



## Reseda Binder Waxrolls

# Reseda Binder, The Leadership of the optimum wax rolls

Reseda Binder has evolved down the generations into the world's leading manufacturer of wax rolls. The outstanding reputation in over fifty countries, its products ensure that threads do not break and the quality is subject to continuous improvement.

### Continuous optimization of products

The company deals only in wax rolls for textiles - not lubricants or chemicals. As a result on continuous process improvement as well as targeted investments, Reseda is now capable of producing 110 different wax qualities in 80 different shapes that are specifically suited to specific yarn types.

Reseda waxes are color-coded to facilitate user application, but the colors do not affect the appearance of the final fabric. Green, yellow and blue qualities are recommended for general applications - these waxes are washed off during finishing.

The new Reseda NATURAFIN products were awarded the Oekotex certificate under Oekotex Standard 100, signifying that none of the wax used contain pesticides, formaldehyde or heavy metals and that Reseda waxes are completely & naturally bio-degradable - 70% decomposition after 28 days, 100% after 70 days.

Different wax types are characterized by 4 properties, i.e., structure, oil content, melting point and penetration. Selection of the correct wax type for each customer is based on several criteria, i.e., raw material for spinning, the yarn count, room temperature & air humidity in the spinning mill, yarn moisture content prior to waxing, yarn storage conditions.

Reseda obtains 70°C molten wax in insulated tank trucks directly from the refinery, eliminating the slab melting phase prior to casting wax rings. The wax is subsequently stored at constant temperature so there is no adverse impact from wide temperature fluctuations. Temperature difference of 2°C will change the structure of the wax and consequent wax take-up



*Mr. Siegfried Binder, President of Reseda Binder Waxrolls*

during spinning or winding.

Due to expert knowledge of raw material, recipe for additives and process parameters as well as acute quality awareness, Reseda can guarantee a high degree of dimensional accuracy, consistency and homogeneity.

Using fully automatic molding machine, Reseda rules out the occurrence of air bubbles that cause high end break frequencies when the wax rings are employed in winding machines. As a result, spinners can expect the smoothest yarn paths, as well as reduction of the coefficient of friction and minimal wax application.

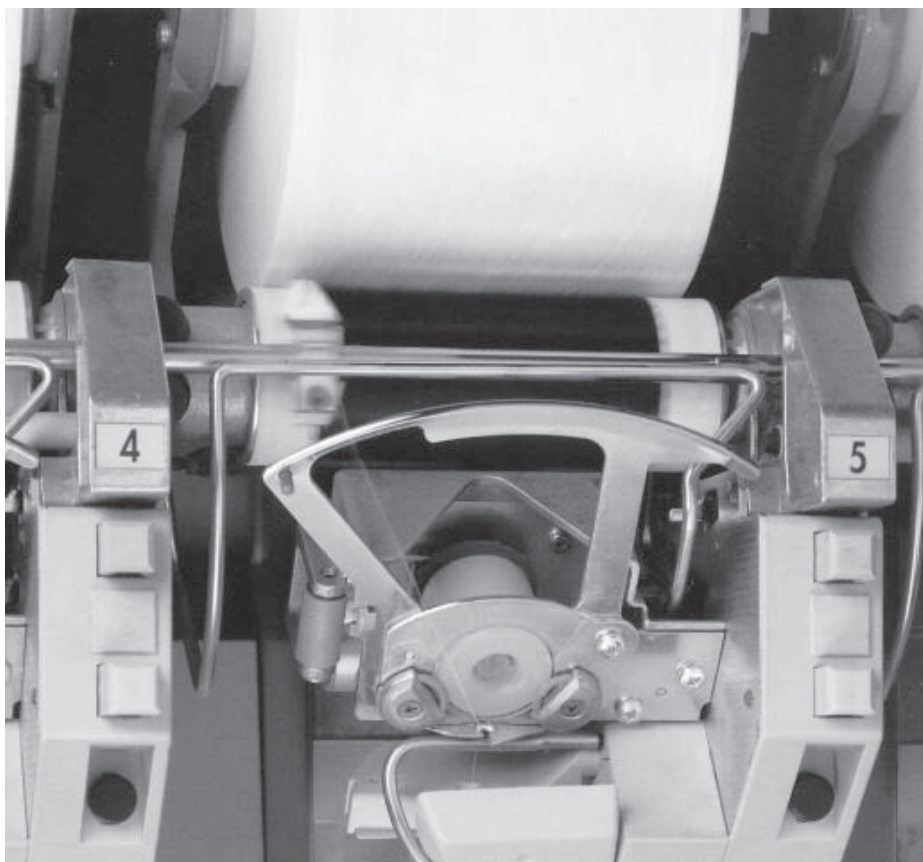
### A differentiation of innovation and technological know-how

Critical features of Reseda wax rolls

(high degree of dimensional accuracy, consistency and homogeneity) ensure the smoothest yarn paths, 50% reduction of the coefficient of friction, and minimal wax application.

Close working relations with machine manufacturers also enable Reseda to offer comprehensive customer advice regarding application areas and restrictions on the use of various wax types. The waxing principle retained in Schlafhorst's Autoconer and Autocoro machines can reduce the coefficient of friction by 50%.

Both low and high wax take-ups result in higher coefficient of friction. High wax application also causes pollution during the winding of the spinning machine and during the knitting process, resulting in wax accumulation in the needle bed, consequent



melting in high heat and eventual leaking that will create stripes on the fabrics.

Of the 1.5 mn Autocoro spindles that have been sold worldwide, over 50% are equipped with Reseda waxing units. Owing to the problems associated with thread guides and needles with their numerous deflection points, it is necessary to ensure important to have a uniform wax take-up of the preceding yarn, as well as minimum wax rub-off and maximized yarn tension uniformity during the winding process.

As Reseda wax adheres to the yarn in the form of microscopically small particles (vs. a continuous film), the frictional coefficient between the yarn and the metal parts has been substantially reduced, enabling the waxed yarn can glide smoothly around various deflection points.

The unique and patented 'waste watcher' sign on Reseda wax rolls also enables spinners to reduce wastage rate to less than 10%. Reseda brand name or the customer's logo stamped on Reseda wax rolls enable spinners to see that the wax rollers actually rotate.

As all Reseda products are 100%

certified, yarn & garment suppliers that buy from spinners who use Reseda wax rolls can assure customers that their products are eco-friendly.

Based on measurements of coefficients of friction that are compiled free of charge, Reseda can simulate production conditions of individual yarn manufacturers and recommend optimum wax treatments to suit specific customer needs worldwide. For example, new wax types introduced in Asia allow customer to humidify yarn up to 75%, without melting, leaking & ruining the wax application.

Another distinctive feature is Reseda Binder's recyclable containers that the customer can use to send back wax residues which are melted down, purified and filtered before returning to the manufacturing process.

### Marketing meets customers' worldwide needs

Starting with initial output of 25,000 wax rings in 1960, Reseda has expanded maximum daily capacity of 12,000 kg, with current daily output of 8,500-9000 kg

(around 30mn rings per year). Worldwide, around 500,000 tons of yarn is treated with Reseda waxes each year.

2003 turnover rose by 80% compared to a year ago period but 2004 figures remained constant. Although Q1/05 sales fell by 10% year-on-year, Q2 sales recovered and whole year performance is expected to equal last year's level.

96% of current output is for export - mainly to India, Bangladesh, Indonesia, Pakistan & Thailand.

Customers in India and Japan who produce thread for teabags are using Reseda wax rolls. Although this market segment accounts for less than 1% of Reseda output, it has future growth potential - particularly in Sri Lanka.

Disavowing any secret success formula, Reseda has nonetheless developed a clear cut corporate concept that relies on flexibility, speed, service, transfer of know-how and acute quality awareness.

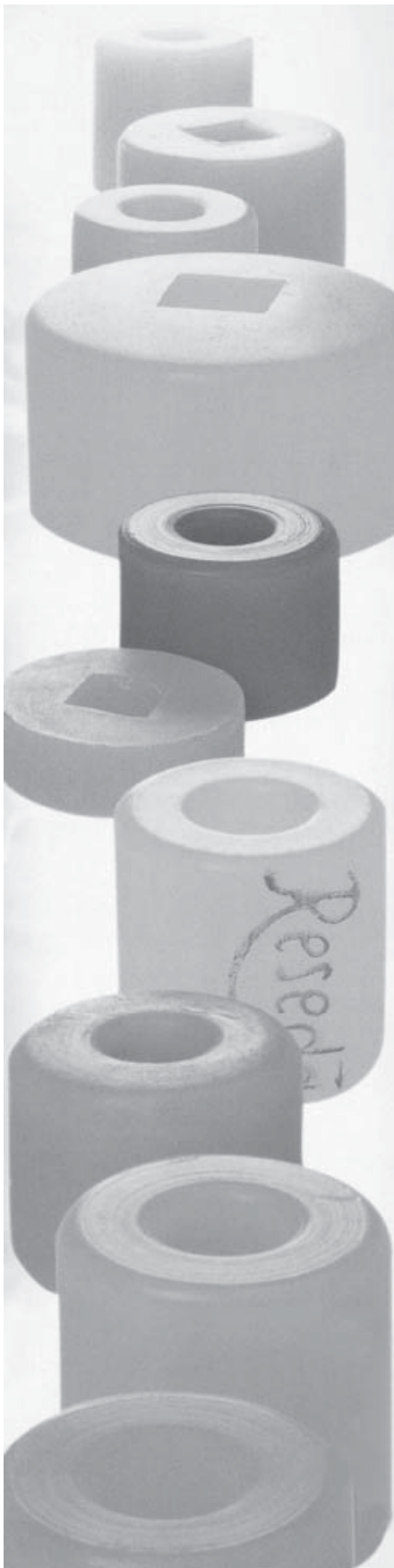
The company's underlying objective is to achieve minimal wax consumption and maximum efficiencies on spinning & winding machines.

Realizing the importance of market presence and proximity to customers, Reseda Binder has built up a global network of 65 agencies. Top management frequently visits USA, Canada, Brazil, Mexico, Asia, Africa, Russia and other European markets.

As a result of, long-standing association with members of the German Textile Machinery Association, leading manufacturers of winding and open spinning machines can advise customers on the "right" wax to use for various purposes. Reseda Binder products are supplied with Schlafhorst and Rieter machines as original equipment. "Customers who buy winding machines already know the Reseda brand & will try to contact us."

On-going exchange of information & contacts benefit all parties involved. Customers value Reseda advice & recommendations as well as efforts to develop special grades to meet specific requirements. Every order is turned around within 24 hours - this applies to standard grades that are held in stock as well as small batches of special products that require flexible manual pouring process.

Siegfried Binder confirms: "Our



manufacturing structure enables us to supply standard grades from stock and turn special orders round virtually overnight.”

### Global spinning industry and competition

Due to the expansion of Chinese market and the hence following competition, some textile companies in Germany have been forced to shut down. Over the next 4 years, Siegfried Binder expects India to follow suit both in terms of huge investments in mill capacity and rapidly expanding market share.

Bangladesh where labor costs are even lower than China has also seen rapid growth over the last 12 months. Despite political uncertainties, Central and South America also have good growth potential.

According to Reseda chairman, European & US spinning mills have achieved short delivery times but they will not be able to withstand global competition unless they begin to specialize.

The time-tested industry expert also expects Europe to maintain market leadership in the area of fashion goods, although major production bases will move to Asia.

### The yarn paths through continuity

“Thai customers are very concerned with quality. However, some of them think wax is wax and it doesn't matter what type of wax they put into their machines. We will never get business from these people - but that's not our problem. Reseda prices are slightly higher than our competitors but we are very concerned with quality. At the end of the day, if spinners use Reseda wax and calculate all additional costs, they will see that using our product is really the best for their business,” said Reseda representative.

In this respect, it is important to advise Thai customers regarding areas of application and restrictions on the use of types of wax on the spinning or winding machine to integrate the exceptional know-how from a combination of tradition and innovation. ■

### Company Profile

Founded in 1913, Reseda Binder has evolved down 4 generations to become the world's leading manufacturer of wax rolls.

Apart from being the first and only wax manufacturer to support the market launch of Autoconer in 1963, this German-based company was also the first to develop rounding of wax rolls on both sides, followed by anti-static blends, bio-degradable grades, and stamped wax rolls.

This Eco-Tex certified company employs only 25 employees to run 2 fully automated plants in Germany, along with 65 agencies worldwide - 3 of which are located in China. Manual labor is used only for packaging.

To capitalize on imminent take-off of the Indian textile industry, Reseda thinks about opening a new plant just 200 miles north of Bombay.

### Reseda Binder Waxrolls

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