





# PROFILE

*The name of trust and quality*

**W.E Apparel** was established in 2008.

A vertical integrated state of art cut to pack denim garments facility with an aim that endeavors to be an excellent company of international repute where knowledge and skills are combined to ensure right quality, on time deliverance and retain customers trust. Our objective is to provide best services to our valued and strategic clients while keeping ourselves intact with the ever changing trends of the fashion industry.

The garment production capacity is 03 million pcs per year with an annual turnover approx. 18 million USD having 950 employees. Existing clientele is based mainly in Europe & UK.

## WHY PREFER **W.E Apparel**:

Core strengths are -

- ✓ Sustainability is the core element throughout the process.
- ✓ Dedicated and highly experienced team support and performance.
- ✓ Flexibility and ability to adapt rapid changes in fashion trends, followed by R&D dept.
- ✓ Catering all divisions Men's, women and kids in fabric weight ranging 7 oz to 14 oz in all kinds of rigid and stretch qualities.
- ✓ Quality products with on time deliveries.
- ✓ Price competitive.
- ✓ Low minimums per style and wash.
- ✓ Open to work with any fabric mill in the world.



# VALUED PARTNERS



## GARMENT UNIT CAPACITY

Department	Capacity	Shifts
Cutting	10,000 per day	One
Stitching	9500 per day	One
Dry process	9500 per day	One
Wet process	9500 per day	Two
Finishing / packing	9500 per day	One
<b>TOTAL CAPACITY</b>	<b>250,000 units</b>	<b>Per month</b>



# RESEARCH & DEVELOPMENT

Research and development (R&D) includes activities that companies undertake to innovate and introduce new products and services.

Product development involves modification of an existing product or its presentation of an entirely new product that satisfies a newly defined customer want or market niche. The goal is typically to take new products and services to market and add to the company's bottom line.

The process includes:

- ✓ Research and mood board development.
- ✓ Technical drawings.
- ✓ Branding.
- ✓ Execution process.
- ✓ Presentations.



We offer 04 annual garment collections for Spring Summer & Autumn Winter in a year. Apart from this R&D team supports in developing customized collections for customers as per the latest global market trends & fashion.



# Future is **SUSTAINABILITY** (Materials & Treatments)

**Materials and sources being used for a sustainable product development**

## **FABRICS:**

Sustainable fabrics includes:

- ✓ Recycled PCW cotton & polyester.
- ✓ Zero water indigo fabrics.
- ✓ Certified organic and BCI fabrics.
- ✓ Biodegradable materials like Modal, Tencel & Viscose.
- ✓ Hemp & Linen
- ✓ Ozone treated fabrics.



## **GARMENTS:**

Collection range includes:

- ✓ Eco finishes treatments with sustainable methods using, laser, ozone and nano-bubble techniques.
- ✓ Use of Bio chemical spray instead of PP spray.
- ✓ Use of Bio stones instead of Pumice stone.
- ✓ Saving water, energy and chemical consumptions.
- ✓ Using recycled thread and trims.



# Future is **SUSTAINABILITY** (Eco Finishes)

## **NANO BUBBLE CLOUD WASH:**

Water is over, Air is the future!

With this tech, air is transformed into nanobubbles and helps in softening, stone, random & enzyme or even pigment, reactive and wrinkles free process.

💧 95%

⚡ 40%

🧪 90%



## **LASER:**

We eliminate harmful processes for worker's health like sandblasting, hand sanding and Potassium Permanganate spray (PP Spray).

🧪 40% ⚡ 35%



## **OZONE:**

With the ozone, we eliminate the risk of pollution and damaging emissions for the environment at the same time saving water, energy and chemicals.

💧 67% 🧪 85% ⚡ 62%



# GOING GREEN

**We love our planet**

## **ETP PLANT FACILITY:**

- ✓ To clean industry effluent and recycle it for further use.
- ✓ To reduce the usage of fresh water in industries.
- ✓ To preserve natural environment against pollution.
- ✓ To meet the standards for emission of pollutants.
- ✓ To reduce expenditure on water acquisition.



## **SOLAR FACILITY:**

- ✓ Solar power is pollution free and causes no greenhouse gases to be emitted after installation.
- ✓ Reduced dependence on foreign oil and fossil fuels.
- ✓ Renewable clean power that is available every day of the year, even cloudy days produce some power
- ✓ Excess power can be sold back to the power company if grid intertied
- ✓ Safer than traditional electric current.
- ✓ Efficiency is always improving so the same size solar that is available today will become more efficient tomorrow.





# CERTIFICATIONS

- ✓ Recycled 100
- ✓ Global recycled standard
- ✓ BCI
- ✓ BSCI
- ✓ OEKO-TEX 100
- ✓ ISO 9001: 2015
- ✓ SEDEX
- ✓ WRAP
- ✓ PRGMEA
- ✓ SECP
- ✓ Central board of revenue
- ✓ Lahore chamber of commerce



**ISO 9001 : 2015**



First ISO Certified Chamber in Pakistan



# PRESENCE IN EXHIBITIONS

✓ **MUNICH FABRIC START**



✓ **TEXWORLD (FRANCE / USA)**



✓ **BEYOND DENIM (INTERTEXTILE) / (CHINA)**



✓ **PURE LONDON (UK)**

✓ **MAGIC (USA)**



✓ **GOTEX (BRAZIL)**







## **W.E APPAREL (Pvt) LTD**

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**Looking forward for a partnership. Thank you!**