

Invent new profit models with AMSLER concept

Amsler-Tex AG is a Swiss company specialising in the manufacture of fancy yarn and elastic yarn production equipment along with the corresponding software. The machines can be used as additional equipment to spinning lines of almost any type and make for the production of high-quality special yarns.

About 2,800 installations are successfully operating in a variety of major yarn production plants all over the world. The sales programme includes machines for the production of fancy yarns on ring spinning frames and OE spinning machines and a highly automated system for the production of top-quality core yarn.

The concept

The ability to create value for customers makes all the differences in these times. It goes without saying that we have been growing catering as per the requirement of each buyer. The slowdown is set to change all that. We are going to see new winners and new losers on the Indian competitive landscape.

The greatest opportunities lie in the medium and long term, where you and your customer can work together to change the nature of the game in your customers' industry based on value you can help provide.

Companies should turn their efforts to innovations that are difficult to copy. Such innovations would extend the core activities of the company, by creating a new product for an existing customer or adapting an existing product for a new customer.

Amsler concept provides a platform and network that enable others to succeed – and when they succeed, so does Amsler Tex. Amsler concepts success proclaims a fundamental changed economy, in which knowledge is value.

Thanks to the effort taken by the Swiss company, to educate the consumer in the textile value chain, the point of difference between the Authentic Amsler Slubs and the non-branded slubs.

The market is now aware that Authentic Amsler yarn has the capability to manufacture technically most demanding slub effect design to meet the requirement of fashion.

Due to the patented technology the yarn performs very well in further processes like knits and woven. Built-in software enables



100 % reproducible effects. Hence the effect on yarn as a product plus added value. It is a bundle of aesthetic, functional and economic advantage to the end-user more simply known as quality, price and image.

It is vital that a company, which practises niche marketing understands the customers and is willing to invest time and resource in order to continuously maintain the consumer base.

In order to tailor your solutions to your customers' markets, you have to know who their customers are, what they want, what their problems and attitudes are, and what decision-making processes they use.

In this strategy you have to recognise that the execution of this new approach will require much longer cycle times to produce an order and generate revenue. It requires patience, consistency, and a determination on your part to build a high degree of trust with your customers.

Most of the market analysts believe that, textile is moving towards value-added sector because the end user is looking for comfort and fabrics with natural appeal.

Therefore, a number of textile firms have already started to adopt new business models that emphasize technology-niche markets and innovative value-added products.

Speciality Amsler yarn extends market opportunity and margins, and adds value to the producers' product-mix. ●