E. in recent times. "We wish A.T.E. to be the most preferred ONE STOP solution to the Indian textile industry", added Mr. Walter Leung.



Luwa

Luwa has been associated with A.T.E. since 2009. Mr. P. K. Singh, President, Luwa India, said: "It is always a pleasure to work with A.T.E. Their vast experience of dealing with various machinery manufacturers and good relations with many customers help us to be closer to our clients. We are very happy and proud to work with A.T.E., which gives certainly an advantage to us over other players."

Luwa and A.T.E. have further enhanced their engagement with a new initiative. "We have recently launched together a project for manufacturing suction hood system for sizing. A.T.E. has taken an initiative and has directly started selling the same to various weaving customers", he said.

Quizzed about an important project that Luwa worked with A.T.E., Mr. Singh recollected the first spinning project for Shahi Exports at Shimoga. "Working with a partner like A.T.E. is a great advantage. A.T.E. is the first to know about any new project. They work closely with customers and finalise the machine plan. It helps us to submit the correct technical offer to customers at the first go itself. A.T.E. played a significant role in the growth of Luwa, beside many other factors. I wish to congratulate A.T.E. on completing 80 years of service to textile industry and wish many more successes to A.T.E. in the coming years", added Mr. Singh.



Monforts

Sharing his thoughts on his personal and professional association with A.T.E., Mr. Hans Wroblowski, Area Sales Director and Head of Product Management for Denim, Monforts, says: "I have known the A.T.E. team since 2007, and since 2013 have worked with them for Monforts. A.T.E. has represented Monforts for much longer though, since the beginning of 1996, I'm told, so it's been a very successful partnership for some 23 years now".

Referring to one of the first projects that he worked together with A.T.E., i.e., for the installation of an indigo dyeing plant for fine counts denim for Arvind's Denim and Shirting division, Mr. Hans Wroblowski said: "I have very good experience with A.T.E.; everyone is motivated, knowledgeable and the team is excellent at customer relations in providing good and quick service support."

Talking about some of the important projects, Mr. Hans Wroblowski said: "We installed the first Monforts Eco-Line together, again for Arvind, at its plant in Ahmedabad – a first in India. I believe this new technology gives the company a significant lead in the denim industry. It reduces energy losses and energy use, increases thermal transfer and keeps the drying on the textile material longer, so that it can be used very efficiently. As you can imagine, there are always challenges when we introduce new concepts, but the A.T.E. team supports us in meeting the challenges".

"Another important project involved the installation of five lines for the bed linen manufacturer Trident Group in Budhni near Bhopal. It's fair to say this full project was executed in record time, especially since it is a completely new plant. Trident is now successfully finishing around 45 million metres of bed sheeting annually", added Mr. Hans Wroblowski.

"It's essential to have local experts on the ground, and trust, reliability and honesty are the essential and distinctive aspects of a good business relationship. As a result of A.T.E.'s strong presence and good contacts, they have been able to create and realise some very satisfying projects for Monforts", continued Mr. Hans Wroblowski.

Mr. Hans Wroblowski concluded stating that "The achievements of an organisation are the results of the combined efforts of every individual. My personal wish is that we continue our real personal friendships and business relations for the next 80 years. Happy 80th Anniversary!"



Zimmer

Zimmer has been working with A.T.E. since 2013. In fact, one of the first projects which the two companies worked together was with Arvind for the sale of its second Zimmer rotary printing machine for the Ankur plant, recalls Mr. Horst Ros, Managing Director, J. Zimmer Maschinenbau GmbH, Austria.

Looking back on the experience of working with A.T.E., Mr. Horst Ros says: "It has been a good 6 years with steady improvement on market share. Today we are enjoying a big market share with over 40 new installations of printing, sampling, coating and finishing machines. Mr. Ros particularly highlighted A.T.E. role in helping Zimmer enter into new markets, especially in South India.

Mr. Ros added: "Their professional attitude is of great help for the customers as well as for Zimmer. There are strong bonds from customer's side with A.T.E. too. Their well-trained sales staff and the huge and most helpful technical service team and also the well-organized local offices all over India are important part of their continued success".

"It is nice to be a part of the great A.T.E. team and spirit. All the best to A.T.E. for another prosperous 80 years in the Indian textile business. Zimmer is proud to be a partner of this successful enterprise", concluded Mr. Ros.

yarns. A.T.E. offers the complete range of world class warp preparation solutions from Karl Mayer for the weaving industry. This includes machines for direct warping and sizing, sectional warpers for both standard and technical textiles, warp sampling solutions, slasher and rope dyeing ranges, ball warper, long chain beamer, assembly machines and creels. These weaving preparation solutions guarantee efficient production combined with the highest warp quality. A.T.E. also offers Luwa humidification systems, as optimally controlled humidity is an essential aid to efficient weaving.

Knitting is a fabric manufacturing process which is growing in popularity. A.T.E. offers a comprehensive series of warp knitting machines from Karl Mayer, a name synonymous with warp knitting. This is because Karl Mayer's warp knitting technology is one of the most versatile and highly productive systems in the textile machinery sector. It is the world's number one in warp knitting solutions and has 1100+ successful installations of machines pan-India, covering both conventional and technical textiles. The products

include tricot, raschel, jacquard raschel, jacquardtronic lace, textronic lace, rascheltronic, double bar and multi bar raschel, multiaxial and bi-axial machines. Karl Mayer products have a wide range of applications such as technical nets, automotive textiles, medical textiles, geotextiles, industrial textiles, building textiles, etc.

A.T.E. also promotes circular knitting machines from Quanzhou Jingmei (a part of the Santoni Group, Italy). Jingmei machines ensure high performance with various yarn types and under various operating conditions, with excellent price-performance ratio, low maintenance cost, and reduction in costs related to raw material as well as wastage during the sampling process.

A.T.E. has joined hands with technology leaders in carpet machinery and offers innovative machinery solutions from right from carpet manufacturing to packing. The range starts with carpet yarn manufacturing (BCF) from Trützschler, carpet back coating lines, Zimmer ChromoJET carpet printing machines, Zimmer Colaris inkjet carpet printing machines, and digital printing for narrow fabrics. These machines are durable, easy to maintain, long lasting



SAVIO

Savio has been associated with A.T.E. since 2016. Mr. Valter De Carli, Vice President - Sales Operations (India), says that it has been a strong partnership with A.T.E. He recalled that one of the most important projects executed together with A.T.E. was of Sudarshan Jeans.

Mr. Valter De Carli feels that it is very important to have a partner like A.T.E. with such a strong presence across the country. "We wish A.T.E. to continue in the years to come, to grow and further consolidate their solid reputation across India", said Mr. Valter De Carli.



Welspun

Mr. Rajesh Mandawewala, Group Managing Director, said: "We are proud to be associated with A.T.E. since initial days of the Welspun Group and are glad to see that the organization has grown leaps and bounds over these years. A.T.E. is today one of the biggest agencies in India and has been actively representing almost all well-known names among the textiles machinery manufacturers."

"We are happy that we have contributed our bit in the growth of this organization. We also appreciate the way A.T.E. has focused on building its internal systems and is gearing up to offer products that will make textile mills ready for Industry 4.0."

"We wish them all the best in their endeavours and look forward to an even more fruitful association."

and provide high resolution prints. The range also includes other essentials such as carpet shearing machines, confec-tion lines for carpets, and robo-tufting solutions.

Processing

In the processing sector, A.T.E. represents global lead-ers such A. Monforts, Corino, Color Service, Danti Paolo, Guarneri Technology, Fong's, Goller, J. Zimmer, Mahlo, Monforts Fong's, Osthoff-Senge, Stalam, Screen-O-Tex, Texpa, THEN, and Union International. In fact, A.T.E. is the only company in India that can provide package solutions to all processing units. It covers complete machinery solu-tions for processing woven fabrics, knit fabrics (both open width and tubular), denim, silk, fibre/yarn and terry towels.

To cater to the requirement of reliable digital printing machines, A.T.E. can offer a package of machinery for both conventional and digital printing. Rotary, flat bed and digital printing machines can be supplied from Zimmer, Austria, for high production, while digital printing machines of lower speeds can be supplied from Union, China, based on Zimmer technology.

The portfolio extends to loop steamers from Zimmer, engraving equipment from Luescher, print washers from

Goller, and rotary screens from Screen-O-Tex.

A.T.E. also provides a range of accessories, retrofits, material handling systems, and consumables that are designed to save cost and energy, improve productivity, and quality at substantially low investments and with the fastest ROI. The range covers rotary printing screens, cool-ing systems, material handling systems, static discharging systems, drum and spring filters, metal detectors, lubricants and grease, automation solutions, remote monitoring, pumps, process control equipment, heat recovery, retrofits, and automatic storage and retrieval systems.

A.T.E. has a dedicated team of more than 30 qualified engineers to provide complete after-sales services like erec-tion, commissioning, warranty services, machine audits and annual service contracts.

Effluent treatment plants

In the area of wastewater, A.T.E. HUBER Envirotech, an A.T.E. group company which is a joint venture with HU-BER SE of Germany, offers state-of-the-art solutions for wastewater treatment, recycling, and sludge management covering both the industrial and municipal sectors. It has developed the unique 'AAA' technology for treating textile effluents, which results in reduced chemical consumption,



Arvind Ltd.

Mr. Susheel Kaul, CEO - Wovens & Knitwear Division, said: "A.T.E. always acts as a partner in the project and takes ownership for timely completion of project. In 2013 we expanded our indigo business and with the help of A.T.E. and the principal Karl Mayer we could develop a unique sheet dyeing machine which was a first of its kind in the globe. We are quite satisfied with A.T.E. and its team. We always found them to be very supportive and proactive in their approach, whether it is marketing or service."

"A.T.E. is working as a bridge between the principal machine suppliers and us. And by train-ing their technicians on all the machines, A.T.E. provides great help from a service point of view. If there is any problem in the machine, A.T.E. technicians are quite capable of rectifying the problem by themselves or with the help of the OEM; so with these supports, we are comfortable in achieving the designed productivity. I wish A.T.E. leadership and entire team at A.T.E. best of luck and great success ahead."



Sutlej

Sutlej has been associated with the A.T.E. Group since 1980. Recollecting the early memories of the company's association with A.T.E., Mr. S.K. Khandelia, President & CEO, said: "In the year 1988, Sutlej procured Trumac blow room machines for its Kathua Unit from A.T.E. However, our major project with A.T.E. was in 1999 when we procured 2 blow room lines with 13 DK 780 cards for Unit No.7 of Kathua Unit.

Recollecting an important project working with A.T.E, Mr. Khandelia said: "Yes, we remember that it was in the year 2006, when Sutlej was in the process of installing a new unit (Unit No.9) at Chenab Textile Mills, Kathua, and at that time the process of installation was time bound due to the reason that the TUF scheme for textile sector was getting closed by March 2007. For availing the benefit, it was mandatorily required to capitalise the whole project before March 2007. At that time other textile machinery suppliers refused to meet the deadlines as desired by us whereas A.T.E. stood with us and supplied whole preparatory machines from blow room to speed frame for 31,000 spindles units within the stipulated period. We acknowledge and appreciate the commitment level of A.T.E."

"We have a very fantastic experience with A.T.E. and its team. We find A.T.E.'s team is always committed to its words and make their best efforts to honour the commitment."

"A.T.E., through its principals, is providing the best technology from fibre to fabrics. In textile industry, technological development and innovative changes are taking place frequently and A.T.E. always remained at par with the best technology providers like Truetzschler, Zinser, Savio, Fong's, etc. This is to reiterate that A.T.E. being a committed partner of Sutlej always contributed to the growth and success of the mill. We wish A.T.E. a very successful and bright future and wish it to remain a cherished partner in textiles and related technology", added Mr. Khandelia.



Pallavaa Group

The Pallavaa Group has been associated with A.T.E. since 2004. The company purchased its first Truetzschler blow-room and DK 780 cards in 2004. Later the TC 5 card was installed in their synthetic unit in 2011 and in the same year they also got the warping and sizing machines from Karl Mayer.

Mr. Durai Palanisamy, Director of Pallavaa Group, said: "A.T.E. is a very professional organisation. At every instance they rise to the occasion to give us solutions which surpass our demands. Plus the world class line up of principals which they have is very impressive. No other company in India caters to a wide variety of customer needs in India. If we have an idea or a new project, we already know that most probably A.T.E. has the solution for us."

Recollecting one of the important projects, Mr. Palanisamy said: "We did a special project in collaboration with Truetzschler and Murata in our vortex division. Here A.T.E. and its sales team helped us in all the possible ways till the project was complete. Without their support, it would not have been possible for that project to be successful."

"A.T.E. has the best possible principals in Truetzschler, Karl Mayer, Luwa, Savio, Fongs, etc. The sort of latest technologies which these principals introduce year after year is quite amazing. To quote an example, I can say that the tuft blend from Truetzschler has helped us in a very big way to achieve the best possible blend ratios and quality", added Mr. Palanisamy.

Congratulating A.T.E., Mr. Palanisamy said: "Being in the industry is one thing, but being on top for so long is quite an achievement. We appreciate the contributions of A.T.E. to the Indian textile industry for 80 long years. Our coming together with A.T.E. was the beginning; keeping together is progress; working together in future will be our pleasure. Congratulations to the A.T.E. management and its team on the 80th Anniversary."



Nitin Spinners

Nitin Spinners has been associated with A.T.E. Group since 1997, for about 22 years. Sharing his experience, Mr. Dinesh Nolkha, Managing Director, said: "We started our first project of OE spinning with A.T.E., wherein they supported us with Truetzschler preparatory machines."

"It has been a great experience working with A.T.E. since they have a well diversified product portfolio to fulfil the complete needs of composite textile mills. If you are installing a good technology project in the textile arena, then you have to collaborate with A.T.E."

"Today A.T.E. represents companies offering the best technologies across the textile manufacturing value chain, from spinning to weaving, dyeing, processing, printing, humidification, water treatment and many more to count on."

"A.T.E. has played a vital role in guiding us to provide the best solutions for our projects. It has been an immense contribution by A.T.E. particularly in after sales service and maintenance of world class products of our company."

"We are glad that A.T.E. has successfully completed 80 years in operation. We heartily wish that A.T.E. continues to serve the industry even at greater scale for the coming century. Wishing greater success to all the stakeholders of A.T.E."

low sludge generation, and low energy costs, while ensuring consistent quality of treated water. A.T.E. HUBER Enviro-tech can also supply specialised wastewater treatment and sludge management equipment from Huber.

Non-wovens and synthetics

A.T.E. has been in the nonwoven segment since the 1990s providing latest technology solutions for manufacturing non-woven and synthetic fabrics. Widely used

in medical textiles, geotextiles, hygiene textiles, and other applications, nonwovens and technical textiles offer many opportunities for fast growth and profits.

A.T.E. provides assistance right from project planning to commercial production. The wide ranging technology solutions offered by A.T.E. cover opening and blending, needle punch nonwovens, thermal bonded nonwovens, spunbond, melt blown & SMS, spun lace nonwovens, chemical bonded nonwovens, nonwovens bleached cotton products, filament



Sintex Group

"A.T.E. has been a partner to Sintex Group for a very long time. Earlier our group bought spinning and processing machinery from reputed suppliers through A.T.E. for Bharat Vijay Mills, Kalol Unit, and now for our new state-of-the-art yarn project of Sintex Industries again A.T.E. is one of the major machinery suppliers for us. For our new yarn project under Sintex Industries, we purchased through A.T.E. the Truetzschler blow room & cards, Savio winders and TFOs, Fong's yarn dyeing machines, Stalam RF driers and Color Service dyes & chemicals dispensing system."

"We always find A.T.E. to be a very reliable partner in our modernization or new greenfield projects. Their sales team is knowledgeable and very helpful in providing us with all the technical guidance about their principals' machinery. Once we buy machines through A.T.E., they take complete responsibility on behalf of the machinery suppliers and support our team at each and every stage of the project. A.T.E. represents the world's best textile machinery manufacturers across the textile value chain due to which they have become a successful technology solution provider for the textile industry in India for over 8 decades. I also find that the technical as well as the process knowledge of their sales and service people is quite good, which is helpful in the successful completion of our projects with them. Since A.T.E. is working across the textile value chain for machinery, accessories and utilities it becomes quite easy for us to deal with one company for our majority of requirements."

"On the occasion of 80 years of serving the Indian textile industry, I wish A.T.E. all the success for the future," wishes Mr. B.B. Sharma, CEO & Executive Director, Sintex Industries Ltd.



Vardhman Textiles

Vardhman has been associated with A.T.E. for many decades. The relationship started with Truetzschler many decades ago. More recently, the 10,000th Truetzschler card made in India was handed over to Mr. S.P. Oswal, Chairman of Vardhman Group, a few years back.

Speaking to The Textile Magazine, Mr. Manoj Bansal, Sr. Vice President, Vardhman Textiles, says: "Be it spinning, dyeing, processing or finishing, A.T.E. represents leading global brands in India. In spinning they represent Truetzschler, Savio, which are the best solution providers in the respective segments. In fact, most of the finishing machines at Vardhman are from Monforts. A.T.E. also represents Color Service for the colour dispensing system, which is the best available solution".

"The senior management team at Vardhman and A.T.E. share a very close relationship. Even the regional team of A.T.E. in Chandigarh is very responsive and competent. For service, they have a very good team in terms of knowledge and technical understanding", said Mr. Bansal.

Mr. Bansal concluded saying: "A.T.E. also brings a lot of credibility and trust to the brands they represent. They play a perfect role between the principals on the one side and customers on the other, satisfying the requirements, keeping in mind the interests of both sides. We wish A.T.E. the very best as they celebrate the 80th year".

lines (POY and FDY), BCF yarn manufacturing lines, IDY yarn manufacturing lines, and automation solutions.

Trützschler Nonwovens offers complete lines and solutions for needle punch, spun lace, chemical and thermal bonding. Over the years, Trützschler Nonwovens has gained tremendous experience and expertise in specialised applications. Together with Voith, Trützschler Nonwovens can also supply complete lines and solutions for wet laid spun lace nonwovens.

A.T.E.'s principals in the technical textiles segment includes Trützschler Nonwovens for spun lace, thermo-bonding and chemical bonding; Luwa for air handling systems; Ramisch Guarneri (Italy) for calendaring systems; Mahlo (Germany) for GSM monitoring and moisture measurement systems; Fong's for bleaching vessels and Zimmer Austria and Monforts, Germany, for different types of coating systems.

Textile ERP and plant monitoring

Information enables management to make the right decisions. That is why A.T.E. offers specialised textile ERP solutions from Datatex, online spindle monitoring systems from MAG Solvics, and MES (Manufacturing Execution Systems) for the textile industry from BMSvision. All of these products can be used to optimise operations in textile mills.

Machinery upgrade/automation solutions

This is the latest addition to A.T.E.'s textile engineering businesses. Textile mills with old machines which are in good mechanical condition can take advantage of the machine upgrades and automation solutions provided by A.T.E. These solutions cover a range of retrofits and upgrades comprising hardware and software that will significantly improve the performance of older machines in terms of productivity and quality. Thus the mills can boost the overall performance of their installed base of machines with minimum investment, which would ensure a faster ROI.

A.T.E.'s highly experienced team of engineers with deep domain knowledge in textiles and electronics can execute such upgradation projects smoothly and successfully and also provide quick services post execution.

Other offerings

A.T.E.'s portfolio includes a wide range of high quality and efficient pumping solutions for various textile applications; and a comprehensive range of products to improve safety, productivity and quality in textile processes. These solutions are tailor-made and are intended for the control of static electricity in various applications such as carding, warping, weaving, processing and finishing. To boost energy efficiency, A.T.E.'s air-to-air heat recovery systems capture waste heat from stenters and hot air dryers.

A.T.E.'s HMX brand of energy efficient cooling solutions, with patented heat exchange technology, are fast gaining wide acceptance across industrial and commercial segments. These cooling solutions not only ensure people comfort and enhanced productivity, but also improve process efficiency.

A.T.E.'s Concentrated Solar Thermal (CST) system provides solar energy for heating, helping to reduce fuel costs and greenhouse gas emissions and increase profits.

A.T.E.'s smart manufacturing suite based on Industrial IoT helps digitise manufacturing shop floors, and uses "bigdata" analytics to provide actionable insights helping such customers to achieve their vision of operational excellence, increase revenue, improve customer service and comply with regulations.

With a comprehensive portfolio of products and services, A.T.E. has been a catalyst in the development of the Indian textile industry. The spirit from the beginning has been one of partnership with the textile industry to provide the best technologies and services across the textile spectrum, driven by A.T.E.'s theme – 'partnering people and the planet'.

A.T.E. stepping up Bangladesh market presence

By Md. Ariful Haque

A.T.E. Technologies (Bangladesh) Private Ltd. (ATETBPL) is a part of the A.T.E. Group. It was set up in 2005. Even prior to setting of ATETBPL, A.T.E. had been dealing with the Bangladesh market for many years. In fact, the creation of ATETBPL is the culmination of A.T.E.'s long stint in the Bangladesh market coupled with A.T.E.'s overarching commitment to serve its customers even better.

ATETBPL supports the A.T.E. Group for the sales and service of a wide range of textile machinery and accessories, effluent treatment plants, printing and packaging equipment, and industrial and process pumps. The A.T.E. Group represents in Bangladesh various principals of international repute from Europe, India and China in these domains.

Several products such as assembled pump sets with motors are also directly available from ATETBPL – providing quick deliveries to Bangladeshi customers. Hundreds of installations of machines are under operations as on date. More than two thousand pumps are supplied by ATETBPL to various private and government-owned industries and enterprises in Bangladesh as on date.

Mr. T. M. Abul Kashem, Deputy General Manager, A.T.E. Technologies (Bangladesh) Private Ltd., says: "At A.T.E., we breathe technology. We produce and promote technologies that make businesses more efficient and responsible. With innovation in our heart and soul, our products and services serve a wide range of strategic business areas that enhance the value chain. We started with solutions for textile engineering and expanded to cooling, wastewater treatment, energy efficiency solutions, internet of things for industry (IIoT), flow technology, print and packaging equipment, and value enhancing systems".

A.T.E. introduced several new products in Bangladesh in 2018 such as nickel screens for rotary textile printing machines and ring and ring travelers for spinning that are made by world-renowned manufacturers. The year 2018 is remarkable for ATETBPL as in 2018 A.T.E. has also signed a contract with a renowned composite textile mill for supplying an effluent treatment plant along with a water recycling system with the latest technologies of Huber, Germany.

Mr. Abul Kashem says: "ATETBPL has been growing satisfactorily over the years. We have also added new products and applications, new customers in various segments like



Mr. T. M. Abul Kashem, Deputy General Manager, A.T.E. Technologies (Bangladesh) Private Ltd.

in textile, paints and chemicals, sugar and refineries, food & beverages, cements, pharmaceuticals, agriculture, dairies, power plants, gas fields, and in several government-initiated infrastructure projects."

"Bangladesh is a fast developing country. The country's infrastructures are being developed targeting the fast achievement of the status of a developed country. This has thrown up a lot of opportunities for new investments and expansions in all industrial segments. Bangladesh is quite good in adapting to latest technology machines. World famous latest brand of machineries and equipment are there throughout all the industries", says Mr. Abul Kashem.

ATETBPL has served hundreds of customers since inception in Bangladesh. Some of the large customers include Akij Group, Mahmud Group, BEXIMCO, SQUARE, Berger Paints, KDS Group, TK Group, Transcom, M&J Group, Meghna Group, Ha-Meem Group, Naheed Group, Bad-sjha Textile, Jalal Ahmed Spinning, Noman Group, etc.

To cater to the growing needs of customers and to provide efficient after sales service support, ATETBPL has a dedicated service team for the respective products and has facilities of warehousing its products and spares and workshop facilities to ensure prompt after sales service.

"With growing export demand, which is the main driver of growth, A.T.E. is quite optimistic about future growth in the Bangladesh market. A.T.E. offers innovative and high quality products for producing high quality end products. This is what will drive our growth in the Bangladesh market", concludes Mr. Abul Kashem. ♦