

Dürkopp Adler in South China [Part 1]

Interview with Mr. Jimmy Pao, Durkopp Adler Trading (Shanghai) Co., Ltd.

“In the Shenzhen, Dongguan, Shunde and Foshan areas of Guangdong Province, there are many manufacturers of upholstery such as sofa. The sewing factories in those areas manufacture high-quality upholstery (sofa) and export them to foreign countries. For example, a very big company Man Wah Group (recently JSN visited) has a factory in Shenzhen where 75 to 80 containers of products are exported every day. Chinese furniture factories have concentrated in Guangdong and Jiangsu Province, etc. Those factories are very busy at present. This is because a substantial decrease in European and U.S. buyers’ stock of products has brought about a sharp rise in order placements by them. To cope with this, the factories have adopted 3-shift system in a day and become active in investment for machinery. Our company has encountered a situation where production cannot catch up with order reception, and has been making efforts to minimize a delay in sewing machine delivery to customers. As advantages of furniture manufacture in China, the following can be pointed out; an abundance of work force, lower wage than in other developed countries and huge potential demand for furniture in domestic market.

And, with a few car seat-related factories in China, we are negotiating on a big-scale project, and we think that our business in this field will grow substantially for 5 years from now. As is known, as many as 30 million cars were sold in the Chinese market last year, so China has become the largest car market in the world. Besides in China, production of car seat-related accessories such as car seat covers is proliferating. Therefore, we think it to be sure that sales of sewing machines for this kind of industry will grow remarkably. In the car seat-related business, we have our customers in Shenyang and Changchun at the northern part of China, in Sichuan and Guangdong Province at the south western part of China and in the suburbs of Shanghai.

The strategic model under intensified sales promotion by our company for the furniture and car seat-related factories in China is new M-TYPE machine series. This series offers 3 types of platforms; flat bed type (867 class), post bed type (868 class) and cylinder bed type (869 class and 669 class for handbag sewing), and each platform can have 1-needle or 2-needle specification. The new M-TYPE machine is expensive in comparison with other company’s model, but it will realize high-quality sewing of medium and high-class sofa and other upholstery products. This new machine is a very flexible model which covers the normal machine without thread trimmer for upholstery, etc., the special machine with thread trimmer for car seat sewing, etc. and the highest-class model incorporating full functions including automatic bar tacking and automatic foot lifting by adding functions suitable for users’ work.