

# Lonati Group Selects New Firm For Sales, Services

Sales and service for Lonati hosiery equipment and that of its affiliated companies have been assigned to a new North Carolina-based distributor.

Lonati SpA announced in April that PH Direct Sales LLC in Greensboro will provide sales, technical support, parts and service for all Lonati Group product lines, including Santoni SpA, Matec SpA, Tecnopea Srl, Dinema SpA, and SRA Srl.

The new distribution company was formed by PAM Trading Corp. and Henderson Machinery Inc., longtime distributors for the Lonati Group.

W. Alan Parker, executive vice president of PAM Trading, will head up the division responsible for sales of Matec and Santoni product lines by the new company. Bobby Irvin, president of Henderson Machinery, will direct the sales and service for Lonati and Dinema product lines.

Based in Brescia, Italy, the Lonati Group is a leading manufacturer of textile machinery with exports worldwide. It is an acknowledged world leader in equipment for the manufacture of socks, sheer hosiery, and bodywear.

## GREIGE MILLS

# Expertise In Greige Mills Supports U.S. Marketers

Outsourcing to companies in Asia -- including India and China -- is being fueled by a reason beyond price, according to a recent article in *The Wall Street Journal*. Engineering, architectural, and other professional firms are attracted to offshore firms because of the high level of expertise, according to the publication.

Outsourcing to U.S. greige mills often follows the same path. Many southern greige mills have the expertise to develop products that vertical mills cannot develop prototypes of in-house.

Greige mills are managed by longtime owners. The expertise for research and development lies with these owners who know their equipment and its capabilities. It is rare for a greige mill to lose this expertise.

The future of greige mills, according to a leading hosiery marketing executive, lies with specialization and quick response.

"Greige mills can be successful if they do what we are doing... wring out all costs of production you possibly can... get the product out the door within 48 hours... and turn around samples within days -- not weeks," he continued.

The vertical mill must also put a priority on the integrity of the relationship, it was stressed. Taking a sample produced by a greige mill and making it in-house is an example of issues that result in troubled business relationships.

Greige companies with outstanding management can save their customers thousands of dollars associated with in-house overhead, depreciation and human resources costs. Some greige mills, even those with older equipment, are thriving because of attention to quality and commitment to service.

The expertise of greige owners is the best weapon in the fight to compete in the globalized market.

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## Featured in *Legwear Trends* in

# June 2004

TRIBUTE TO SUPPLIERS: Some yarn companies have been on the scene for over half century. Others are under the management of second and third generations of owners. These companies have kept the hosiery industry viable while other apparel and textile companies have disappeared.

SPORTS AND LEISURE SOCKS: They're kicking up a notch in the marketplace.