

# TOUCHING LIVES

PREMIER  
*Fine Linens*

# A STORY THAT GOES ON SINCE 1945

## THE PREMIER STORY

Premier Fine Linens brings you an exquisite collection of home fashions and accessories for the global market. Our reputation in the world of textiles has been steadily built over the years, with continuous innovation in our quest for perfection.

Established in 1945, The Premier group has since been serving the global market with indigenously manufactured fine combed cotton yarn and textiles. The group has seven spinning mills, two weaving mills integrated with processing and finishing, an electronics unit and a sewing factory. In the global textiles market, the Premier group remains a dominant player with investments made in high-grade raw materials, state-of-the-art machinery, cutting-edge technology and stringent quality control systems to provide the finest products to the world market.

Our vision for the future of a completely automated sewing factory and a training academy for skill development is in process. Continuous innovation remains our motto keeping corporate social responsibilities as the underlying theme in all our actions.



**\$250+ M**  
ANNUAL GROUP TURNOVER



**65%+**  
WOMEN



**60:40**  
RETAIL : HOSPITALITY



**ERP**  
TAILOR MADE FULLY  
INTEGRATED ERP



**37**  
TEXPROCIL AWARDS IN  
THE LAST 3 DECADES  
FOR YARNS & BED LINEN



**6,000+**  
EMPLOYEES



**10**  
MANUFACTURING  
PLANTS



**40+**  
EXPORTS TO 40+  
COUNTRIES



**2%**  
OF PROFITS  
SPENT ON CSR



## FROM THE MANAGING DIRECTOR'S DESK

Premier is an owner-managed professionally run company with its roots dating back to 1945. Backed by 75 years of experience and spanning across 3 generations, we are proud to be known as a pioneer and a leading player in the textile industry. We house state-of-the-art infrastructure with efficient automation processes which meets global standards. Being advocates of social responsibility, we focus on using renewable energy for our manufacturing and recycle over 99% of the water that is used.

We believe in "Touching Lives" and we focus on employing, educating and empowering women.

The quest for excellence has always been our motivating force. Our customers are our primary focus and we create innovative tailor-made solutions that has helped build long-term and mutually beneficial relationships and this has been the foundation of our success.

With Premier, you can be assured of great quality and service.

A handwritten signature in black ink, reading "Shanthi Srinivasan".

**Mrs. Shanthi Srinivasan,**  
Managing Director,  
Premier Fine Linens.

## WHY YOU SHOULD PARTNER WITH PREMIER

We believe in sustainability and working towards reducing our carbon footprint in everything that we do.

We recycle over 99% of the water that is used and use over 70% of renewable energy in our manufacturing.

We are completely vertical and self-reliant from yarn spinning to making the finished product.

Our production and automation technologies are constantly upgraded and truly world class.

We are one of the very few companies that employ automation in our sewing plant which makes our manufacturing efficient and quality oriented.

We are financially robust and have a stellar reputation in the industry.

We believe in women's empowerment and focus on employing, educating and empowering women.

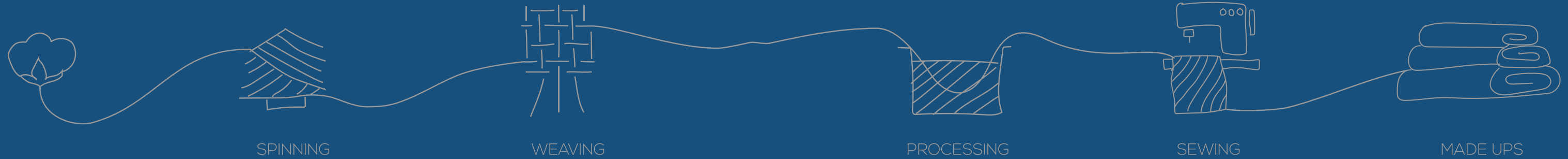
We are known for our R&D and innovation in fabrics, fibers, weaves, designs and functionalities.

We have over a 100 happy global customers as we are accommodative, transparent and strong in our communication and ensure a seamless buying experience.

We believe in "Touching Lives" and giving back to society and our projects in CSR are focused on medical, education and women's empowerment.

## PREMIER GROUP INFRASTRUCTURE

# COMPLETE VERTICAL MANUFACTURING FROM YARN TO SHEETS



### SPINNING

**400,000**  
SPINDLES

Capacity of 400,000 spindles, spinning yarn counts ranging from 20s to 240/2 yarns. Premier uses the finest of Indian, Supima, Egyptian, Organic, Suvin and BCI cotton to produce superior quality of yarn. One of the highly efficient and modern spinning capacities in the industry. Proud winner of over 37 Texprocil awards in the last 3 decades for fine Yarns & Bed Linen exports from India.

### WEAVING

**2,000,000**  
METERS PER MONTH

Capacity of over 2 million meters per month in wide and narrow width fabrics. We are specialized in yarn-dyed, jacquards, dob-bys, percales, sateens, twills and matelassé. Machineries include preparatory from Benninger and looms from Sulzer, Picanol Airjets, Somet Dobbys and Staubli Jacquards. Also equipped with a CCI automated desk loom which can replicate sample fabric in actual construction and colors in a short lead time.

### PROCESSING

**5,000,000**  
METERS PER MONTH

Capacity of 5 million meters per month in wide and narrow width fabrics. Empowered by a highly skilled workforce who ensure to achieve a great finish on the fabrics using state-of-the-art machinery from Osthoff, Benninger, Menzil, Kusters, Montforts and Mahlo. Premier strongly believes that machinery alone can never produce the best finishing, it is the skilled workforce which does the magic to achieve the desired results. Pleva online color assessments and EVS digital defect analyzer ensures fabric quality at its best. The factories handle 100% cotton, linen, bamboo, tencel and various other synthetic fibers and specialized in reactive, indanthrene VAT and Disperse dyeing. Zero discharge effluent control is managed by Europrogetti from Italy.

### YARN DYEING

**75,000**  
KGS PER MONTH

Equipped with machinery from Fongs with the capacity of over 75000 Kgs per month producing bleached, VAT and reactive dyed. This capacity provides excellent support in creating various yarn dyed fabrics in Dobbies and Jacquards.

### EMBROIDERY & PRINTING

**5 x 18**  
HEAD MACHINES

Experienced in handling intricate embroidery techniques the factory is equipped with five 18 head embroidery machines from KSM, Switzerland and Tajima, Japan. Apart from embroidery, the expertise also extends to various other embellishments like picotting, multiple pleating, marrowing, laces, etc.

The factory is equipped with a dedicated team to handle multi rotary printing and digital printing on sub-contracting basis.

### SEWING

**500,000**  
SHEETS SETS PER MONTH

Automation is the key to minimizing manual handling of fabrics and accessories and this is achieved through Parker Hauser cutting machines, SMART / ETON material movement system, Espritech automated folding machine, Magetron packing machine and Hanel storage system. The factory has a capacity of 500,000 sheet sets per month with SMART and ETON line management systems. Other machineries include high precision Durkoff Adler sewing machines from Germany and machines from Juki, Brother, Cornelly and Pegasus. Stringent and systematic quality assurance approach ensures high quality production. A new automated plant is in the pipe-line and due for operation by the end of 2021. This will double the capacity of the current factory.





#### CREDIT RATING

Long Term Rating : CRISIL AA- (Highest among textile companies)

Short Term Rating : CRISIL A1+ (Highest Rating among all companies)





Ultra-Fine Cotton is woven with a unique cotton yarn developed and engineered by Premier Fine Linens to make a truly superior and luxurious bedding product. Ultra-Fine Cotton is a blend of exceptionally, long staple cotton which has a natural characteristic of fineness and is incredibly silky soft and light-weight.

This rare and exclusive blend of hand-picked cotton comparable to the world's finest sea-island cotton, is carefully selected, spun, woven and finished by master craftsmen and backed by Premier's experience of over 60 years in the manufacture of fine cotton.

Experience the Difference

Luxuriously soft and extremely light- weight  
Beautiful drape and brilliant luster  
Higher tear and tensile strength  
Higher anti-pilling properties  
Better moisture management  
Eco-friendly and Oeko-tex certified easy care  
Ultra-Fine Cotton characteristics are natural and long lasting





A black metal bed frame is positioned in a forest, covered with a white sheet and autumn leaves. The forest floor is covered in fallen leaves, and the background is filled with tall, thin trees. Sunlight filters through the canopy, creating a warm, golden glow. The text "take nature to bed" is overlaid on the left side of the image.

take nature to bed

**ecora**<sup>™</sup>  
luxury organic bedlinen

When you buy ECORA bed linen, you can be assured that it is 100% planet-friendly. Premier Fine Linens ensures that the entire process, which goes into creating these organic products, is environmentally conscious as well. Modern technologies are used to recycle water in the factories and the treatment plants recover and process 100% of water to ensure zero discharge of effluents into the environment.

ECORA's organic bed linen is available in a wide range of weaves, textures and designs ranging from sateen, percale, yarn-dyed, dobby, jacquards and matelasse.

Pamper yourself with the beauty and luxury of ECORA bed linen.







**sustainable garment relaxing**

100% Cotton

Steam Garment relaxed

Oxywash is an innovative and exclusive sustainable garment finish that had been specially designed by Premier Fine Linens to make a relaxed, lofty and soft sheets. Oxywash will create a bouncy and brushed feel to the touch. Unlike conventional garment washing, here we eliminated the use of direct water garment washing and instead use steam and air for this finishing. Truly sustainable.

Better Moisture Management

Oekotex Certified


Made in Green

Easy wash care

Fashion Creased

Soft and Lofty





Soft | Cool | Luxurious | Eco Friendly | Sustainable

**PERFECT BLEND OF LINEN AND LYOCCELL**



Linacel<sup>TM</sup>

LINACEL has been crafted to create a unique linen blend with a soft hand and beautiful drapeability. Woven with a blend of linen and cellulosic fibres like lyocell or tencel, LINACEL is available in a wide range of weaves, textures and designs ranging from sateen, percale, yarn dyed, dobby and Jacquards. LINACEL can be created as a classic solid dyed sheeting or a beautiful chambray. It is manufactured under strict ecological requirements in compliance with Oeko Tex 100 certification. It is naturally strong, durable and resilient with moisture wicking properties and is eco-friendly. LINACEL is also available in a blend of ratios and is machine washable.

*sine cera*<sup>TM</sup>  
COTTON IN ITS TRUE COLOR



Natural is the new fashion color

## GARMENT WASHED

In Latin, “Sine” means “Without”, “Cera” means “Wax”. “Sine Cera” is developed very consciously without use of any bleaching or dyeing nor any harsh chemicals in the process. This unique process reduces the water and electricity consumption substantially. The product is well designed and optimally planned to avoid fabric wastages during production.

### Pre Washed and Fashion Creased

Indigenous technology which forms unique micro creases with excellent softness

### Unbleached / Undyed / No chemical finishing

Sine Cera is naturally hypoallergenic

### Ideal pH level

Carefully processed to maintain the pH level to neutral providing safe touch to the skin

### Economically priced, luxuriously...

Right product for the entry level, yet luxurious and sustainable... isn't that so good?

### Sustainable

100% cotton, no additives, natural packaging options using cloth bags





75% Consumes 75% less water

70% Consumes 70% less energy

85% 85% less waste generation

100% 100% green energy using wind mills

100% Oekotex certified

## Our pursuit of sustainability – from cotton to sheeting

Pure Naturals is manufactured from conventional cotton with no dyes or chemical additives. The entire manufacturing process uses green energy from windmills. Product range covers all thread counts in sateen, percale, dobby and jacquard.





# SUPIMA<sup>®</sup>

WORLD'S FINEST COTTONS

Supima is the marketing brand for American-grown Pima cotton. Established in 1954, the Supima organization was formed in El Paso, Texas in an effort to brand and promote Supima cotton. The Supima name was derived from a blending of the words "Superior" and "Pima."

Luxury, quality and craftsmanship are the benchmarks of American-grown, extra-long staple cotton. Premier brands across fashion, accessories and home markets look to create value and a point of difference for consumers, with an emphasis on premium fabrics. Supima's American-grown heritage and premium qualities have played a vital role in this effort.

Supima is twice as strong as regular cotton, which makes for extraordinarily resilient products. The longer fiber resists pulling, breaking and tearing, resulting in fashion and home products that are incredibly resilient and keep their form for a longer-lasting product.

Supima is inherently softer and more luxurious due to its extra-long staple fiber. The length of the fiber produces smoother, cleaner yarns that result in a softer fabric that resists pilling. This means that your products will feel sumptuously soft and only get softer as time passes.







Feels so right

TENCEL™ branded lyocell and modal fibers are produced by environmentally responsible processes from the sustainably sourced natural raw material wood. Known for their natural comfort, TENCEL™ Lyocell fibers are versatile and can be combined with a wide range of textile fibers such as cotton, polyester, linen, wool, etc to enhance the aesthetics and functionality of fabrics. Unique physical properties of TENCEL™ Lyocell fibers lead to their great strength, efficient moisture absorption and gentleness to skin. TENCEL™ fibers bring consumers a new standard of natural comfort.



THERMAL  
REGULATION



BOTANIC  
ORIGIN



GENTLE ON  
SKIN



SUSTAINABLE  
PRODUCTION



ENHANCED  
BREATHABILITY



UNFAVORABLE FOR  
BACTERIAL GROWTH



SHEEN



COLOR  
RETENTION



Lightweight, durable and outstandingly soft, Egyptian Cotton™ ticks all the boxes for you.

As the highest quality cotton available anywhere in the world, it is the obvious choice for infusing your home or hotel with high class sophistication and elegance. In the end, it's your experience, your feeling and your touch, so why not indulge?

## THE WORLD'S MOST RENOWNED COTTON

Thanks to the unique climate of the fertile River Nile delta, Egyptian Cotton™ has evolved to have extraordinary qualities.

Under perfect conditions it has developed a longer fibre staple. With extra length comes greater durability and higher quality. Egyptian Cotton™ will last you a lifetime. The finer yarn means that your cotton is gloriously soft to the touch, and it only gets more luxurious as the thread count increases. Snuggle up, get comfy and know that this feeling can last forever.

It's why Egyptian Cotton™ is the best





**FAIRTRADE**  
INTERNATIONAL

Premier is a Fairtrade certified Bedlinen Company handling various fairtrade textiles.

Premier is great at raising awareness of the Fairtrade story, too.

The "Cotton to Bed" approach means the company can trace the cotton in any Bed Linen produced back at our facilities.

The business also invests 2% of its profits back into CSR which are set up to either empower women, provide adult education, or promote good governance. If that doesn't persuade you to support Premier it also helps that the Bed Linens looks and feels incredible.

We hope you get the chance to try some of our favourite Fairtrade Bed Linens. It's time to consider who produces your Bed Linens and help create a fairer system for everyone.





**The Better Cotton Standard System is a holistic approach to sustainable cotton production which covers all three pillars of sustainability: environmental, social and economic.**

Cotton is a renewable natural resource but the future of cotton production is vulnerable to poor environmental management, poor working conditions and unstable markets. In 2005, a group of visionary organisations came together to work out a practical solution that would secure the sustainable future of the industry. The result was Better Cotton.

Better Cotton means producing cotton in a way that cares for the environment through processes that minimise the negative impact of fertilisers and pesticides, and care for water, soil health and natural habitats. BCI Farmers achieve better yields and more financial security through access to global markets, whilst improving the working conditions in their fields.

Cotton that is made in this way meets the Better Cotton Standard. The standard has been developed by the Better Cotton Initiative (BCI), an independent multi-stakeholder organisation whose members are committed to making Better Cotton a mainstream product. From NGO partners to garment manufacturers, from the farmers to household brand names, all BCI's Members are working to transform the way cotton is produced and safeguard the future of the sector. The standard gives assurance that more responsible farming is happening on the ground.



# Suvin

Suvin is a unique blend of cotton that is considered as one of the best cottons in the world. It was developed in the 70s by crossing Sujatha (Indian Cotton) and St.Vincent (Sea Island Cotton) and has no parallel or alternative in the world today.

Suvin is compared at par to the quality of Egyptian GIZA 45 and Sea Island Cotton. It is one of the finest cotton which is suitable to spin yarns above 120s and can go even upto 240s. SUVIN's micronaire value ranges between 2.7 and 3.2, compared with Egyptian Giza 45's range of 3.0 to 3.5, which makes Suvin more finer than Giza. Yarn spun using Suvin can accumulate more number of fibres in the cross-section, when compared to the yarn of the same count spun using any other cotton. This makes Suvin to have better strength, fine hand feel and good lustre.





## WOVEN

Uniquely woven engineered hems have been specially designed and produced at Premier that have an elegant look and mimic embroidery but is more durable as it is woven into the fabric.

The Hem treatments are bleach safe and machine washable

Attracts low duty in US



## STITCH TECHNIQUE

These stitch techniques are very intricate and is sewn as closing stitch on the hem making them low duty.

Available in various design options and can be applied on any fabrics. This includes baratto and picotting as well

Attracts low duty in US

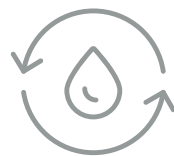




## Anti Viral & Anti Microbial Applications

Brand	Supplier	Type	Washes	Effective
Viroblock	Heiq Swizz	Topical	30-35	Anti Viral & Anti Microbial Silver & Vesicle Technology
Ionic +	Noble bio Materials	Inherent	Permanent	Anti Microbial Silver Extruded Yarn Blend
Silvadur	Du pont US	Topical	30-35	Anti Microbial Silver Based Technology
Agion	Sciessent, France	Topical	30-35	Anti Viral & Anti Microbial Silver Based Technology
Polygiene	Polygiene Sweden	Topical	20-25	Anti Viral & Anti Microbial Silver Based Technology
Silpure	Thomas research Canada	Topical	20-25	Anti Microbial Silver Nano Technology
Biome	Devan Belgium	Topical	30-35	Anti Microbial Non Silver
Ultrafresh	Thomas research Canada	Topical	20-25	Anti Microbial Non Silver





**99%+**

WATER RECYCLING



**70%+**

RENEWABLE ENERGY



**1,000,000+ Sq.ft**

AREA OF RAIN WATER HARVESTING



**50%+**

HEAT RECOVERY SYSTEM  
USING MODERN TECHNIQUES



**90%+**

REDUCED HEAT EMISSION  
TO ATMOSPHERE



**99%+**

USE OF NATURAL AND  
SUSTAINABLE FIBERS



**2%**

OF PROFITS SPENT ON  
CORPORATE SOCIAL  
RESPONSIBILITY  
UNDERTAKINGS



**200+**

EMPLOYEES BENEFIT FROM  
FREE EDUCATION PROVIDED  
EVERY YEAR



**12+**

PEDIATRIC CARDIAC  
SURGERIES ARE  
SPONSORED EVERY YEAR



**200+**

FAMILIES ARE PROVIDED  
WITH HOUSING FACILITIES



**850+**

SINGLE ACCOMMODATION  
FACILITIES FOR EMPLOYEES



**\$1,000,000+**

SUPPORT SPENT ON VARIOUS  
SOCIAL INFRASTRUCTURE  
DEVELOPMENTS

## SUSTAINABILITY

Premier Group of companies complies with Corporate Social Responsibilities. The factories are equipped with a modern effluent treatment plant where almost 99% of water is reused.

70% green energy used by the factories are powered by wind mills.

Premier's investment in manufacturing has a strong foundation which gives it the ability to provide its customers impeccable service in terms of quality, reliability and timely delivery at competitive rates.

Bio gas plants and established waste management systems, to take care of industrial waste are implemented in all factories. Reducing waste generation and then decomposing it in eco-friendly ways is a big part in Premier's drive towards responsibility to society.

Employees are encouraged to carpool or use company transport to reduce pollution.

## CORPORATE SOCIAL RESPONSIBILITY

Premier Fine Linens in association with a few universities educates more than 200+ Women employees with their 'study while working' program through distance education. This gives the women employees the ultimate empowerment by education, promoting gender equality.

Apart from that, all the children of the employees working at Premier benefit from an Education Support Program.

12 Paediatric Cardiac Surgeries costs every year is supported by the company.

Premier Fine Linens also provides Housing accommodation to 200 Families and 850 Single accommodation units to its employees.

Over \$1 Million is spent on various School infrastructure developments over the past years and this effort is continuing.

Involvement in various Charitable activities supporting communities including sponsoring ambulances.

Donated \$1.2 Million for the construction of state-of-the-art school to The Gandhi Memorial Middle school, Coimbatore.

## PREMIER FINE LINENS PRIVATE LIMITED

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