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BY PATTI SMITH

Revolutionary Seams Win the Hearts of High-End Customers

Made-in-Japan offers you more profit



— **Shogo Kondo**
President,
Yamato Sewing Machine Mfg. Co., Ltd.

With garment factories facing severe competition globally, what manufacturers really want to know is how they can produce garments both at low cost and high in quality.

Japan-based Yamato Sewing Machine Mfg. Co., Ltd. offers solutions to lower production costs and add value to final garments.

As more garment factories seek cheaper machines and materials, a vicious cycle typically ensues. You move to lower-cost countries; your rivals do too. You buy cheap machines; your rivals buy even cheaper ones.

Despite relentless efforts to cut costs, profitability remains elusive. *Why?* Because pursuing purely cheaper alternatives leads to lower-quality products, ultimately resulting in lower margins.

By contrast, industry giants opt for the best made-in-Japan machinery—Yamato's. Despite a higher initial investment, they reap higher profits and maintain their dominance for decades. *Why?* Because they strike a balance between cost-efficiency and unmatched product quality.

Yamato's made-in-Japan machines offer significant savings and add value for garment factories. Kondo describes this as the 'Yamato Way.'

"We cannot reduce our machine prices, but we can reduce your production costs."

Reducing costs doesn't just mean purchasing cheaper machinery. It's

about the cost efficiency of end products. Machines depreciate every year, but labor costs rise every year. While many compare sewing machine prices, Yamato focuses on reducing garment production costs to improve factory profitability.

For example, its EZH-B-VGS3721-8F/UTQ workstations with auto-thread locking (anti-unraveling) can eliminate bar-tacking machines and labor, saving on raw materials and electricity. Moreover, they do not require skillful operators, allowing easy and quick start-up in new locations and offering the best return on investment.

Yamato can also link a software system to its machines that monitors productivity across production lines in real time. The ability to connect CAD systems to sewing machines to de-skill

"Made in Japan is cheaper than Made in China. On top of reducing your production costs, we also raise your profit margins."

Shogo Kondo

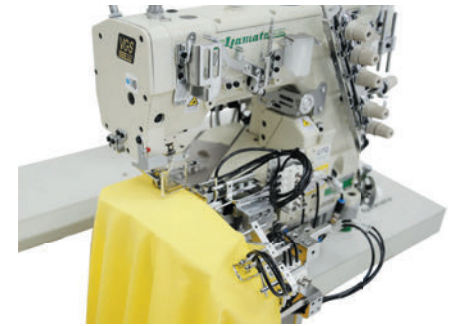
labor offers garment factories a bright AI future. As a full-solution provider always striving to keep its customers ahead of the trends, Yamato is also working on reducing the CO₂ footprint of its machines.

Cost reduction alone is not enough to win the competition.

Even if you succeed in reducing costs, you won't necessarily be able to stop a decline in selling prices. It's essential to sell products with added value at a price that ensures profit, and the key to adding value is *distinctive seams*. Yamato's innovations in seam quality earn the trust of high-end customers, allowing garment factories to win higher-value orders, resulting in higher profits.

Yamato's philosophy: "Always One Step Ahead of the Times".

To respond to the market's ever-changing demands, Yamato has developed many world-first and Yamato-only machines. For example, its two-needle,



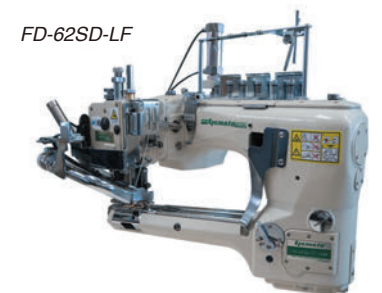
EZH-B

chain-stitch EZH-B-VGS3721-8F/UTQ can sew seams that can stretch more than twice the original fabrics without resulting in tunnel seams or twisting.

Its four-needle chain-stitch FD-62SD-LF machine sews seams that are the most stretchable and most comfortable to the skin in the industry. In addition, the seams have no retainer needle holes, a revolutionary innovation that results in a superior product. These set the garment quality apart from competitors.

Major garment manufacturers have chosen Yamato's made-in-Japan machines because they can flexibly and rapidly adapt to changes in styles and difficult-to-sew fabrics, raising their quality level and allowing them to make competitive proposals, leading to higher-margin orders from customers.

"Our customers can rely on our machines for 15 to 20 years. 'Made in Japan' is the mark of the highest quality and profitability. We suggest you don't compare our sewing machine prices but your garments' profits," Kondo said.



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