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H&H Asia Group rendering the need for seamless garments

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During the past decade, there has been some evolutionary changes taking place in the apparel making process connected to technological innovations... Seamless garments is one such evolution and H&H Asia Group Ltd., Hong Kong is bringing such innovations to the market with its bonding and welding machines. **Anshuman Dash, Marketing Director of H&H**, elaborates, "The urge to manufacture innovative garments is driving the apparel industry towards evaluating the available alternative technologies to identify the applicability and adaptability in order to replace the traditional sewing techniques with bonding and welding operations."



Anshuman Dash, Marketing Director, H&H avers that smooth seam construction in sportswear can only be achieved by welding and bonding

Though there has not been enough push from the buyers to incorporate these operations but there are instances of manufacturers investing heavily in such developments which implies that the industry is becoming mature to adopt the garments made up of bonding operations. Anshuman explains, "Though bonding and welding operations are not easy to embrace as products made up of these are still very specialized but if perfected, the results are strikingly different, both aesthetically and functionally."

Some typical products such as lingerie need precision and a considerable amount of finishing, which propel the need for comfort and finish technology, and thus bonding and welding operation stands superior to manual sewing techniques. Expressing the need for such operations, Anshuman underlines that sportswear and lingerie nowadays are hard to be manufactured with smooth seam applications. Smooth seam constructions are also an impediment in acquiring the desired quality marking the need of seamless apparels as obvious.

"Diversification into products with high added value and smooth seam finish are the two major and long-term outcomes of bonding and welding operations," comments Anshuman.

The other product which have huge potential are the labels and decorative applications. Brands can buy the special adhesives which can enormously be helpful in saving time, increasing the design implementation capabilities towards functional requirements as well as the aesthetic look with clean finish.

India, being a large consumer of sportswear and intimate apparels, has lots of scope for seamless apparels but the market is still unsaturated here. "We have come in the vibrant Indian market with a clear strategy of grabbing the opportunities as we have complete solutions for aesthetic values, comfort level and technical requirements. And, we sense the market here is opening up to innovative solutions for manufacturing of lingerie, shoes, jackets and suits, sportswear, smart casuals and outerwear," feels Anshuman.

The company's products are now being sold in association with Juki, which opened up the market worldwide for H&H.