

## Rieter Rotor Spinning System with R 70 Enables High Efficiency and Quality



As a manufacturer of end products, mainly shirts, for the local and export market with its own stores and webshops, American Cotton S.A. de C.V. from Mexico is a fully integrated textile company. In 2023, the first own spinning mill was put into operation in order to become less dependent on yarn sellers and to produce its own high-quality yarn. For the spinning mill, the company opted for a complete Rieter rotor system from bale to package, which was expanded in 2025 and now comprises six fully automatic Rieter rotor spinning machines R 70 in addition to the Rieter blowroom, cards and draw frames.

### The Challenge

The rotor yarn market in Mexico is very tough. To save costs, it is an advantage for textile producers to have all processes under control – including the purchase of raw material, the spinning system and the produced yarn quality. That is why American Cotton started its own spinning mill which supplies its knitting mill and has an influence on the dyeing and finishing department, the clothing production and the stores. As American Cotton is producing at 100% capacity and intends to buy even less yarn outside, the company decided to expand its rotor spinning mill.

### The Solution

American Cotton chose Rieter as a partner for its rotor spinning system because of the high productivity, low energy consumption and consistently high yarn quality of its machines. The R 70 stands out in productivity compared to other rotor spinning machines. An important factor is its independent automation, i.e. the simultaneous piecing of multiple spinning positions. This means that efficiency is higher, even with an increased number of ends down. The combination of modern spinning and piecing technology leads to improved strength and yarn evenness compared to other rotor yarns.

With Rieter machines from fiber preparation to end spinning in combination with the digital mill management system ESSENTIAL, American Cotton profits from the full benefits – with local service and training coming on top.



The complete Rieter rotor spinning system supports the high productivity

## The Customer's Benefits

With the Rieter rotor spinning system, American Cotton produces its own high-quality yarn with low conversion costs for its knitting facilities. With the R 70, the company reaches an efficiency of 97% percent. The high automation degree of the R 70 with automated yarn piecing and doffing saves personnel costs.

The Rieter mill management system ESSENTIAL gives American Cotton a tool to monitor and optimize the whole spinning system. ESSENTIAL is also the basis for maintenance planning and the ordering of spare parts. As the company is relatively new to spinning, ESSENTIAL helps to maintain the overview and control from bale to package.

With Rieter as a system supplier and Eurotecnica as a local representative, there is the same contact person for the whole mill as well as reliable and fast after-sales service and training from experts.



## The Customer's Statement

*"With the fully automatic rotor spinning machine R 70 we benefit from stable high-speed production which enables machine efficiencies of over 97% as standard. The high yarn quality allows us to export our knitting yarn to demanding customers. The fact that we have a complete Rieter system from bale to package supports the high yarn quality and performance of the R 70. Experienced Rieter experts supported us in setting up the spinning mill and optimizing it according to our needs."*

**Salomon Alfie**

General manager of American Cotton S.A.

**American Cotton S.A.**

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