

BINDINGS SPECIALIST SEEKS WIDER MARKET

New York Bias Binding has broadened its client base to include businesses making textile-based products as well as its core apparel clients.

Group warehouse operations manager Ashley Halbish said the company was one of the few businesses in Australia to offer a cutting service as well as textile conversion.

"We use a wide variety of cutting methods across every conceivable application," he said.

The firm provides waist binding, bias binding, curtain tapes and piping as well as services for bias and straight cutting, bias and fold, free rolling, heat slitting, crush cutting, cut to length, disco cutting and 85 degree cutting.

"We are one of the only companies left doing these types of things for the apparel industry and for any textile-based product," he said.

Part of the Charles Parsons Group, the firm previously relied on word-of-mouth recommendations to build its business but more recently it has become proactive about promoting its capabilities.

"With the decline of manufacturing in the garment and apparel industry, we have lost some customers so we are trying to get our name out to other industries to maintain our volume of work," he said. "We have 12 skilled machinists and we complete work nationally and for New Zealand and supply customers in Fiji."

Proving in demand from a wider customer base are the heat slitting and crush cutting facility, relevant for non-apparel related clients producing items like artificial turf, sail cloth and carpet backing.

