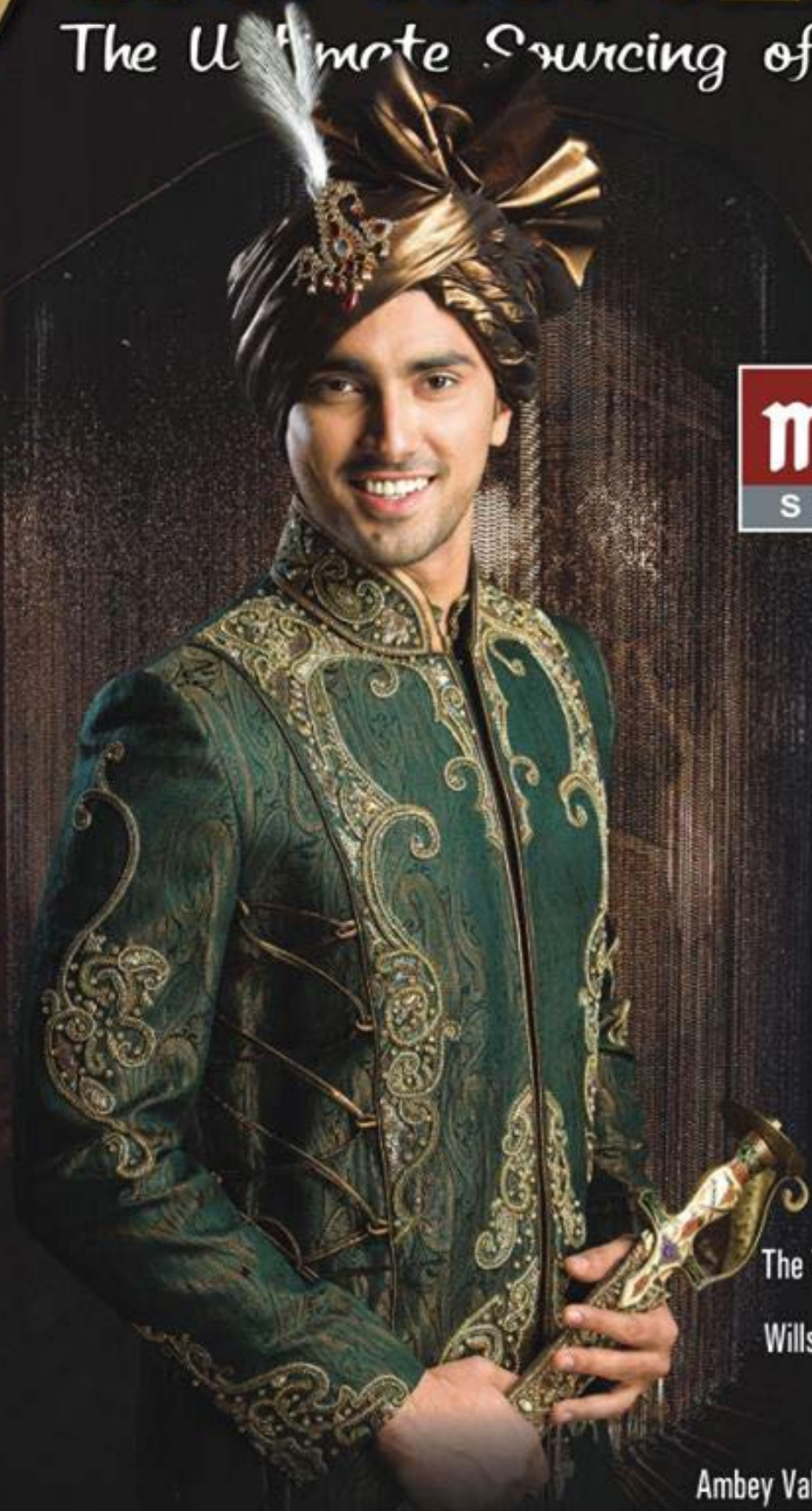


# fashion ERA

JANUARY · 2014  
₹100/- US \$ 10

The Ultimate Sourcing of Apparel



**manhar**  
SINCE 1951

The True Essence of Fashion R&C

Wills Lifestyle India Fashion Week

Blenders Pride Fashion Tour

Ambey Valley India Bridal Fashion Week



Designers from Italy  
B2B dialogues

# B2B EVENT INDIAMILLENNIUM



60 years of Turel existence and  
33 solid years of dependable partnership,  
which has gained the trust of all leading  
Jeans Manufacturers

HERE  
WE  
ARE

WELCOME TO DENIM BUSINESS FUTURE

**WHERE:**  
E.H. TUREL & CO.  
CENTER OF  
COMPETENCE  
BANGALORE

**WHEN:**  
JANUARY 9, 10, 11 2014  
JANUARY 12 EXTRA DAY  
ONLY ON DEMAND

**WHO:**  
TO ALL CONNECTED  
PEOPLE IN INDIA'S  
DENIM INDUSTRY

**WHAT:**  
LIVE PRODUCTION  
LINE OF JEANS WITH  
LATEST AUTOMATION

SCAN THE QR CODE TO BE PART OF OUR VISION



**DAY 1:** SEMINAR ON CUTTING ROOM COVERING (BODY SCAN, CAD, CAM, DESIGNING) BY TUKATECH

**SPEAKER:** MR. RAM SAREEN FROM 11.30 AM TO 1.30 PM

\* or visit: <http://tinyurl.com/b2b-event1>



**DAY 2:** SEMINAR ON SEWING JEANS COVERING VIBEMAC AUTOMATION BY VIBEMAC SPA

**SPEAKER:** MR. ENRICO GUERRESCHI FROM 11.30 AM TO 1.30 PM

\* or visit: <http://tinyurl.com/b2b-event2>



**DAY 3:** SEMINAR ON FASHION TREND, STYLES, BRANDING BY ITALIAN DESIGNERS AND INTERNATIONAL BUYERS

\* or visit: <http://tinyurl.com/b2b-event3>

VIP  
DAY

**DAY 4:** CUSTOMERS FEED BACK FROM INDIA AND THEIR OPINION ABOUT FUTURE OF DENIM JEANS IN INDIA FROM 3.00 PM TO 5.00 PM





# A New Production Line



TUREL - VIBEMAC are organizing a B2B Event. This is the first of its kind internationally. E.H. Turel And Company, will complete 60 Glorious Years. The start of year 2014 will also be another Milestone for having a partnership of over 33 Years with VIBEMAC. It is an Italian Company specialized in manufacture of machines for Bottoms, and particularly for Jeans, Work Wear, and Casual Trousers. We specialize in manufacture of Automats, Workstations, - and are highly flexible - to meet almost every demand that come up in manufacture of Jeans.

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Thanks to the tables of the quality controls by the end of every operative cycle, all the workers are involved in the process of controlling cost and quality and the new systems are developed to repair defects at the end of operative cycle are developed, without interrupting production and avoiding errors. Based in the flexibility of production towards the tasks and pursue of total quality, this production line proves itself

to be suitable for an economy in continuous transformation, for market fluctuations and innovation.

As for the workers, it is about the system facing the problems left unresolved by the old production system such as the working time, product quality, production costs and about guaranteeing the total cooperation between the working force and the company.

As a result, every worker is specializing in more than one task and will be responsible for its execution and outcomes, which reduces the number of interventions of the behalf of the top managers in order to control and assist every single operation in the production line. Thanks to such approach, the working force grows more flexible and easily adaptable to the innovations in organization and production methods used at the workplace.

The initial target of the modules system is simple:

## GENERAL COST REDUCTION

- REDUCTION OF THE WORKERS IN LINE (LESS OPERATORS)
- TO CANCEL THE NEED FOR THE SPECIALIZED WORKERS IN LINE (NO SKILL OPERATORS)
- CUTTING DOWN IN THE MACHINERY UNITS IN LINE (LESS UNITS IN LINE)
- REDUCING THE TIME OF THE PRODUCT IN LINE (FASTER MOVEMENT IN LINE)
- MORE FLEXIBLE PRODUCTION LINE (MORE FLEXIBILITY IN LINE)
- REDUCTION OF ENERGY COSTS (LESS ENERGY CONSUMPTION)
- REDUCTION OF MAINTENANCE COSTS (LESS UNIT MAINTENANCE)
- REDUCTION OF THE ERRORS AND SUBSEQUENT COSTS OF REPARATION (LESS REJECTED TROUSERS)