



ADAMJEE TEXTILE MILLS (PVT) LTD



ADAMJEE Enterprises  
Dyeing & Printing Mills

ADAMJEE/  
RETAIL



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## MESSAGE FROM MANAGING DIRECTOR

Hello friends and family.

After 45 years of consistent growth, commitment to excellence and a strong adherence to ethics, we at Adamjee Enterprises are now poised to enter into a new dimension. A dimension of modernity, diverse operations and environmental awareness.

With this we shall be concentrating our core business into one bolstered entity, we now embark upon a plan to blend Adamjee Enterprises into ADAMJEE TEXTILE MILLS (PVT) LTD.

Additionally, the fourth generation of our family, has now been inducted into our business as well. With them come fresh ideas and a novel approach to business - both locally and globally.

Over the past two years alone, we have worked on both internal and external constructs that were both, innovative and forward focused.

Internally, we have worked tirelessly to upgrade our Machinery, and installed a 1.50 million Liter, daily capacity Effluent Treatment Plant (ETP). We are now capable of being fully certified with most of the certifications, specially those related to environment like Detox, EU Flower etc., that are required by our customers. The push to go green continues as we are currently also exploring Solar options to keep our carbon footprint lean, amongst many other considerations.

Externally, we have made a strong foray into the local retail landscape with two flagship brands. AUJ and ADAMJEE LAWN. Both brands are now completely operational and have been favorably received by both Pakistani and International consumers. This dynamic shift was made possible with a pool of fresh ideas and cohesive teamwork from a blend of fresh retail talent and seasoned expertise. A natural transition forward will be to have our own network of Retail Stores, in the foreseeable future.

I must confess that we are very fortunate to have loyal partner such as yourself who has stood with us through thick & thin all throughout our journey and specially in the last few years when unfortunately, prices mattered more than commitment to Quality, Service and Environment.

I end this note with warmth and gratitude in my heart to having friends, partners and affiliates like you on what has been a truly memorable journey. Here is to 45 more years of prosperity and innovation and importantly building relationships.

Mohammad Lakhani  
Managing Director



## MISSION STATEMENT

1. To supply Quality product and Service in accordance with the requirements of our Valued Clients while maintaining and growing our Customer Base.
2. To practice Social Welfare Policy to improve Living Standard of all Adamjee employees and maintain minimum employee turnover.
3. To have trained and Effective workforce to give High Product Quality with better than Market Standard Efficiency Percentage.
4. To do our part in tackling the Global Environmental issues that continue to plague our society by practicing the most effective Water, Power and Wastage disposal methodologies in accordance with internationally accepted norms.



## PRODUCT SUMMARY

### RETAIL BEDDING

Timelessly elegant and rich in quality are the essential ingredients of luxury and comfort. Designs are artistically crafted keeping core aesthetic by our skilled in house design team. Our customer base extends from High Street Brands, Independent Stores to Mail Order Companies.

Product line includes complete range of Woven & Flannel (winter sheet) from Pigment to Reactive Dyed and Printed on Rotary to Flat Bed & Digital, Retail Packed Flat and Fitted Sheets, Duvet Cover Set, Lined and Unlined Curtains, Bed in a Bag, Room in a Bag and other fine bedding accessories.





## PRODUCT SUMMARY

### SHEETS, DUVET AND PILLOW

Adamjee is a one window solution to all kind of fabric requirement for customers in over 40 Countries. Our name is synonymous with Quilters and Fabric converters, all over Europe, USA and other major countries.

Being the pioneers in this segment we have in depth knowledge and expertise to offer our clients total fabric solution including Renforce, Batist and Fine Batist. This can be done in 100% Egyptian or PIMA Cotton or blend with Tencel / Modal in 1x1 Plain Weave to Dobby and Jacquard weave.

We guarantee Required Air Permeability for all kind of filling from Polyester to Fiber Proof and from Hollofil®, Quallofil® to Feather & Down Fibers.

Our expertise and combination of machines give consistency of Air Permeability across the width and controlled shade of White with Super Soft Hand feel. Our production line also includes Down Proof Double needle piped Pillow Shells, Protectors & Quilted Mattress protector.



## PRODUCT SUMMARY

### HOSPITALITY

#### BED LINEN | TABLE LINEN | GARMENTS | INSTITUTIONAL LAUNDRY

Adamjee has extensive expertise in catering the Hotel Industry. We dress Hotel rooms all over the world from basic to high-end Hotel Chains, Boutique Hotels and Spas. Our sound knowledge into TB series fabrics, requirement of Tensile & Tear strength and total process knowledge including protocols of Industrial Laundry system, provides our clients the peace of mind that selected qualities can withstand the required number of Industrial washes.

Our product range is not limited to White Sheets and Pillows but we also manufacture wide range of Table Linen and Kitchen Linen including Chef Uniforms (Coats & Trousers), Glass Cloth, Aprons & Kitchen Gloves. From 100% Polyester, Jacquard, Dobby, Sateen and Damask Weave, we carry the entire range with a wide variety of Oil and Stain resistant finishes Including Teflon.

We also produce Jersey, Terry Fitted Sheets and Zipped Mattress protectors for Cruise Liners.





## PRODUCT SUMMARY

### HEALTH CARE

#### BED LINEN | GARMENTS | BLANKETS

Adamjee has in-depth knowledge of catering to the Health Care Sector. Providing complete solution to Private and Government run Hospital and Independent client & converters.

Product range includes White and Vat Dyed Sheets, Draw Sheets, Mattress Protectors, Baby Receiving Blankets, Thermal Blankets, Patient Blankets, Molten, Patient Gowns, Scrub Suits, Doctor's Coats and Nurse's uniforms.

We also supply FR (fire retardant) finish according to BS (British Standard) for 1 crib to 5.



## PRODUCT SUMMARY

### BABY PRODUCT

Complete range of Hydrophilic Dobby Fabric for baby product under OekoTex Class 1 certificate. Range of products includes Sleeping Bags, Washing Gloves, Hooded Towels, Duvet Covers, Baby Swaddle, Diapers, Fitted Sheets, Cuddle Cloth and other similar baby products.



## PRODUCT SUMMARY

### INDOOR & OUTDOOR FURNITURE FABRIC

From Iron Board Cover to Chair Pads, we have many products in this category according to specific client requirements.





## PRODUCT SUMMARY

### WORK WEAR

Complete range of Work Wear & Uniform Fabrics in 100 % Cotton, Poly/Cotton, CVC & 100% Polyester with Inherent Fire Retardant Finish.



## PRODUCT SUMMARY

### BIAS BINDING & LINING

Brushed Sateen for Inter Lining to 100% Polyester for Curtain Lining and Pocket Lining. We also produce Edge Band Rolls.





## TEXTILE FINISHES



Anti Bacterial



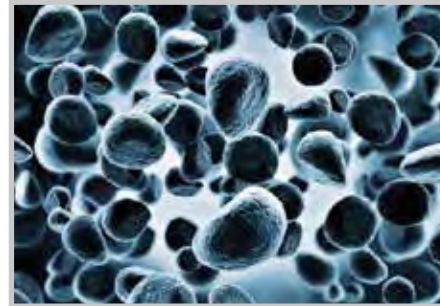
Stain Resistant



Hydrophilic (Moisture Management Finished)



Anti-Mosquito



Anti Dust Mite



Fire Retardant



Anti-Static



Odor Finish

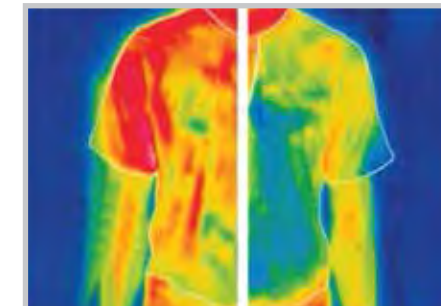
## TEXTILE FINISHES



Cool Touch



Vitamin E



Phase Change Management (PCM)



Wool Soft



Silk Protein



Peach Finish



Aloe Vera Finish



Honey Bee Soft Finish



## TEXTILE FIBERS

### TENCEL® THE NEW AGE FIBER

TENCEL® unites the advantages of many different fibers being as fine as silk, as strong as polyester, as warm as wool, as easy to care for as acrylic, cool and pleasant like linen and absorbs more moisture than cotton. TENCEL® does not give bacteria a chance to grow. We offer Tencel with different Blends like Poly Tencel, Cotton Tencel etc.



### MODAL® & PRO-MODAL® FIBER

Modal® & Pro Modal® are excellent man-made cellulose fibers. They possess special strength as well as dimensional stability along with softness and brilliance which makes the finished garment characteristically Modal®.

Pro Modal® is very promising since the fiber blend unites softness and functionality. A homogeneous blending ratio of Tencel and Modal fibers guarantees an optimum quality.



### CLIMA

Cell Solution® Clima fiber is a PCM (Phase Change Material) micro composite of the latest fiber manufacturing generation with advanced thermo regulating features when compared to the classic phase change materials.

Clima technology creates a "micro heat accumulator", which acts as an extraordinary temperature buffer between warm and cool.



## TEXTILE FIBERS

### BAMBOO

As a natural cellulose fiber, It is 100% biodegradable in the soil by microorganisms and sunshine. It is praised as the natural, green and Eco-friendly Textile material of the 21<sup>st</sup> Century.



### INHERENT FIRE RETARDANT

Inherently flame resistant fibers are materials that have flame resistance built into their fiber structures. We are offering 100% FR fabrics.



### LINEN FIBER

Linen feels cool to the touch, a characteristic often associated with linen yarn is the presence of "Slubs", or small knots which occur randomly along its length, which contribute to the coarse texture of the fabric.



PRODUCTION SUMMARY

WEAVING



Mill No. 1 (Nooriabad Industrial Estate)

Warping / Sizing	Sucker Muller
Looms	Airjet 134" CAM & Dobby
Looms	Sulzer PU & P-7100 (85", 110", 130" & 153")

Mill No. 2 (Multan)

Warping / Sizing	Local made
Looms	Auto



PRODUCTION SUMMARY

PROCESSING



DYEING

Monfort's Continuous Dyeing Range with installed capacity of 800,000 linear meters per month. Offering Pigment, Reactive, Disperse and VAT Dyeing treatment.

PRINTING

Reggiani Rotary (Reactive and pigment) printing machine with installed 14 color and 3.20 meter working width. Monthly installed capacity of 1 million linear meters. Digital print (152 cm) is also on board.

BLEACHING

Other than Dyeing and Printing we offer Bleached fabric (Optical and Non Optical) prepared on Goller Continuous Bleaching Range. Capacity is 2.00 million meters Per month.





PRODUCTION SUMMARY

INSTALLED PROCESSING MACHINERY



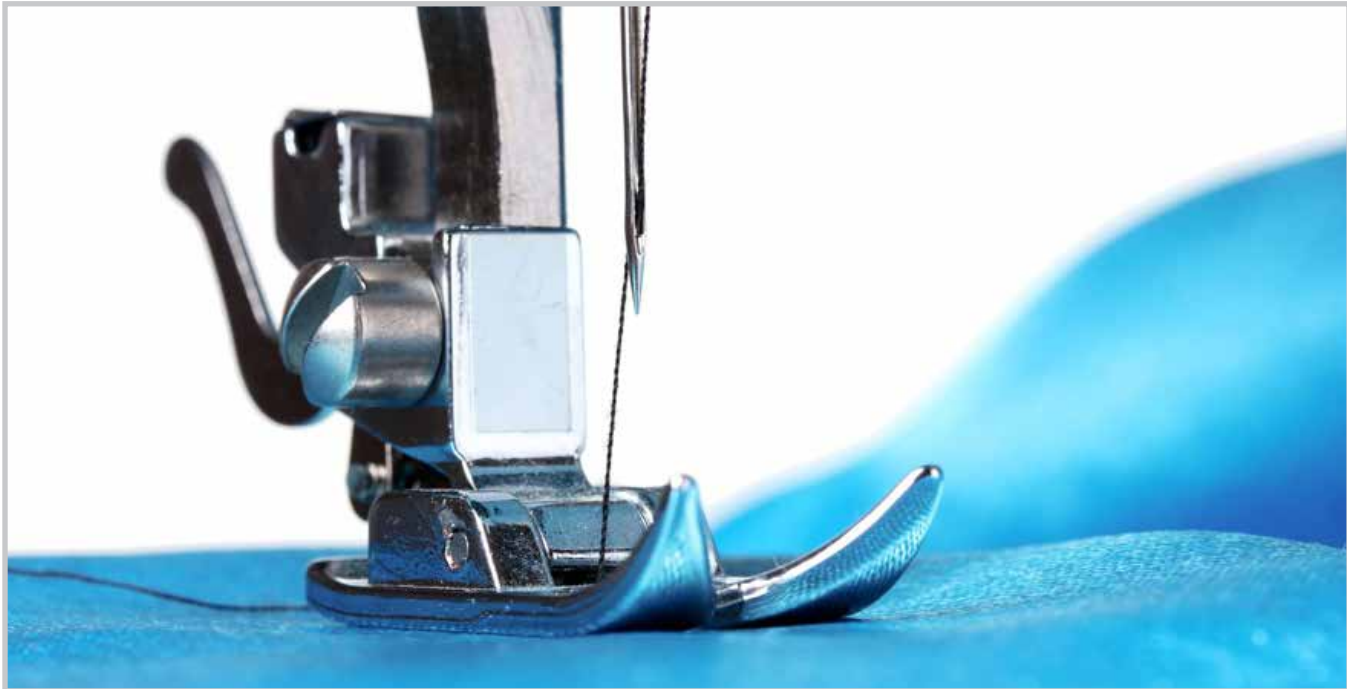
MACHINES

Singeing	Heat seal Shrink-wrap (Rolls)
Mercerizing	Bleaching (Pretreatment)
Pad-Thermosol	Washing
Pad-Steam	Steam Ager
Pad Batch	Calender
Rotary Printing+ Digital Printing	Raising
Stenter Frame (with Mahlo)	CST Engraving
Sanforizing	Double Fold Rolling / Folding
Emerizing (Peach Finish)	Palletizing
Rolling & Inspection	



PRODUCTION SUMMARY

STITCHING



Adamjee has 4 Stitching units consisting of Bedlinen & Garment production. Some lines have Switch Track installed as well. Daily Capacity of 40,000 meters can be converted into bedlinen or garments.

Some of the Installed machines are:

Cutting Table	6
Single Needle	125
Safety (including Overlock)	41
Flat Lock	10
Double Needle	10

Other machines are Range Cutter, Feedo, Cloth Drill Machine, Kansai, Double & Triple Transport, Button Attachment Machine, Bartack, Multi-Needle Quilting Machine etc.



## QUALITY ASSURANCE



We follow Industry Standard SOP to trace back every shipment. Strict procedures are in place from the selection of raw material vendors to final shipment. Our selection of laboratory equipment is from reputed suppliers from Europe, which makes our in-house testing as one of the most reliable.

Some Major In-House Testing includes:

GSM	Construction	Perspiration
Yarn Count	Tensile Strength	PH by extraction
Blend Ratio	Spray Test	Abrasion
Nature of Dyes	Weave	Tear Strength
Pilling	Skew / Bow	Berger / CIE through Data Color
Formaldehyde	TDS Hardness	

Color fastness to Washing, Rubbing, Water, Chlorine, Dry Cleaning, Dimensional stability through Wascator & chemical testing of textile chemicals & auxiliaries etc.



## ENVIRONMENTAL COMMITMENT



We at Adamjee value our planet & environment, and are steadily adopting measures to preserve them. We use chemicals based on REACH, ZDHC, GOTS, OekoTex-100 and DETOX requirements, and discharge effluent after treatment as per NEQS (National Environmental Quality Standards). We have installed control instruments and equipment for

- Optimization of steam consumption
- Heat exchange from exhaust gases of steam boiler and gas fired power generator
- Heat exchange from hot effluent
- Chemical free rotary screen stripping
- Effluent treatment plant with a daily capacity of 400,000 Gallons

Future projects include

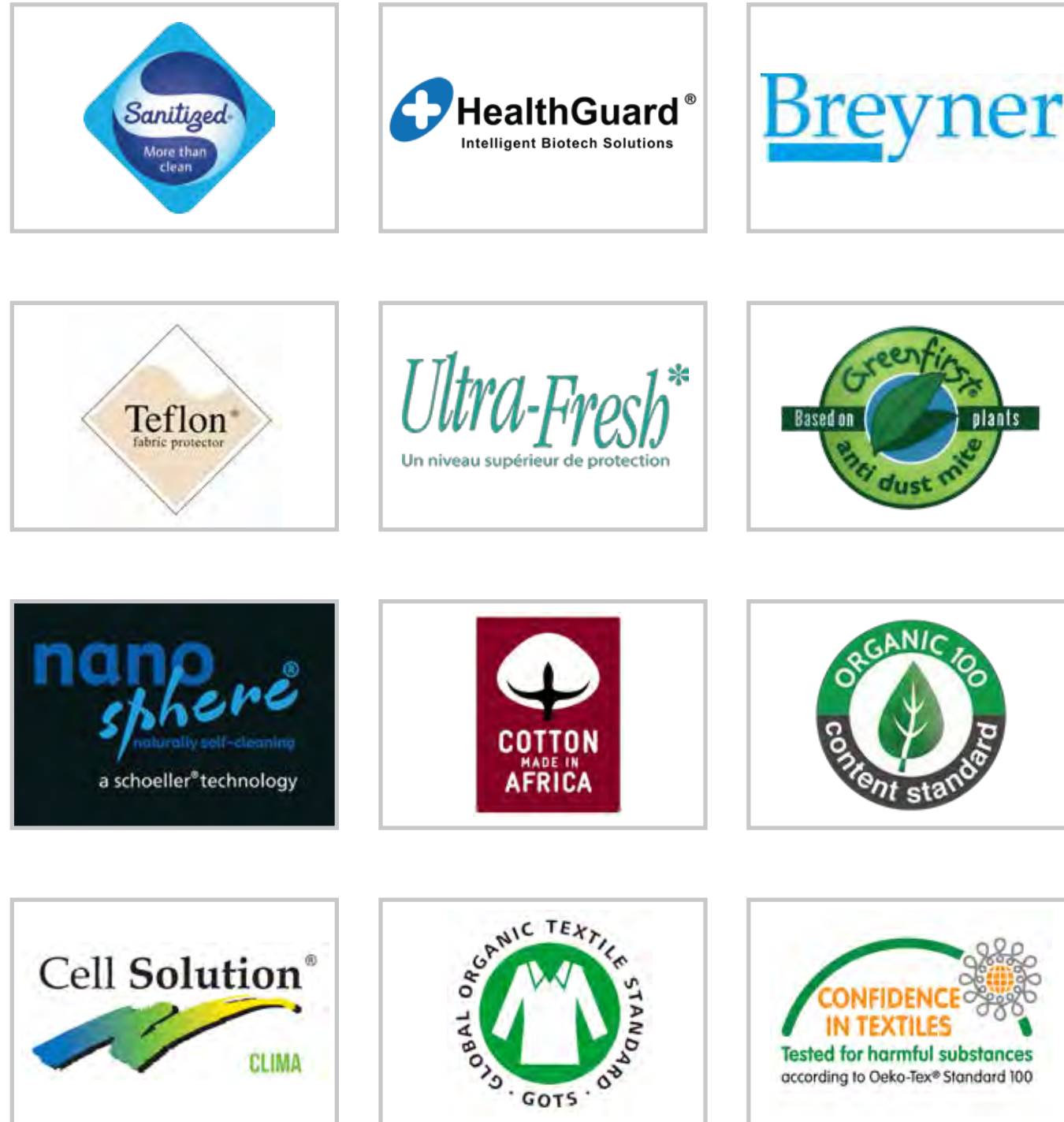
- Heat recovery from process exhaust air
- Caustic recovery plant
- Water recovery & recycling from Effluent Treatment Plant

When we think **Green**, it is for a **Greener Planet**.





## BRAND PARTNERS & CERTIFICATIONS



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www.adamjee.com.pk

## BRAND PARTNERS & CERTIFICATIONS



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## DOMESTIC RETAIL BRANDS

### ADAMJEE/ RETAIL

A need for a separate retail division rose during the beginning of 2016 when managing our rapid growth in the retail industry was proving to be extremely difficult. Thus a completely separate division was formed to manage our existing retail portfolio as well as continuously seek to expand our share in the Pakistani retail market. We are currently active in the Women's and Men's unstitched garment industry and also enjoy favorable success. Furthermore our future expansion plans include introducing a local brand that caters to the Pakistani bedding market as well as entering the food and FMCG markets.



Our foray into the local retail market started in 2013 when we introduced an eastern unstitched garment brand for men. There was a huge gap in the market for an unstitched fabric that was high in quality but also low in price. Currently Suti Fabric is distributed to retailers all over Pakistan, our future expansion plans include international distribution as well as opening our own retail stores.



## DOMESTIC RETAIL BRANDS

### AUJ

AUJ is a high end, luxury wear unstitched brand produced in selected quantities. In classic Persian and Urdu literature, AUJ is the place where the mountains meet the stars. It is a place of mystical beauty and serenity. Removed from the confines of time or convention, this halfway point between the heavens and the earth is a testament to human endearment and will. Comprised of unique patterns, cuts, motifs and prints, the brand has consistently created and perpetuated trends in the print industry of Pakistan.



### ADAMJEE — LAWN —

After the popular success of AUJ, we launched Adamjee Lawn, which was designed with mass market dynamics in mind. A lower pricing tier and a different design philosophy blend together to present superior fabrics packaged at an increasingly affordable price point. The utmost care is given to all surface and fabric treatments and every single garment is crafted to perfection.







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