

TECNORAMA: REVOLUTIONIZING TEXTILE DYEING AUTOMATION

Amidst the ever-evolving landscape of textile dyeing automation, Tecnorama, the esteemed Italian company, has stood as a steadfast ally to Bangladesh's textile sector for numerous years. Our conversation with Mr. Alessandro Giugni, CEO of Tecnorama, provided valuable insights into the company's trajectory, its solutions, and its forward-looking aspirations.

"Tecnorama has firmly established its presence and garnered appreciation from clients in Bangladesh for several years now," shares Mr. Alessandro. The company boasts an impressive clientele, including industry giants like M.N. Dyeing (Mosharaf Group), A&E – American & Efird Bangladesh, Color City (DBL Group), Fakhruddin Textile Mills, Masco Exports and Hamid Fabrics (Yarn Dyeing Unit) and more.

Tecnorama offers a comprehensive range of products tailored to meet the diverse needs of textile dyeing automation. Among its flagship offerings is the DOS&DYE® system, a patented innovation combining automatic dispensing with robotized dyeing modules. This system, favored by numerous top clients worldwide, excels in developing precise dye recipes, minimizing corrections and re-dyeing during production. Additionally, Tecnorama provides various automatic dispensing, dissolving, and distribution systems, addressing the unique requirements of different customers.

Growth and Importance of the Market

"The business expansion of Tecnorama in Bangladesh mirrors its growth trajectory in other key Asian markets," notes Mr. Alessandro. Recognizing Bangladesh's significance as a textile manufacturing hub, Tecnorama has strategically invested in building strong partnerships and tailoring its solutions to meet local needs. This proactive approach has solidified its position as a trusted partner and fueled continuous growth and innovation within the Bangladeshi industry.

Successful Partnerships and Advantages

A cornerstone of Tecnorama's success in Bangladesh is its partnership with Maxchoice, led by Mr. Marzan Hossain. This collaboration has facilitated effective communication between Tecnorama and local textile companies, leading to mutually beneficial relationships built on trust and innovation. Tecnorama's cutting-edge technologies, coupled with Mr. Hossain's understanding of the local market dynamics, have enabled the delivery of solutions addressing the needs.



Alessandro Giugni, CEO of Tecnorama

Advantages and Strengths

"Tecnorama stands out globally as a frontrunner in full automation for laboratory systems," asserts Mr. Alessandro. The company's diverse range of technical solutions accommodates various textile materials and fibers, ensuring optimal color reproducibility. What sets Tecnorama apart is its unmatched array of dyeing machines complemented by unique patented solutions, showcasing a commitment to efficiency, reliability, and innovation.

After-sales Service and Support

Tecnorama places a strong emphasis on providing exceptional after-sales service and support to its clients in Bangladesh. Through collaboration with Maxchoice, local technical assistance ensures prompt installation, maintenance, and customer service. This localized approach streamlines the support process and enhances customer satisfaction by offering timely assistance tailored to the specific needs of the market.

Recent Technological Innovations and Focus on Sustainability

"Tecnorama leads the charge in Industry 4.0 with its cutting-edge fully automatic solutions," affirms Mr. Alessandro. The company's machines, powered by interconnected systems and internet connectivity, exchange real-time data, facilitating remote diagnostics and servicing for optimal performance. Furthermore, Tecnorama's focus on sustainability is evident in its Dos&Dye® system, which minimizes resource consumption and enhances production efficiency.

Future Outlook and Support for Growth

In conclusion, Tecnorama holds high expectations for the burgeoning textile market in Bangladesh. Through ongoing collaboration with local partners and continuous investment in research and development, Tecnorama aims to exceed the evolving needs of its clients, driving sustainable growth and fostering long-term success within the vibrant textile landscape of the region. Tecnorama's journey in Bangladesh epitomizes a commitment to excellence, innovation, and sustainability, paving the way for a brighter future in textile dyeing automation.