

Seams Pavilion at MAGIC – A Big Success

On Feb 11-14, 2018, SEAMS was joined by member companies Turning Point Solutions, Contempora Fabrics, Minnesota Knitting Mills, and Source America to comprise the first ever SEAMS Pavilion at SOURCING AT MAGIC. The support provided by Bob Berg, Director of International Business, and the rest of the SOURCING AT MAGIC team was outstanding. This included the prime location of the Pavilion on the show floor within the “Made in USA’ area.

During the four-day event, more than 200 companies visited the SEAMS booth. The mix of organizations was varied and represented all sectors throughout the sewn products supply chain. Their interests also varied, from the need to find domestic cutting and sewing capability to sourcing a wide variety of textiles. Of specific interest was the demand for full package production and support to help launch new products into the marketplace.

The feedback we have received thus far from our member company exhibitors has been very positive. According to Pat Hickey, President of Minnesota Knitting Mills, “Our experience participating in the first SEAMS Pavilion at Sourcing at MAGIC was excellent. The exposure to potential new customers was far greater than expected. The support we received by Will and his staff played a huge role in our success at the show and we definitely plan to participate again.”

And Ron Roach, President of Contempora Fabrics had this to say, “Participating in the Seams pavilion at Magic has opened up doors to a variety of potential new customers for Contempora Fabrics. The show completely exceeded our expectations. We have already sampled dozens of companies that we would not have met otherwise. We thank Will for coordinating the pavilion and look forward to participating again.”

Generating a tremendous amount of interest at the show was the MicroFactory demonstration coordinated by SEAMS member and lead integrator NextWave. The ‘Microfactory’ encompassed design, print preparation, digital printing, image fixation, and single ply cutting. The cut parts were then transported through the sewing line using ETON System’s UPS technology, and automated sewing technology provided by Henderson Sewing Machine Company, both SEAMS members.

As always Barbara Ende, President, Sycamore Marketing Group, and her team, did a great job coordinating the educational programs. Will Duncan had the honor of serving as moderator for the program titled ‘Moving Into The Future Of Manufacturing Fashion: Micro Factories, Finishing, Robots And Customization’. Participating on the panel were John Cote, North American Sales Manager, Zünd America, Inc., Alex Vega, President, Eton Systems, and Frank Henderson, President, Henderson Sewing Machine Company. Program participation was excellent with nearly 200 in attendance.

SEAMS member and marketing benefits provider, Jerry Inman, Chief Marketing Officer of Demand Worldwide, presented “What’s Your Brand’s Digital and Door Index” that outlined a 12-step retail readiness program for the industry to attract a new generation of shoppers.

SEAMS plans to coordinate another Pavilion on behalf of its members at the next Sourcing at Magic based on the overwhelming feedback to date. Sourcing at Magic will be held August 12-15, 2018. Make your plans now!

If you have interest in exhibiting in the SEAMS Pavilion at SOURCING AT MAGIC, please contact Nancy Kinderknecht, SEAMS Business Manager, at 803.642.1111. nkinder@seams.org