

Press release

A New Era. Powered by Innovation.

Barmag Fuzhou Customer Day Concludes Successfully, Boosting High-Quality Chemical Fiber Growth in Fujian & Guangdong

Fuzhou, China, July 16, 2026 – Barmag hosted its Customer Day themed “A New Era. Powered by Innovation.” in Fuzhou on June 28, welcoming nearly one hundred invited customers from Fujian and Guangdong provinces. Georg Stausberg, CEO of Barmag Group, attended alongside the sales and R&D expert China team to jointly present integrated solutions covering the entire man-made fiber value chain.

Centered on the theme “A New Era. Powered by Innovation.”, the event targeted Fujian and Guangdong, China’s two major polyamide manufacturing hubs. It served as a communication platform for key regional clients to deepen strategic local cooperation and jointly explore pathways for the high-end and sustainable transformation of chemical fiber production.

The event welcomed a distinguished senior delegation: Georg Stausberg, CEO of Barmag; Jochen Adler, CTO of Barmag; and Dr. Wolfgang Ernst, CSO of Barmag, accompanied by core teams based in Beijing, Suzhou, Shanghai and Yangzhou. Attendees represented all key functional divisions, including management, sales, project execution and after-sales service. Representatives from SSM and Temco, sister brands within the Rieter Group, also participated as “new colleagues”. Their presence underscores Rieter’s strategic ambition and comprehensive capabilities to develop integrated full textile chain solutions following its acquisition of Barmag.

Specialists from Sales, Project and Service divisions delivered in-depth briefings to attendees on complete technical solutions from melt to yarn, fully demonstrating Barmag’s comprehensive capability to deliver high-efficiency integrated technical services.

During the afternoon session, the Barmag team accompanied all guests on a guided tour of Fujian Eversun Jinjiang’s production facility. As Barmag’s largest polyamide customer worldwide and a core strategic partner, Eversun Jinjiang has maintained long-standing, intensive collaboration built on complementary strengths.

“Customer oriented” has long stood as Barmag’s principle, with sustainable development embedded into every stage of technology R&D. In future, Barmag will continue to leverage its global R&D network, comprehensive local service infrastructure and integrated technical know-how to increase value for customers.



Caption: Barmag experts with guests at the event.



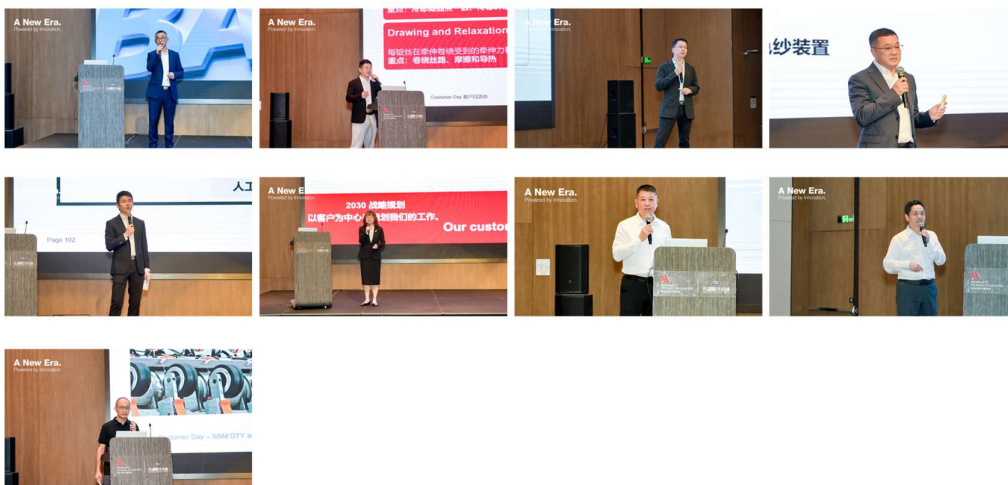
Caption: Georg Stausberg, CEO of Barmag, delivered the opening speech and elaborated on Barmag's strategic roadmap following its integration into the Rieter Group. Both parties will deepen cross-business synergy, capitalize on complementary strengths and co-create end-to-end integrated solutions for the full textile industrial chain.



Caption: Dr. Wolfgang Ernst, CSO of Barmag, analyzed the current landscape, opportunities and challenges facing the man-made fiber industry amid a volatile global marketplace. Upholding its customer-first philosophy, the Group adapts proactively to market shifts while executing steady global expansion strategies.



Caption: Jochen Adler, CTO of Barmag, shared cutting-edge trends in textile machinery manufacturing. He explained that sustainability sits at the core of the company's R&D agenda, enabling Barmag to keep pace with industrial shifts and continuously pioneer technological advancement within the spinning machinery sector.



Caption: Barmag's product portfolio delivers specialised technologies covering the complete melt-to-filament value chain. On-site technical specialists walked clients through core processes including spinning, winding and texturing, showcasing the Group's comprehensive technical solutions.



Caption: Richard Wang, General Manager of Barmag Suzhou, delivered the closing speech for the Customer Day, outlining promising prospects for deeper regional strategic collaboration.



Caption: The Barmag team toured Fujian Yongrong Jinjiang's production plant alongside event attendees.

About Barmag

Since 2026, the Swiss Rieter Group has been operating its man-made fibers business as subsidiary under the traditional name Barmag. This includes the established product brands Barmag and Neumag. As a future-oriented company, the research and development of Barmag is driven by energy-efficiency and sustainable technologies (e-save).

Barmag is one of the leading providers of manmade fibers filament spinning systems, texturing machines, BCF systems, staple fibers systems and solutions for the production of nonwovens. Together with its range of polycondensation and extrusion systems and their key components, Barmag caters to the entire manufacturing process – from the monomer all the way through to the textured yarn – and supports it with customer-oriented engineering services. The product portfolio is rounded off with automation and digital solutions. In addition, Barmag offers high-precision gear metering pumps for the textile industry and other sectors, including the automotive, chemical and paint industries.

The main markets for the Barmag product portfolio are in Asia, particularly in China, India, Türkiye and the USA. Worldwide, Barmag – with round about 2,500 employees – has a presence in 120 countries with production, sales and distribution and service organizations. At the Research and Development centers in Remscheid, Neumünster (Germany), and Suzhou (China), highly qualified engineers, technologists and technicians develop innovative and technologically leading products for tomorrow's world.

For further information, please visit: www.barmag.com

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