

Proactive Promotion of VORTEX around the World

In autumn, large-scale exhibits are held around the world, making this the season in which the market is most actively searching for new products. Of course, Muratec has not overlooked the opportunity presented by this market activity, and has proactively participated in a variety of events.

This year, Muratec again participated in **Premiere Vision/Expofil**, where the world's newest and best fabrics are gathered. These exhibits were held over three days, from September 14th to 16th 2010 in Paris, France. This year's Expofil was visited by 61,440 fashion professionals from over 100 countries. This attendance is a 10.2% increase over the September 2009 exhibition. Attendance was also up at the Premiere Vision exhibit, which is held not only in Paris, but around the world, indicating the economy shows signs of beginning to recover.

Also this year, Muratec participated for the first time in the Intertextile Shanghai exhibit, held in the world's most-watched textile manufacturing base, China. This exhibit was held over four days, from October 19th to 22nd in Shanghai, China. It attracted about 57,000 visitors from around the world. A number of VORTEX users had exhibits, including 12 VORTEX partners. Even as many voices continue to complain about the sudden jump in prices due to high raw material costs, all of these booths were observed to be very busy with sales negotiations. Muratec exhibited the latest VORTEX fabric at both Expofil and

Intertextile Shanghai, and promoted the superior functionality of VORTEX yarn to visitors.

In addition, Muratec also participated in the exhibit and seminar on September 3rd and 4th sponsored by ChinaYarn, held at the New Century Hotel in Xiaoshan, Hangzhou City, Zhejiang Province, China. This year marked the second straight year the company has taken part. This event puts the spotlight on "new yarn and new materials," and over 100 exhibitors took part. Researchers and users gave presentations on the theme of "VORTEX yarn spinning market and product development." Our company explained the advantages of VORTEX yarn, and showed examples of available products that are highly valued in the market. Through both the exhibit and the seminar, we got a strong sense that there is increasing interest in VORTEX spinning in the Chinese market.

Going forward, we will continue to proactively engage in activities to raise awareness of VORTEX spinning and VORTEX yarn.

Intertextile Shanghai 2010.10.19-22



Seminar by China Yarn 2010.09.03-04



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Special Message from VORTEX Yarn User

A-Girl's is one of Japan's best and most famous apparel manufacturers, being highly respected in the world's markets for its high level of quality and excellent designs. Their products are used by many famous brands in Japan. A-Girl's is a heavy user of fabrics made with VORTEX yarn. In an interview with Nihon Sen-I Shimbun (Japan Textile Newspaper), the President of A-Girl's, Mr. Masao Yamashita, provided comments as a user of VORTEX.



エイガールズ
A-Girl's Co., Ltd.
山下雅生 氏
Masao Yamashita

President

A-Girl's provides leading brands in Japan and abroad with high-gauge knitting materials based on high-quality Suvini cotton and cashmere. The materials have such excellent properties as exquisite drapes and gentle touches, but it is true that they are not necessarily perfect in terms of durability. VORTEX yarns offer a solution--they create value that goes beyond high quality, plus basics such as VORTEX yarns are far less prone to pilling, preventing quality depletion through laundering. The creation of value beyond high quality plus basics is exactly the corporate concept of the company in its product development. Many VORTEX yarn-based products now are signature items on the A-Girl's product line. The polo shirts bearing a double brand label also use VORTEX yarns.

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Special Report on Intertextile Shanghai Market Leaders Describe the Current State of VORTEX Yarn Utilization

We interviewed the exhibitors, and received their valuable comments on products using VORTEX yarn, the current state of the market, and other issues.

Zhucheng Chinatex G-way Textiles Co., Ltd. Ms. Zhou Chunhong



This exhibition targeted materials for the fall and winter seasons, but right now VORTEX is not widely used in fall and winter items, so it has more attraction for spring and winter items. Demand for VORTEX yarn is extremely high, and even with our six machines working at full

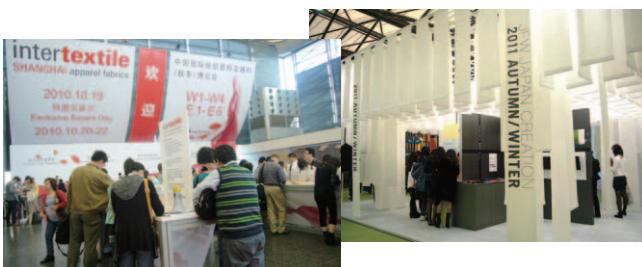
capacity, we cannot meet all the orders we are receiving. Our company targets clothing in the high-quality zone. In collaboration with Japanese trading companies and others, we are providing differentiated products. Right now, 100% of our VORTEX yarn is shipped to Japan. Of course, VORTEX's functional characteristics, such as its anti-pilling properties, moisture absorbance and diffusion are highly valued. A major advantage of VORTEX is that its functional characteristics can be utilized not only in rayon, which is currently widely used in the apparel market, but in any material. We are satisfied with Muratec's technical abilities, as well as its friendly and thorough after-sales service. I hope you will continue to actively conduct PR activities in China.

Hangzhou Aohua Textile Co., Ltd. Ms. Wang Junfan



Price competition throughout the industry is now severe. VORTEX yarn cannot escape from being entangled in this competition simply because of its rich functionality. Our company is a textile manufacturer, and we are developing a large variety of materials which use VORTEX yarn. VORTEX's advantages in the textile market are its anti-pilling properties and wash resistance. With polyester/rayon blended

suit material, the suit can be washed at home, unlike wool, and this is a selling point. However, since this also means the suit will be washed more often, it raises the question of the durability of the material. That's where VORTEX yarn's wash resistance comes into play. VORTEX yarn is used in the majority of our current lineup of products. Even though we do not have the most VORTEX spinning machines in the region, I'm proud to say we are by far and away the market leader in textile market development using VORTEX yarn in China. Now, some people are saying that the price of VORTEX yarn has fallen, and this is the best chance for VORTEX users to secure buyers. It will be easier for VORTEX to penetrate the market if it is competitively priced.



Shanghai Zephyr International Trading Co., Ltd. Mr. Katsuhide Ohmiya



We've been using material made of VORTEX yarn for several years. Several of these products have been enduringly popular, and remain some of our best-selling products. This material, which is often used in clothing aimed at middle-aged

customers, is highly valued because its texture remains unchanged even after washing. We have an extensive lineup of materials using VORTEX yarn, and this is often used by major Japanese apparel manufacturers in their items. Now, the rapid increase in raw material costs has become a problem, and the biggest issue we face is in how to differentiate our products so that customers will accept our prices, even if they are higher. I believe the superior functionality of VORTEX yarn is the key to achieving that differentiation.

Toyoshima & Co., Ltd. Mr. Yusuke Tsuzuki



We use Orgabits, products which uses organic cotton, made from VORTEX yarn. We are especially actively promoting acrylics made with VORTEX yarn. VORTEX yarn's anti-pilling properties are the perfect match for acrylic materials, where pilling is a problem. A major

Japanese ladies' undergarment manufacturer is considering using this fabric. VORTEX yarn, with its smooth, dry texture, is often used in spring and summer items, but by utilizing VORTEX yarn's advantages in functional synthetic fibers with superior thermal properties, such as acrylic, we also hope to actively use VORTEX yarn in fall and winter items as well.

Dezhou Huayuan Eco-Technology Co., Ltd Mr. Wang Fuhua



We exhibited at Lenzing Satellite again this year. From the reaction at this exhibit, I felt that the pull of VORTEX yarn is still limited. Many people in China are still unaware of the existence of VORTEX. Going forward, I'd like Muratec also to conduct more active PR about VORTEX, and to

expand our sales. The differentiation that VORTEX provides products is advantageous. VORTEX's anti-pilling properties are useful in synthetic fibers where pilling can easily become a problem, such as rayon, polyester and other materials differentiated by high functionality and other characteristics.

ChinaYarn recognizes the weight of VORTEX in Chinese market.



ChinaYarn is an on-line market for yarn and promotes technology exchanges, which boasts 50,000 members in China. VORTEX yarn has been doing brisk business on this site. In this article, we interviewed Wang Guogang, Vice-president of the China Cotton Textile Association, the organization which operates ChinaYarn, about his impressions of VORTEX and the VORTEX seminar held in September.

[-Please tell us about the activity of ChinaYarn.](#)

Mr. Wang ChinaYarn plays a leading role in proactively promoting collaboration on spinning technology in addition to WEB services. It provides a space where essays and technical documentation can be viewed for free or shared, and members can use that space to study independently or to exchange opinions. My understanding is that, thanks to this initiative, the site has China's largest collection of technical documentation in the field of spinning. A total of 3,800 spinning companies take part in our yarn trading service. These companies publicize their basic information, the types of products they manufacture, and sample prices on ChinaYarn. This has been welcomed as a service that provides mutual benefits to spinning companies and yarn buyers. I believe our services contribute to maintaining and improving the level of China's spinning industry.

[-How was the event held on September 4th and 5th in Xiaoshan?](#)

Mr. Wang The event, "6th Yarn Buyer and Supplier Face-to-Face Trade Fair", was held from September 3rd to 5th at the New Century Hotel in Xiaoshan City. At this fair, half the day on September 5th, in the afternoon, was devoted to a "VORTEX Development Study Seminar."

Nationally, a total of over 20,000 tons of spun yarn is being manufactured each day, so both buyers and suppliers are looking for better partners. Even if you find a partner through the Internet or over the phone, in the end the best way to build a positive relationship with them is to actually meet them face-to-face. This project was planned to provide mutual benefits to all parties.

The first trade fair in 2005 went well, so we have continued to hold it. This year, there were 100 spinning companies (we actually attracted over 200 companies, but had to narrow down the list due to the limited capacity of the venue), and 1,000 formally registered buyers took part. You could say this is the most effective, economic trade fair in the spinning industry in China.

[-Why did you decide to focus the seminar on VORTEX?](#)

Mr. Wang At this year's "VORTEX Development Study Seminar," we had a variety of

presenters, including specialized researchers from universities and other institutions, as well as representatives from spinning companies that actually use the VORTEX Spinning Machine, from downstream clothing design companies adopting VORTEX yarn, and from Muratec.

ChinaYarn continues to progress in the same direction as, and along with, the market. There is increasing interest in the market in VORTEX, and the reason for that is that VORTEX's superior characteristics meet the current needs of the market. Spinning companies can achieve space and manpower savings with the VORTEX Spinning Machine, since its high level of automation allows some processes to be omitted. Furthermore, for buyers VORTEX yarn provides different features and characteristics from traditional ring yarn or OE yarn, making it a distinctive material. We planned this year's seminar in order to answer basic questions, such as "What is VORTEX?" and "What kind of yarn is it", as well as the many questions we get from our associates, such as "I'm thinking of buying a machine, but will it work well in reality?" or "What can we expect from VORTEX in the future?"

[-What was the feedback and the reaction of the visitors to the seminar?](#)

Mr. Wang For the event as a whole, there were more requests for exhibits than we had capacity for, and it was a great success. During the actual seminar, I saw some listeners eagerly taking notes, and others exchanging information.

[-Please tell us about your plans for future events.](#)

Mr. Wang Next year, we plan to hold the trade fair in September, just as we always do. To live up to everyone's expectations, we hope to have a larger venue, with more exhibitors and more buyers taking part. I think that VORTEX is an extremely promising spinning technology. For that reason, we're considering setting up a special exhibit for VORTEX at the venue of next year's event.

Going forward, I'd like to continue promoting VORTEX based on the demands of the market, so in future events like this one, I'd like to look into utilizing various forms of PR. Of course, to achieve that, I hope to further deepen the cooperative relationship with Muratec.

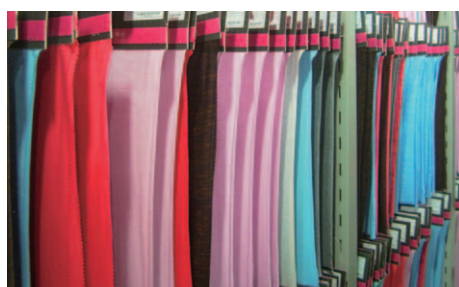


Mr. Wang Guogang
Managing editor at China yarn



It's a website that was set up in 2003 to provide a forum to collaborate on spinning technology and to provide a yarn trading service. Nationally, there are now 50,000 individual members. That means that at least one employee at every one of China's 5,000 spinning companies is a member. The site gets over 5,000 hits per day.

<http://www.chinayarn.com>



Hugely successful participation in 3-day exhibit in Hanoi, Vietnam



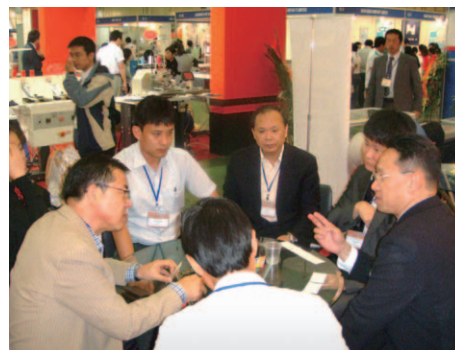
We participated in Hanoitex, held November 10th to 12th, 2010 in Hanoi, Vietnam.

The location of Vietnam's textile and garment industry expo alternates between Ho Chi Minh and Hanoi cities each year, and this year it was Hanoi's turn to host the event. Many customers from Hanoi visited our booth, and the high level of activity at the expo provided signs of an economic recovery.

This year, we used a panel to explain the superiority of the No. 21C automatic winder.

VORTEX was exhibited through panels and material samples, as we promoted its advantages of reduced hairiness and resistance to piling. In addition, to show the possibilities VORTEX offers for product development, we exhibited 3 different knit

samples manufactured just by changing the VORTEX set up conditions. Visitors were able to see and touch for themselves how, even using the same material, it is possible to produce materials with different textures and softness just by changing the machine settings.



Improvements for VORTEX users, from Muratec support.

Newly designed parts/components/instruments are available for your VORTEX spinning machines as per Parts Information. For more details, please kindly contact any Muratec member.

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SHARING YOUR LIFE 2010 AUTUMN 2

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#861MVS Modified Nip Roller Traverse Guide

In MVS machine during doffing & splicing time spinning yarn passing through the Nip traverse guide before the Nip roller, & improper yarn movement at Nip Traverse may causes to create a bad package.
So, Now we are pleased to introduce newly designed traverse guide.

With New Traverse Guide, Spinning yarn will be surely pass through the Traverse Guide, and following benefits can be expected from this new Traverse Guide.

- Less yarn groove mark on N/R ⇒ Stable yarn quality
- Stable picking of yarn end ⇒ Higher efficiency for Doffing carriage
- No yarn lapping on N/R shaft ⇒ No chance for extra yarn passing into package

Conversion parts as per machine manufactured

[Parts No.]	[Parts Name]	[Qty]	[Machine manufactured]
1. 861-S406A-CIX	GUIDE UP-DATE SET	1pce/Mc	Before June 200
2. 861-S406A-60	GUIDE(INP-TRV)	1pce/sp	June 2006 to December 2008

Newly designed traverse guide

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