



Dharmesh Shah,
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The Proven Performance, Reliability And Quality Of Zimmer's Chromojet And Colaris Systems Have Been Key Contributors To Our Success: Dharmesh Shah

Dharmesh Textiles Ltd is a well-established company in the textile industry, known for its high-quality carpet manufacturing. Established in 1985, the company boasts over thirty years of expertise and has earned global acclaim for its custom carpets. Located in Bhiwani, Haryana, Dharmesh Textiles offers a diverse range of products, including non-woven carpets, tufted carpets, artificial grass, carpet tiles and cushion mats. The company utilizes advanced technology and employs a highly skilled work-

force, ensuring superior quality and compliance with international standards. Dedicated to innovation and customer satisfaction, Dharmesh Textiles continually adapts to the evolving demands of the market.

You were among the first in India to invest in a digital printing line for needlefelt flooring. What motivated your early decision, and why did you choose Zimmer at the time?

At Dharmesh Textiles, product quality and customer satisfaction

are of utmost importance. Zimmer, along with the A.T.E. sales team, provided us with deep technical insights and a comprehensive understanding of the capabilities of their digital printing technology. Zimmer's machines are known for their precision, vibrant colour output and high-speed production capabilities without compromising quality. These advantages perfectly aligned with our goals for efficiency and excellence, which gave us full confidence in this investment.

We understand you have chosen Zimmer Austria once again for your latest production expansion. What were the key reasons behind this repeat order for the COLARIS line?

Zimmer has consistently exceeded our expectations in terms of machine performance and service. Combining our in-house expertise with Zimmer's advanced technology has enabled us to produce premium-quality printed needlefelt carpets. Our customers have responded very positively to the results, which reaffirms our decision to expand with the COLARIS system once again.

International success in machinery often depends on a combination of product quality, service and strong local partnerships. How do you view the collaboration between Zimmer Austria and A.T.E. Enterprises?

The partnership between Zimmer and A.T.E. is strong and dependable. A.T.E. provides locally based service engineers who receive specialized training in Zimmer equipment, allowing for quick and efficient support when needed. While Zimmer machines are inherently low maintenance, having a responsive local partner

like A.T.E. adds tremendous value and peace of mind.

How satisfied are you with the performance and reliability of Zimmer's CHROMOJET and COLARIS printers?

We are extremely satisfied with both CHROMOJET and COLARIS. The machines deliver consistently high-quality results, with excellent resolution, consistent colour output and impressive production speeds. They are user-friendly and economical to operate, which has greatly enhanced our overall production experience.

Would you choose Zimmer again for any future investments?

Absolutely. The proven performance, reliability and quality of the CHROMOJET and COLARIS systems have been key contributors to our success. The outstanding support from both Zimmer and A.T.E. has consistently strengthened our trust in this partnership. We look forward to continuing collaboration and exploring new opportunities together.

Is there anything you feel Zimmer Austria could improve to better meet your needs?

We would welcome the establishment of a local inventory of spare parts and consumables. With the support of A.T.E., this would help ensure faster access to critical components, reduce potential downtime and further improve service efficiency.

May we quote your experience with Zimmer in our marketing materials or on our website?

Certainly. We are happy to share our positive experience and fully support Zimmer's technology and the strength of this partnership. □

