

Crosrol

机械(上海)有限公司
(Shanghai) Co., Ltd



Mr. Richard Bamforth, Engineering Director, (left), and Mr. Jawahar Perumal, Regional Director, Crosrol (Shanghai) Co. Ltd.

The Crosrol Group was formed in 1946 by Dr. Andre Varga, and ever since that, the company has concentrated its activities on identifying and developing potential technical improvements for preparing short staple fibers, both natural and synthetic, for downstream spinning and non-yarn processes.

The core values of the company, have been to provide real technical and commercial benefits to the textile industry facilitated by innovative engineering to achieve high quality productivity at the lowest possible purchase and owning/oper-

ating costs with machine reliability and low maintenance requirements being most important requirements.

The company's in-depth research and development efforts into the carding process and the appreciation of the critical influences that the preceding opening (blowroom) lines have on the process ensure that Crosrol is ideally placed to be able to offer the most technological and cost-effective solution for the fibre to sliver process.

In 2002 manufacturing of all new machinery for global distribution was moved to Shanghai in order to be able to continue supplying quality machines at the most economical prices. Since that Crosrol has been supplying the world's major textile markets with machines whose concept is European, developed in the very demanding Asian markets and assembled in China using internationally sourced highest quality components with the key components being manufactured in-house.

The current range of blowroom and carding machines MK7, introduced in 2008, has been developed over the last four years and once again establishes the world standard of superior technology at the most economical price that has been, and continues to be the Crosrol tradition and hallmark.

Talking to Mr.

Jawahar Perumal, Regional Director, Crosrol (Shanghai) Co. Ltd., he observed: "The response at ITMA Asia has been very encouraging both from the domestic Chinese customers and from overseas visitors. We have confirmed orders for 90 blowroom lines and seven loading lines from the domestic market and concluded 3 major projects at Bangladesh".

Crosrol has garnered significant marketshare in all important markets. In Pakistan, the company enjoys 80 per cent marketshare and in Bangladesh 50-60 per cent. Vietnam, Indonesia and India are very important markets for the company.

In India, the company has a very strong customer base. With nearly 22 installations for the recently launched MK 7 model, the company has some of the top corporate customers in India among its long list of installations.

Crosrol is represented in India by PMP Global and Texpert Marketing. ♦

