

Masood Fabrics Ltd

A powerhouse of Pakistan textiles...



MASOOD
FABRICS LIMITED

Masood fabrics Ltd. (Spinning division)
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Uster's RSO 3D system has boosted efficiency and assured quality consistency

One of Pakistan's true powerhouses of the textile sector, the Masood Roomi organization is a multi-faceted business conglomerate which also takes in energy production and property development. Its contribution to the national economy was recognized in 2021, being ranked among the country's top 25 exporters.

Headquartered in Multan and Lahore, Masood Fabrics Ltd is one of a group of textile producers, forming one of the biggest mill operations in Pakistan, which consumes 47,000 tons of cotton for its yarn manufacturing activities. Its spinning units are served by Asia's largest in-house ginning setup, and are equipped with over 70,000 spindles. Wide-ranging yarn output includes cotton, PES-cotton, Tencel, linen, core, slub, twist and spandex types, with an annual capacity of more than 40,000 tons, about 80% of which is exported to Europe, North America, South America, East Asia and Middle East.

The company takes pride in its policy of constant modernization and upgrading of its machinery, focusing on state-of-the-art technology, and is a long-term partner of Uster Technologies.

Its recent installation of Uster Sentinel with RSO 3D for preventive monitoring and process optimization has made a huge impact on production efficiency, but more importantly on the company's already high level of customer satisfaction. The assured yarn quality, and quality consistency, is the basis for this, boosting business profitability. In tandem, Masood has noted significant improvements in mill efficiency, machine performance and energy conservation.

According to Mr. Malik Asad Ullah, Director Technical, the RSO 3D system has cured a constant headache for the mill, in making fault-tracing and rectification much faster and simpler, while associated data reports have been the basis for improvements in production routines, leading to quality benefits. "Uster Sentinel with RSO 3D is a real milestone. It is setting new standards of performance and reliability," he says.



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Interview with Mr. Malik Asad Ullah, Director Technical, Masood Fabrics Ltd (Spinning Division)

How is the general market situation?

Both globally and in Pakistan, market behavior is unpredictable. Customer standards are changing continuously, and supply chain targets have squeezed.

What were your major challenges in dealing with these conditions?

Flexibility in the production line is a major need, but our most important challenge is to tackle higher costs, including energy, labor and logistics. We must focus on being cost-effective, so we can produce consistent quality, in line with customer requirements. That also means optimizing our use of raw materials. Sustainable production is the wise approach, and we saw a lot of room for improvement in this regard.



What solutions did you implement to reach these goals?

Firstly, we targeted both flexibility and versatility in production. It was important to achieve consistent quality, to target various specific markets. We also wanted to increase the overall scale of production, with the emphasis on modernization and automation. As part of this, we installed Uster Sentinel with RSO 3D preventive monitoring in our spinning operation.

Uster Technologies has a long history of quality products in textiles and is our partner for continuous improvement. Uster has total customer confidence in every relevant field and Sentinel RSO 3D is a milestone in this long association. It is setting new standards of performance and reliability.

How did these strategies impact on production?

Previously, it was always a problem to trace problematic spindles. It was a hectic and time-consuming job. But now it is easy to identify and then troubleshoot the faulty spindle. Real-time data collection and analysis is also a great help. We can now make data-driven decisions which improve both quality and consistency of quality in production. Alongside this, working targets and job descriptions for personnel are evolving, with better conditions and rationalized workloads.

Could you give more details about the benefits?

Uster Sentinel RSO 3D helps us in many ways. For example, it has led to a reduction in blend costs with coarse count products – approximately 0.02 – 0.03 \$ per lb for counts below 12/1 Nec. The level of rejects and B-grade production is also lower, down to 0.2% from 0.35% previously.

We have also conserved energy, by optimizing air changes in the department, as well as reducing Pneumafil handling through fewer end-breaks.

Better maintenance schedules, reduced stoppages and longer traveler lifetimes have seen overall efficiency raised by 0.2%.

Have these improved aspects of production made an impact on the business?

Yes, because consistency of qualitative production is the key to customer satisfaction and increasing business volume resulting from it. Becoming more cost-effective is also obviously beneficial to the overall business profitability.

Mr. Malik Asad Ullah – Thank you very much for these valuable insights.



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Customer Statement

“Uster RSO 3D is setting new standards of performance and reliability.”