

WEAVING MAGIC

with threads



Hafizia™



INTRODUCTION

Hafizia Art & Crafts Pvt. Ltd. is a globally renowned manufacturer and exporter of premium range of hand-woven floor coverings and home furnishing products.

Established in 1992, we have a huge manufacturing base in the hub of Indian weaving industry, Sitapur (U.P.). To cater to the discerning tastes of our customers, we design products incorporating the finest materials and skillful craftsmanship. In exceptional design, we present our products in the incredible essence of India. Our vast collection of home furnishing is distinguished by high-quality fibers, intricate hand-woven techniques and classy designs.

www.hafizia.com



Hafizia™

Weaving Sheer Magic



A synchronized blend of creativity and tranquility



RUGS | BATH MATS | CARPET | CUSHION | HOME FURNISHING



RUGS

An opulent
selection of the
most influential
styles presented
to gracefully
enhance your
home



CARPETS



CUSHION



HOME FURNISHING



BATH MATS



Luxury
HOME FASHION



A PLASTIC BOTTLE TO A LIVING RUG



The journey begins with bottles are being used all around the world



Recycling facilities will mechanically break the plastic waste into flakes



Flakes are melted to produce granulates or pellets and when the resin pellets are reheated to a molten Liquid stage, the polymer chains can be stretched to make fibers



The application of heat to the dye Liquor increases the energy of dye molecules and accelerate the dyeing



Fibers are blended with white fiber and twisting together of drawn out stands of fibers to form yarn



Warping is a process of making the hank yarn to Linear Lengthy form in a warping wheel, which helps the yarn to take position of warping section for weaving



Weaving is done by intersecting the Longitudinal threads, the warp, i.e. "that which is thrown across", with the transverse threads, the weft, i.e. "that which is woven"



Extra yarns are trim carefully to avoid any damage to the rug

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THE GLOBAL RECYCLE STANDARD

is an international, voluntary and product standard and according to this, a third- party is certified for recycled material, chain of custody, social and environmental practices and chemical usage limitation. These are the standards set to protect the environment from the harm of capitalism and industrialization.

The main goal of the Global Recycle Standard is to increase the use of recycled material in the production of the good and in turn reducing or eliminating the environmental degradation chances due to their production. The Global Recycle Standard is a full product standard that is necessary for third-party certifications of:



Identification of recycled content in textile with a complete chain of custody



In **Hafizia Art & Crafts Private Limited**, we have quality standards and environmental protection regulations, to produce what the customer needs, without damaging the ecosystem.



Environmental & social-friendly environment



No extra work burden on the labor



No lower quality fabric



No long hours of labor

In this context, we have used about of recycle material in our production. Moreover, as mentioned above, the company has made sure that it is not contributing towards the destruction of the planet by polluting or by killing its inhabitants; animals, plants and humans.

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DRINK WATER
THINK ABOUT
THE PLANET

Bottles of packaged water take **1000** years to biodegrade

and, if incinerated, only produce more toxic fumes. PET bottle waste alone is **121** million tonnes a year! what's more **75%** of this is not recycled but just thrown away. And plastic waste in the oceans kills as many as **1 million** sea birds and **100,000** marine mammals. In fact, plastic pieces outnumber sea life **6:1**. The amount of bottles thrown away every year can encircle the earth **4** times. Time to reverse the cycle, don't you think?

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Hafizia™

FINEST ARTWORK
ENCHANTING DESIGNS

*fashion forward mix
to uplift any decor*

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ANDES
SUSTAINABLE



Meet Andes, stunning carpets in contemporary styles! There is a vast selection of ethically created carpet for every room in the house, and the handmade quality is a monument to the skill and consideration of the designers and artists alike.

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RUGS | BATH MATS | CARPET | CUSHION | HOME FURNISHING

SUSTAINABLE

Make your floors stand out with classy and impeccable designs. Each rug is a one-of-a-kind work of art made from recycled materials that commit to meeting international standards.



All materials are used in a closed loop and never become waste help to reduce our carbon footprints, waste and most importantly, save the planet.

We believe in preserving natural resources for future generations, which motivates us to develop recyclable products that are environment friendly and fashionable.



BYBLOS

SUSTAINABLE



A rug of 140x200 cm will help to recycle	675 bottles	(8.736 kg)
A rug of 200x300 cm will help to recycle	1445 bottles	(18.720 kg)
A rug of 300x400 cm will help to recycle	2891 bottles	(37.440 kg)

Luxury Home Fashion

Arbor is all you need to make the most of your time outside, whether you want to relax by a pool in the afternoon, catch some rays in the morning, or just play board games with your friends in the evening.



ARBOR (INDOOR-OUTDOOR)

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Arbor is an indoor/outdoor collection with a strong modern look, influenced by nature and earthy tones. The collection, which is made from braided ropes and twisted polypropylene yarn, features hand-woven classical designs in intriguing textures that add functionality and give your area a fashionable makeover.



SAIMAA (INDOOR-OUTDOOR)

A collection made with pit loom weaving, which gives more control over the pattern, effecting exquisite finely woven details, crafted by hand, for a striking pattern that lies flat and wears well. With soft tones mixed in, this rug will provide an excellent décor piece suitable for both casual and formal settings.



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*Floor Furnishings
that redefine your space*

BOWLINE

(INDOOR-OUTDOOR)

The constant foot traffic, furniture, kids and pets all eventually impact your floor, this is where a quality performance rug comes into play. Offering the perfect balance between form and function, beauty and utility.



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MACHU PICCHU

(INDOOR-OUTDOOR)

Introducing a more pleasant surface for indoor and outdoor use to protect the floor and make it last longer. Ideal for dining and living rooms.



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The indoor-outdoor collection is made of long-lasting, weather-resistant fibres with a natural appearance that can be easily styled, making it ideal for livable and highly trafficked places. The adaptable accent adds textures that make life comfortable.



BEN NEVIS

(JUTE - COTTON)

Our collection of intricately woven (Jute - Cotton) rugs are both sustainable and luxurious. One-of-a-kind additions to any home or office setting. When it comes to decorating with cotton jute fiber area rugs, the possibilities are endless.



www.hafizia.com

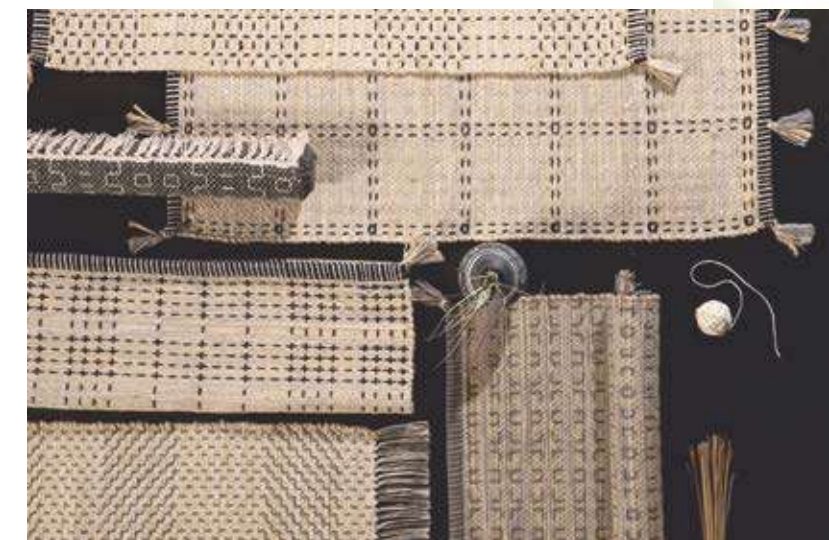
Hafizia™

HUCKABACK

(JUTE - COTTON)

AN ART OF JAPANESE FOLK EMBROIDERY

With just four key materials – needle, thread, thimble, and fabric – Sashiko stitches have been long a favorite for quilting and embroidery. We employ our handlooms and shuttles, to reproduce the traditional stitches over hand-woven Rugs with eye-catching geometric patterns darned in contrasting colorways.



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GAZALI (WOOL RUG)

Contemporary design isn't tied to a specific period but is an ever-changing style. It reflects the popular styles of present-day designs, and as each decade passes by, the decor trends of the day will always be considered contemporary. Unlike modern style, contemporary is an ever-evolving style that reflects the essence of modernism, minimalism, Art Deco, and other global styles.



BADAVI (WOOL RUG)

The Badavi collection demonstrates how well it integrates with mother nature's natural surroundings by displaying neutral and pure colour tones of soft earthy colors.

*Decorative
Rugs*

KONYA (WOOL RUG)

Kilims have a long history that spans many empires and thousands of years. Kilims from our collection Konya has been designed with its history in mind. We wanted to give the ancient textile a new lease on life. The products blend the Eastern flavour of bright, bold kilim with traditional Western shapes and styles.



MEKNES (WOOL RUG)

Meknes – A collection comprising of geometric patterns is inspired by Moroccan weaves. Every step of the rug-making process is done by hand, from shearing sheep to carding and dyeing wool, weaving and spinning yarn, and cleaning rugs, just as it has for centuries.



NAANTALI (WOOL RUG)

Lepcha - an age-old handloom tradition of sikkim's lepcha community. The base of Lepcha weaving includes muted harmonic colors. The base material is prepared with cotton, and the main body is woven with wool yarn using different coloured yarns.



SARASOTA (WOOL RUG)

Meet our "Sarasota" Woollen Rug Collection, which evokes warm memories of tartans.



VINTAGE STRIPE (WOOL RUG)

Our pick for the best vintage striped rug is expertly handwoven from naturally warm and cosy wool, a long-lasting, soil-resistant, sustainable, and biodegradable material.

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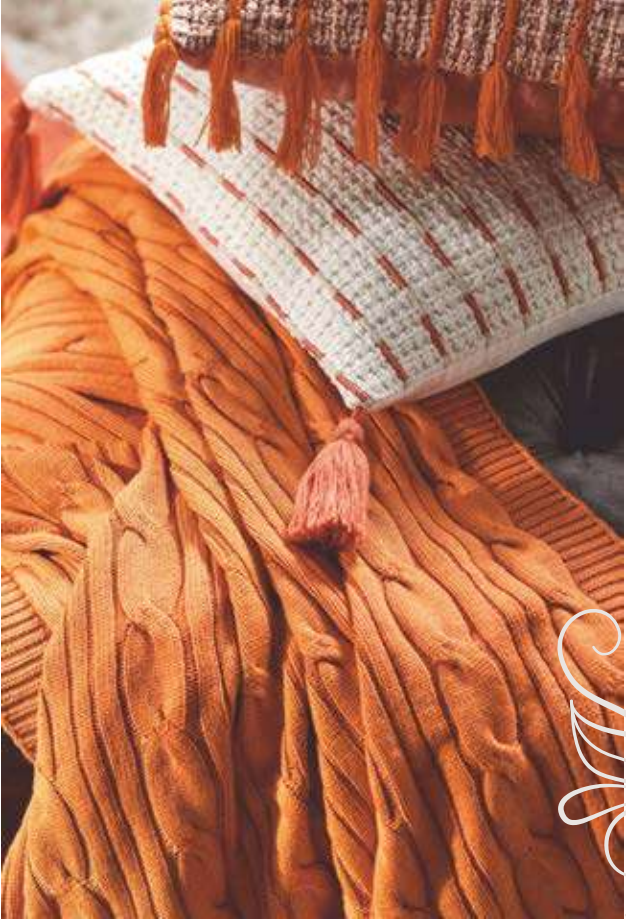
BEDDING

Quality materials and mindful choices for your rest well rituals. Super plush and modern, designed for ultimate comfort, created to stretch every beautiful day.



Premium BEDDING

Our premium bedding collection is an open invitation to let modern room comforts spill into great leisurely moments. Sleep light and easy with our supersoft, airy, and breathable bedding that caresses the skin.



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ELEGANCE

Create paradise at home

CUSHIONS



Create your own perfect little corner with cushions that adds elegant contrast to beautiful hues. A beautifully designed, thoughtfully crafted, high quality piece that will bring joy to your entire home



Decorative Cushions

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TABLE MAT RUNNER



Easiest way to refresh for a new season that expertly balances simplicity and beautiful experience.

Explore our latest collection of tablemats and elevate your dining experience with our stunning table runners.

www.hafizia.com



HafizTMia





Quality, craftsmanship, and timeless design collide with a fresh perspective on purposeful living. Extra absorbent, super durable, feels surprisingly good.

bath mats



Enter the world of luxury. With our enormous variety of bath mats and luxury bath rugs, we have a broad spectrum of styles to match any bathroom's decor.



Floor Furnishings that redefine your space

It works perfectly as it is absorbent and heavy enough not to slide around on the bathroom floor.

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Hafizia™

luxurious



ULTIMATE BATHING

Designer STOOLS



Beautifully designed, soft, durable, mindfully made.
Make your ideal little corner a great design moment.
Works perfectly for a small space.

Modern Baskets



Exclusive BASKET POUFFES



www.hafizia.com

Elegant PET BEDS



We understand your pet needs the best. We provide the cosiest and warmest of pet beds. comfortably padded, functional and stylish. Explore our soft pet bed collection, perfect for your furry little friends.

Hafizia™



A rich collection of THROWS



- RUGS
- CUSHION
- CARPET
- BATH MATS
- HOME FURNISHING

INFRASTRUCTURE

Our world-class infrastructure spans over 2,15,000 square feet area to meet the global demand for hand-woven rugs. We have a centralised unit with separate dyeing, weaving and finishing facilities. Our in-house dyeing capacity is 3 MT per day, while in-house weaving contributes approximately 60% of production. The packaging facility covers 3500 square feet of area to offer personalized packaging.



Hafizia™

Production Capacity (Per Month)

ITEM	CAPACITY
RUGS & CARPETS	1,20,000 M ²
CUSHION	2,00,000 Pcs
POUF	30000 Pcs
THROW	15000 Pcs
CURTAINS	12000 Pcs
BEDDING	500 Sets
TABLE LINEN	25000 Sets
PET BED	25000 Pcs
ACCESSORIES	25000 Pcs

SITAPUR WORKS UNIT

Over the past years, Sitapur's work unit's infrastructure covered a 215,000-square-foot area and met the substantial demand for hand-woven rugs and home furnishings on a global scale. The central facilities for this work unit include dyeing, weaving, stitching, finishing and packaging. We strive to innovate new designs and patterns by using our creative approach to bring you new designs and patterns that meet your expectations every time. With profound artists and three decades of experience, we have mastered the production of

handwoven, hand-tufted, hand-loomed and hand-knotted products. There are currently 110 looms running in the weaving unit for jacquard-woven rugs. While we have partnerships with about 3000 looms in the textile hub of Sitapur, we also have two satellite weaving facilities totaling 300 looms each, spread across 39000 square feet of space. There are two sampling units one with 11 looms and another with 21 looms. We also have a design studio with modern equipment and a display built over 6,000 sq. ft.



GREATER NOIDA UNIT

The unit dedicated to the production of Home Textiles articles is a four-story building in Greater Noida (U.P.) with 8,000 square feet of floor space. The unit has two levels of state-of-the-art showrooms that develop, manufacture and market a full line of Home Textiles with a capacity of 200 sewing machines and defined sections for cutting, stitching, finishing and packaging.



State-of-art INFRASTRUCTURE



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CORPORATE SOCIAL RESPONSIBILITY

In recent years, the concept of corporate social responsibility (CSR) has grown in importance. The growing emphasis on CSR has changed business attitudes all over the world, and Hafizia is no exception; historically, social responsibility has been a well-established phenomenon in our organization. Hafizia has been engaging in meaningful CSR activities for

many years. Through our supplementary learning centres, we have educated approximately 200 children. When it comes to voluntary contributions for social welfare, we have always been very generous, and we have taken more effective steps in the following areas:



Eradicating extreme hunger & poverty

Promoting preventive health care and sanitation including contribution to the Swach Bharat Kosh set-up by the Central Government for the promotion of sanitation and making available safe drinking water.



Promotion of Education

Promoting education including special education and employment enhancing vocation skills specially among children, women, elderly and differently able and livelihood enhancement projects

Promoting gender equality and empowering women

The initiative aims to provide women with equal access to educational, occupational, and lifestyle opportunities. It improves the quality of life for both women and their families by means of raising the level of education in a community and increasing the workforce, resulting in a stronger economy overall.

Supporting more than 1000 families indirectly

Supporting more than 1000 families indirectly the company provides value to customers while also raising the standard of living of artisans through rural employment.



Keeping our premises green, hence promoting environmental safety.



Providing employment to around 500 people directly.



Providing a healthy working environment to employees that can improve their productivity.

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Hafizia™



CERTIFICATIONS

Besides placing your trust in skilled hands, the company adheres to quality, social, and environmental norms. Our entire quality management system runs as per ISO 9001:2008



BSCI



SA 8000



SEDEX



ISO 14001:2015



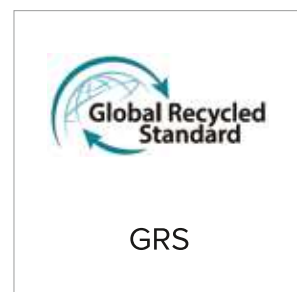
ISO 9001:2015



GSV



OEKO-TEX



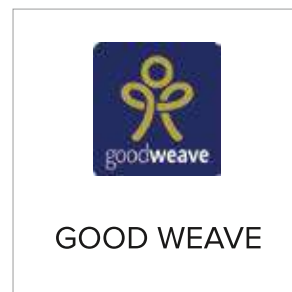
GRS



BCI



CARE & FAIR



GOOD WEAVE



Present Scenario

- We take immense pride in exporting our products to more than 30 countries. Other than exports, we supply floor covering and home textile to many Indian retail stores.
- We help our customers (Boutique and mail order companies) to bring their ideas to life, with 'Custom Created Rugs' that can match any color scheme, incorporate rich diversity of yarn and fit any dimension or shape, best complementing their interiors. Large-sized, customized pit looms have specially been installed for this purpose, that extend around 32 ft. in width.
- We actively participate in these National & International exhibitions (Heimtextil-Frankfurt, Domotex-Hannover, Ambiente-Frankfurt, Canton-Guangzhou, IFFS-Singapore & IHGF-Delhi Fair).



Plan For Future

- To expand further two more units of 200 looms & another with 300 looms are planned in near future.
- To meet the global demand of home textile products a setup of 100 more sewing machines is planned in upcoming year.



RUGS • BATH MATS • CARPET • CUSHION • HOME FURNISHING



We have incorporated every instinct to renovate modern homes in a unique way, from hand craftsmanship to appealing styles. Bringing Persian royal luxury into modern homes! crafted with aesthetic designs and patterns and precise handwork artistry.



Vision

Improving living standards of weavers while making a prominent place for handicrafts in the industry.

Mission

Exceeding customer's expectations with constant innovations to be the foremost handloom brand.

Hafizia™

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