

# hooking up at pam

Reebok's was looking for someone to manufacture a sportswear product. L.L. Bean was looking for information on the production of long underwear for men. A Canadian hosiery manufacturer was looking to better its marketing in U.S.

They all had one thing in common – seamless apparel being knitted on Santoni machines with Santoni expertise.

Alan Parker, executive vice president of PAM Trading Corp., said the Santoni Seamless Show held at the company's Greensboro, N.C., offices was "one of the most successful shows" he had ever been involved with ever."

If anyone knows seamless, its Santoni.

Santoni is by far the biggest supplier of knitting machinery and associated technology to this market, according to a July 2004 article in Knitting International.

"With Sangiacomo's "Jumbo" technology under its wing, it's estimated that Lonati Group companies now supply 99 percent of the global market," the article stated. "The only other suppliers of seamless apparel knitting machines outside the Lonati Group are Orizio with its BS machine and the German company Merz with its MBS."

But it's Santoni technology and its experience that remains at the forefront of the industry.

Not only in terms of machine sales but also in terms of garment development. The company has a lengthy list of partner companies from fiber producers to garment manufacturers and designers.

It was that concept of helping "create demand for products" behind the PAM Trading seamless Santoni show last month, said Parker.

Parker said Santoni continually works with yarn and fiber products, new and existing, to develop new technical features for seamless products.

He sees those relationships growing stronger in the future.

In addition, Parker said part of Santoni's marketing philosophy is to create relationships between manufacturers and vendors of apparel.

He said Santoni will have higher visibility at retail fashion shows in the future.

"They'll show the garments and if anyone wants them, they'll tell them where they can get them," he said.

Parker is convinced that seamless apparel is a vehicle by which hosiery manufacturers can position their companies against the tide of offshore mass commodity products.

Pointing out that the Santoni seamless knitting machines are "built like a hosiery machine, just bigger," Parker says hosiery manufacturers have an advantage over other seamless manufacturers because of their knowledge of the machinery.

Large fashion forward seamless, lingerie, sportswear and hosiery manufacturer based in Canada looking for representatives and distributors in U.S. Must have minimum three years experience in industry. Please contact Albert Werner at 416-537-2137 or email [awerner@superfit.ca](mailto:awerner@superfit.ca)

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