

## **Terrot sets records at ITM 2024 with Turkey's no. 1 interlock circular knitting machine**

ITM 2024, the most important fair of the year for Terrot, took place in Istanbul. With a record participation of 64,500 trade visitors and investors from 102 countries, along with an incredible 1,280 exhibitors from 65 countries (44% international and 56% national), the leading trade fair set new standards. In our largest market, ITM serves as a good barometer for the overall market's further development.

At ITM 2024, we presented our wide product range. Special eye-catcher at Terrot booth was our Interlock Blockbuster I3P 196 BW 34" E32 with double face fabric on both side cotton and Lycra plated. We cordially thank our valued customer SEFA ÖRME for providing exhibition machine and yarn.

Special customer interest focused on topics such as Interlock, double face with cotton, and fine gauge. The exhibition machine was equipped with the Smartex camera system for optical detection of knitting defects. As a flexible solution provider, we also advised on mattress ticking and transfer technology, introduced new expertise and solutions for niche products, and presented customers with the knitting tests carried out in the run-up to the ITM.

Our bright and open booth attracted numerous customers and interested parties, who consistently provided positive feedback, confirming that Terrot booth was one of the top visitor magnets at ITM. We are proud of the customer feedback received, which praises Terrot's outstanding machine design of German engineering and recognizes us as worthy winners of a machine-design-award.

Our Turkish agent ERKO Sınai Ürünler Müm. ve Tic. A.Ş., along with our representatives from Egypt, Uzbekistan and Iran, were engaged in ongoing discussions to address and process all inquiries. Despite the cautious market sentiment, we received many concrete inquiries and already closed several orders, especially in the area of double jersey machines and transfer technology - our strengths match the current pulse of the industry.

We extend our gratitude to our exhibition team and all involved agents for the excellent organization and smooth running of ITM. With the quality of our machines and knitted fabrics, we sent a strong signal to the market.

