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- Alessandro Zucchi  
President, ACIMIT

# ACIMIT's 'Green Label' and 'Digital Ready' initiatives to revolutionize machinery selection

*Innovative approach of ACIMIT to give Italian machinery a special edge in ITMA 2023*

## Special Correspondent

A global leader in textile machinery manufacturing sector - Italian textile machinery manufacturers are spearheading sustainability through their innovative initiatives like 'Green Label' and 'Digital Ready' to revolutionize machinery selection. The apex body for Italian textile machinery manufacturers - ACIMIT, (the Association of Italian Textile Machinery Manufacturers), highlighted this in a recent pre-ITMA 2023 press conference at Villa Frua, Stresa, Italy.

Where ACIMIT, President Alessandro Zucchi highlighted that ACIMIT has been pursuing projects for some years now in the field of sustainability and digitalization, namely the Sustainable

Technologies project, with the 'Green Label' as the core of the initiative, and the digital certification called 'ACIMIT Digital Ready'.

Zucchi enlightened that in terms of sustainability in textile machinery, Italian manufacturers were inventors and these initiatives are revolutionizing, as well as, setting an example of 'Made in Italy' excellence in the textile machinery global scenario. And these Innovative approaches of ACIMIT give Italian machinery a special edge in the upcoming ITMA 2023 to be held in Milan.

Zucchi said, “We started sustainability in textile machinery back in the 2010s and 11s to educate our associates with 'Green

Label' and 'Digital Ready'. As both projects testify to the commitment of Italian manufacturers in two areas of strategic significance to consolidate the leadership of Italian textile technology also in the future. The idea was to push our machinery manufacturers to improve their technology, to reduce pollution by minimizing the energy consumption, more efficiency day-by-day.”

Green Label is an Italian seal of quality developed by an international certification body, RINA, with the aim of developing and educating ACIMIT's associates regarding sustainable cultures. The third-party body RINA gives the 'Green Label' after inspecting each and every individual machine

## Innovation in Machinery

- even if there are many numbers of the same model produced following the same guidelines - separately. Till today, around 1600 machines are 'Green Label' certified."

"With the Green Label certificate, our members are certified globally - the sustainability effort we put behind each and every machine. Thus we ensure the environmental and economic performance of textile machinery, member companies undertake to reduce the CO2 emissions of their machines through constant technological improvement."

"We have achieved a huge success in this program - as not only us, rather other machinery manufacturing countries are also following our standards and made it compulsory to have the Italian Green Label certification," ACIMIT President added.

With Digital Ready, on the other hand, the aim is to standardize the production and management data of Italian textile machines and their ability to be digitally integrated at the customer's plant.

Alessandro Zucchi said, "We believe that the future of textiles that we want to shape lies in a sustainable and digitized technological supply. ACIMIT has embarked on the road to digital transformation, which has led to Digital Ready certification, specifically dedicated to Italy's textile machinery manufacturers, facilitating and building customer loyalty in managing machine data and providing Made in Italy a new competitive advantage in global markets."

Highlighting the role of ACIMIT, Zucchi stressed, "With 300 members, we are the third largest manufacturer of textile machinery (employing around 73,000 people) - which produce machinery for an overall worth of around 2.6 billion euro, of which 87% are exported. Creativity, sustainable technology, reliability and quality are the hallmarks that have made Italian textile machinery worldwide leaders."



Figure 2: Tareq Amin, Founder & CEO, Textile Today with Alessandro Zucchi (Middle) and Federico PELLEGATA (Right), Director, ACIMIT.

During the press conference, the various initiatives that ACIMIT, with the support of - the Italian Trade Agency (ITA), has put in place to promote Italian participation in ITMA were announced. ITA is a government agency of the Italian Republic whose purpose is to promote foreign trade and Italy's exports.

Roberto Luongo, CEO and Managing Director, Italian Trade Agency (ITA) said, "For the Italian Trade Agency it is very important for us that during the ITMA, a large number of guests will be coming to Milan from all over the world. Italian Trade Agency is a trade promotional agency working with the Italian government to promote Italian enterprises in the export business. And we have long-standing relationships with ACIMIT. ACIMIT is also a partner of the Italian govt. and in the upcoming ITMA in Milan - ACIMIT will play a vital role in showcasing Italian textile machinery excellence and innovation."

"ITA is fully supporting the Italian textile machinery industry in the upcoming ITMA exhibition. In the exhibition, we will have a lot of globally leading exhibitors, more than 150 buyers coming from 25 countries, and thousands of visitors. This time, as part of our Italian textile machinery market expansion policy, a majority of the visitors are from Central Asia and Southeast Asian countries. ITA and the Italian government are working together to support ACIMIT - as we want to enlarge our foothold

of Italian textile machinery - which is one 'Made in Italy' excellence. I will tell you that Italian excellence is very important, as ITMA will showcase the best Italian textile machinery technology. Visitors will be able to understand our technological supremacy and the ingenuity of Italian engineering. We enhance such kind of industrial capabilities."

"As ITA we have therefore prepared, in accordance with ACIMIT, an extensive project aimed at promoting the Italian textile machinery sector through the enhancement of the three drivers that distinguish it: technology, digitalization and sustainability.

The press meeting also highlighted that there will be several training events, focusing mainly on the innovations presented by Italian companies at ITMA 2023, with a special focus on sustainable technologies and digitization processes. And then there will be the Italian Textile Technology Awards, organized by ITA and ACIMIT. Prizes will be awarded to the 78 most deserving students from textile universities in those countries where Italian Textile Technology Training Centers are active or are being set up: Bangladesh, India, Mongolia, Pakistan, Peru and Vietnam.

Lastly, we are glad to host the biggest textile machinery exhibition in the world and we are welcoming you all in Milan.