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# ITMA Daily Newsletter

1 件のメッセージ

WTiN <newsletters@wtin.com>

2023年6月12日 16:00

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# ITMA Daily News

Monday, 12 June 2023

Transforming the World of Textiles

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**ITMA Daily News**  
 Monday, 12 June 2023  
 Transforming the World of Textiles

# Makers at heart of digital future

ITMA 2023 looks towards Industry 5.0 – an understanding that industry labourers lie at the heart of digital transformation. **Otis Robinson** reports.

At this edition of ITMA, we are seeing a new phase of industrial development come to the fore. Industry 5.0 has the capacity to be much more productive than Industry 4.0, with a focus on worker welfare and the harmonious integration of “makers” and machines.

“We are not focusing on output and [efficiency], our mission is that every one of our makers is safe,” said keynote speaker Kevin McCoy, vice president made, New Balance Athletics, during Sunday morning proceedings of Innovator Xchange talks at ITMA.

McCoy explained that the company’s labourers – which it refers to as “makers” – are key to the business’s digital transformation. New Balance makers are at the forefront of its footwear manufacturing, he said, thus its digitalisation efforts aim primarily to ensure the taxing parts of labour are automated to relieve strain from its makers.

This was the first of multiple discussions at Sunday’s Automation & Digital Future focus that touched upon the Fifth Industrial Revolution. Industry 5.0 is an emergent phase of industrialisation that prioritises human centrality in the workplace, the relationship between humans and machinery, and the enhancement of the industry for all involved. Ultimately, it ditches the productivity-focused model of digitalisation and strengthening ideas of the dark factory in Industry 4.0 conversation in favour of a worker-centric industry with socio-ecological priorities. The European Commission (EC) has addressed this directly, bringing the term **Cost fitness** on p. 2

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## ITMA looks to a harmonious digital future

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Elsewhere, ITMA Daily News spoke to more company’s from the ITMA Start-Up Valley. This is a new incentive by CEMATEX (the European Committee of Textile Machinery Manufacturers), which spotlights companies with “game-changing solutions and technologies” in early stages of development. For example, Sewts, a German deep-tech start-up and showcasing its industrial automated material handling solution. The company “teaches robots how to handle textiles”, said Alexander Bley, co-founder at Sewts.

Also, tech start-up Weffan is showcasing its 3D woven garment system at the Start-Up Valley. The company offers a 3D woven garment system that “designs out waste, collectively revolutionising manufacturing by 3D weaving yarn into garments for a planet-centred future”, it said.

And, reportedly the events first showing of a direct-to-textile 3D printer, Stratasys presented its technology, the J850 TechStyle, at ITMA.

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Makers at heart of digital future

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ColorJet showcases sustainable inkjet technology



Cutting waste with 3D weaving



# Encouraging adoption of direct-to-textile 3D printing

# Teaching robots how to handle textiles



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