

H.-P. Stoll: Outside of Europe, ITMA 2012 in Shanghai was the most important trade show for us. We had visitors from China and all over South-East Asia and India.

Q: You exhibited at ITMA a completely new brand image, a new slogan (“Knit Ahead”), and a redesigned trade show booth. What has prompted these changes?

H.-P.: In a lengthy strategy process, Stoll has developed a new positioning that sums up what we offer our customers across the board: continuous, co-ordinated, forward-looking action and top solutions. Our new brand image and the slogan “Knit Ahead” both reflect our high technological standard as the world market leader and our commitment to always staying a step ahead of the competition. As for our logo, we have only modified it to give it a more contemporary look. Our motto for ITMA 2012 is “Knitting Performance by Stoll”. A range of knit patterns and our booth’s special architecture and design let our customers and guests know that “Knitting Performance” is a way of life for Stoll. With our extraordinary, innovative knitting technology, our extensive expertise and our striving for perfection, we create a steady stream of new patterns and structures that inspire and fascinate customers. It’s an impressive showing.

Q: Mr. Stoll, you showcased a prototype of the latest machine, the CMS 530 HP-ADF, on an exclusive basis at ITMA 2012. What is so special about this new flat knitting machine?

H.-P.: The prototype CMS 530 HP-ADF that we exhibited at ITMA is a high-performance, high-output intarsia flat knitting machine that offers users attractive new possibilities for making intarsia patterns.

Q: How important are fashion and technology for Stoll, and what roles do your international showrooms play?

H.-P.: The main functions of our Fashion & Technology Knitting Centers in New York and Reutlingen are to monitor and evaluate fashion trends in order to identify new and future patterns, colors, materials and gauges. We develop our Trend Collection twice a year

in Reutlingen. These collections, which we put on display in our showrooms around the world for customers to see, anticipate future trends in knitted fashions.

They also serve the purpose of building relationships with indirect customers such as international fashion companies and purchasing organizations. Another very important aspect is passing on technical knowledge and skills by training machine operators right on the machines. We offer knitting and design training at the New York F&T, in Reutlingen, and in all major markets worldwide.

We also collaborate closely with

