



**Press Kit
ITMA 2023**

**SHIMA SEIKI MFG., LTD.
Hall 4, Stand D209**

Exhibit Concept: SHIMA SEIKI Reborn

Leading flat knitting technology firm SHIMA SEIKI MFG., LTD. of Wakayama, Japan, is participating in the International Textile Machinery Association exhibition (ITMA 2023) in Milan, Italy.

SHIMA SEIKI's unswerving tradition of introducing new technology at ITMA under its guiding philosophy "Ever Onward" remains intact for 2023, with a brand-new lineup consisting of new machines and next-generation prototypes found at its booth in Hall 4, Stand D209. The next-generation group of machines is represented by the letter 'R' which stands for 'Reborn' and is also the basis for SHIMA SEIKI's exhibit concept: "SHIMA SEIKI Reborn."



SHIMA SEIKI Reborn represents a return to origin, for the company and for its products, and a renewal of passion and commitment toward innovation. At the same time it represents a renewal of SHIMA SEIKI's commitment to its customers, the industry and the environment, as all aspects of each machine were re-evaluated in terms of its purpose, the way it is manufactured, how it is used and how it impacts the environment. That renewal has been applied to the company's entire product lineup from WHOLEGARMENT® knitting machines to shaping machines, glove knitting machines, and even computerized cutting machines, have undergone complete re-evaluation.

Of the 9 knitting machines SHIMA SEIKI is exhibiting at its 600 sq. meter booth, 8 machines will be part of the next-generation lineup. More than 300 items will be on display as proposals for knitted applications in various fields ranging from fashion, sports, shoes, bags and accessories to medical, safety, automotive, aeronautical and other wearable and industrial textile applications.

In addition to machine technology, SHIMA SEIKI's computer graphic design system and software will be shown with their latest software upgrades that feature significant improvements in knit programming, 3D functions and speed. Demonstrations will be available for a comprehensive fashion tech solutions package based on realistic virtual sampling and supported by various digital solutions and web services.

There was a time when ITMA exhibitors were required to show only new technology. With a revamped lineup and comprehensive display of its latest products and services, visitors to the SHIMA SEIKI booth can once again feel the excitement of seeing a booth filled with new machines exhibited for the first time.