



THE ASSOCIATION & VOICE OF THE US SEWN PRODUCTS INDUSTRY

## **SEAMS Member Spotlight: Monarch Knitting Machine Corp.**

*In our latest edition of SEAMS Member Spotlight, [Monarch Knitting Machine Corporation](#) is highlighted. Technical Services Manager Kevin McClure answers our questions.*

**Company headquarters:** Monroe, NC

**Year founded:** 1961 by Dave Pernick

**Primary specialties:** All types and diameters of circular knitting machinery

### **Brief history of the company:**

“In 1961 Monarch opened their office in New York City. That year they also entered into a technical and sales agreement with Fukuhara and began production and import of the PFW model. Later, offices were opened in North Carolina, Florida and Canada. After the retirement of Dave Pernick, his son Bruce became President, and now Monarch is run by Bruce's son Craig.

**Markets served:** Apparel, automotive, bedding/mattress, technical textiles markets.

### **Biggest challenges and opportunities:**

“Our biggest challenge is the current global economic situation. Our biggest opportunities will be in digitalization and Industry 4.0: Embracing Industry 4.0 technologies, such as the Internet of Things (IoT) and data analytics, can provide new business opportunities.

### **Company’s differentiators:**

“We believe that the quality of our machines are of paramount importance, but not more so than our customer service and support. This philosophy has enabled us to establish very close working relationships with our customers. For our employees, its leadership that values and respects them, listens to their concerns and provides guidance and support and a positive and inclusive company culture that fosters collaboration, innovation and a sense of belonging.”

### **Thoughts on the Made-in-America/Americas movement and strategy to remain competitive in the U.S. and this hemisphere:**

“We believe that onshoring/nearshoring will continue post-pandemic. This will create new areas for us to grow. Monarch's business philosophy has always been to stay ahead of our competitors through continuing technological development and innovation. We also feel that the close bond we develop with our customers enables us to better understand market



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demands and positions Monarch to lead the commercial development of new machinery and fabrics in the marketplace.”

**Business outlook for your company for the foreseeable future, as well as your future growth plans:**

“We want to focus on sustainability and social responsibility. We are also focused on digitalization. We have new design software that enables our customers to make digital knitted samples. This will save them time, money and resources while also reducing waste and energy consumption.”

**Opinion on business conditions, the health of the apparel/textile/sewn products industry markets served now and going forward and what will make the company successful in this environment:**

“Business conditions remain challenging at the moment. The boom that came after the pandemic has cooled down but some of the disruptions remain. We think that overall, the industry is healthy and that we will see a bounce back in 2024. We are seeing hot spots in some of our markets now. We believe we will continue to be successful by focusing on the things that got us here. Quality machinery and having what our customers need readily available, namely parts, needles, and technical Service.”

**Value of SEAMS membership:**

“Being part of SEAMS enables us to build strategic partnerships, share resources and collectively address challenges unique to the Industry. The association's emphasis on supporting domestic manufacturing contributes to a stronger, more resilient industry and reinforces the value of products made in America.”