

A.B. Carter showcases innovative Royal Rings & GS Series Ring travelers at ITMA 2023

A.B. Carter displayed its latest range of Rings & Ring Travelers and Spinning Solutions for the global textile industry at ITMA 2023. “We are showcasing here our new Royal Spinning Rings, which was introduced at ITME India 2022. We are also displaying our GS Series of Ring Travelers with new designs for increased speeds and longer traveler life. We have got good response from visitors from across the world to our solutions that are on the display at the expo,” commented **Henderson Wise**, President & CEO, A.B. Carter Inc.



Henderson Wise (right), President & CEO, A.B. Carter Inc, with Sandeep Shetty, MD, A.B. Carter India Pvt Ltd

Commenting on India, he said, “We see India as a growth market for A.B. Carter. We have tremendous respect for Indian spinners, who use advanced technology and operate at highest speed in the world. We have a strong team in India who work closely with our customers to provide suitable solutions to them.”

A.B. Carter, which started manufacturing in India 2006, has been witnessing 20-25 per cent year-on-year growth. In the last 17 years, the company has invested in new Ring plant and has tripled its production capacity. **Sandeep Shetty**, Managing Director, A.B. Carter India Pvt Ltd, elaborated, “A.B. Carter is a strong brand in India today. Our value proposition to Indian spinners has been to provide world class products near to their location.

Being a vertically integrated company, we are able to give cutting edge technologies to the customers through our collaboration between the local and US R&D units. Many global companies find it hard to crack Indian market. But, we have been successful in doing so by leveraging on our global R&D support with a strong local presence. We have been able to deliver cost-effective products to help Indian textile industry to compete globally.”

With respect to future plans, Henderson Wise said, “Spinning market is always changing with higher speed, variety of yarns and better quality requirements. So, we work on developing new products and solutions to fulfill the evolving requirements of the industry. We will continue to focus our effort on providing better, improved solutions to our customers.”