

ARIOLI stepped into Pakistan Digital Printing market with Sarena Industries



Asif Masood, Amir Mirza, Hamid Zaman during the visit to Arioli's production house in Gerenzano (VA), Italy



Arioli AiroPrint

Born in the early months of 1953 from a brilliant idea of Ing. Piero Arioli, the primary purpose of the company was build textile machinery to help textile market and the companies in Milan and Como areas. After few years Arioli has become a leader in the market of finishing with especially steam ager and washing machines. The company has started the production of Digital printing machines ArioPrint & ArioJet.

ArioPrint is a resistant direct printing machine for fabrics having a maximum width of 2000 mm, complete with inlet device, printing belt and washing unit. The inlet system consists in an expander and guide rollers for correct inlet tension. The aramidic fibre belt, the sturdy rollers and the precision system assure stability and a correct fabric positioning. The built in electronics with optical fibre wiring guarantee high volume data transmission and excellent performance.

ArioPrint - Technical specifications

- Supported by Kyocera KJ403T Bi-Colour printing heads, it is possible to set the printing machine with 8 or 16 heads
- Available printing definitions: 300x300 600x600 900x900 1200x1200
- Printing width up to 2000 mm on printing blanket with washing system
- The Digital Printer can be loaded with all available Inks
- Entry from textile rolls with centering and tensioning unit
- Open drive solution interfaceable with all RIP softwares on the market
- Printing configuration supported with 8 spot colors or with double CMYK

Arioli, stepped into Pakistan market with selling AiroPrint to Sarena Industries & Embroidery Mills (Pvt) Ltd. We have an interview with Mr Asif Masood (C.E.O) having his views about the machine and general discussion about the textile industry.



An Interview with

Asif Masood

CEO - Sarena Industries & Embroidery Mills (Pvt) Ltd.

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Brief Company profile

Sarena Industries & Embroidery Mills (Pvt.) Ltd., is a vertical integrated unit with weaving, dyeing and apparel manufacturing facility having production capacity of 4 million meters/month. Sarena has competitive edge in its versatility of handling fashion wear & work wear fabrics simultaneously with high competence and expertise.

TEXTalks: It's Arioli's first digital printing

machine which you have brought in Pakistan.

How did it happen?

Asif Masood: We were in search of a machine for better performance in terms of sharpness and registration of designs. After going through the evaluation and studying the comparative results, we found that Arioli would be the right choice.

TEXTalks: When will this machine be installed to give production?

“Currently we are producing 4 million meters a month dyed and printed fabrics, Unit 2 will start production in Dec 16 with additional capacity of 1 million meter.”

Asif Masood: We are expecting to start production by the end of September 2016.

TEXtalks: How would you compare Arioli to other Digital Printing machines?

Asif Masood: According to my assessment Arioli has some technological advantages over competition in terms of productivity and design.

TEXtalks: How would you compare Digital Printing to Conventional Printing.

Asif Masood: Digital printing is a new generation technology. Quick turnarounds, wide variety and shorter runs, reproducibility and the choice of unlimited colours have proved that there is no comparison with conventional machines and methods.

TEXtalks: How do you see the future of Digital Printing here in Pakistan?

Asif Masood: I think Pakistan Textile Industry will grow as the third largest producer of digital printed fabric after Italy and Turkey. Conventional printing will fade away with the passage of time due to its limitations of lead time, design and high HR costs.

TEXtalks: You work effortlessly for value added products, how has this journey been?

Asif Masood: Sarena started its operation in 2001 with a very small capacity, primarily to meet the high quality needs of retail brands owned by the Sefam group. Since the main focus and hallmark of the group is the excellence, quality and value addition which has been the routes to grow more than 15 times the original capacity. Currently we are producing 4 million meters a month dyed and printed fabrics, Unit 2 will start production in Dec 16 with additional capacity of 1 million meter. Sarena is third company in Asia having Proban® licence.

TEXtalks: There are a lot of clothing brands functioning simultaneously, what do you have to say about it?

Asif Masood: It is good to see different brands floating in the Pakistani market. But when there is a lot of competition, there is definitely a filtration which is inevitable. However, at the end only the fittest brands survive who live up to the market trends.

TEXtalks: If Pakistani market is unpredictable. What do you think?

Asif Masood: No, it's predictable and trends do not change quickly.

TEXtalks: Where do you see our industry in the international market?

Asif Masood: As far as quality of product and delivery times are concerned, we are ahead of China, Bangladesh and India. In order to compete with Europe and Turkey we have to build strong human resources to continue our journey further into value addition to take the real advantage of growing demands.

TEXtalks: What are your future plans?

Asif Masood: I think the only way forward is value addition, which we can achieve by focusing on Research and Development, building and development of Human Resources. Instead of spending huge amounts of money on latest equipments if the industry can spend 20% in the above two areas, it can make more profits by consuming less resources. The availability of developed human resources is the major issue for the industry. We do not have proper institutes for grooming and developing the middle to lower level management. By exporting bulk quantities of raw materials the industry cannot survive and cannot compete with the international market. ■ ■