



DENIM-E

| COMPANY PROFILE |



500,000 Pair of
jeans a month



Responsible
Production
processes



State of the Art
Research
& Development



Jeanologia
Laser machines



Advance Less water
Washing technologies

| SUSTAINIBILITY MEETS FASHION |

- 01. BRIEF HISTORY
- 02. ABOUT US
- 03. WHAT WE DO
- 04. SUSTAINABLE FASHION
- 05. JEANOLOGIA
- 06. WASH
- 07. CERTIFICATIONS
- 08. CUSTOMERS
- 09. FUTURE





BRIEF HISTORY

Denim-E is a family-owned private limited company. As a group, we have been involved in multiple businesses with over 20+ years of experience and trust built with our customers.

We are engaged in diverse ventures such as real estate and biogas businesses, with the capability to function as a fully self-financed company.

FASHION INNOVATORS

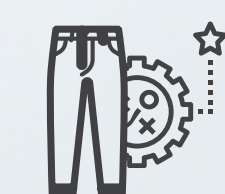
Fast fashion has taken consumerism and mobility to new heights but at the same time has altered the biosphere, on which many living entities rely.

At Denim-E we are innovators, transformers, and change-makers. Providing the global denim makers with the latest innovation in sustainable denim.

FASHION FOR CHANGE

We want to make fashion for a positive change and work towards conservation and preservation of our environment and thus with the same thought, Denim-E was formed.

Many textile companies had a transition to move from conventional to sustainable practices. Whereas Denim-E was formed with one vision in mind and that was to be the first denim manufacturing company in Pakistan to be fully sustainable from its very inception.



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DIVERSIFICATION

WHY US

We at Denim-E are the catalyst for transformation. Our deeply rooted values and vision combined together make us produce premium denim that is sustainable, ethical, and good for the environment and societies around us. We make fashion for a positive change while bringing out the best value for the modern-day consumer.

E in our logo stands for our values, culture, and vision that are deeply embedded into our DNA.

The E represents, Eco-Friendly, Enovative materials, Ease of business, Ethical business practices, Equal opportunity, efficient and express lead-time.

Our company values are shared from the top management to the bottom.

Our drive to change is what makes us constantly innovate and work towards creating a sustainable future so that we can preserve today for a better tomorrow.





OUR WORK

We make fashion that is most responsible, ethical, and sustainable for the brands that trust us with the quality of service and the product that we offer.

Our fabrics are responsibly sourced, cut, stitched, and washed with one purpose in mind, which is making jeans for a sustainable tomorrow.

FUTURE

Constant innovation and investments in the industry 4.0 principles that are based on automation and sustainable production methods.

We are setting a state-of-the-art LEED-certified factory combining both innovation and sustainability as the focal point of our investments.



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3'E of
SUSTAINABLE
MANUFACTURING

ENVIRONMENT

Guarding the future with a commitment to sustainability. Innovating for a greener tomorrow, our denim reflects a low-impact promise for the planet.

EQUILIBRIUM

Striking the perfect balance with Eco-friendly jeans and innovative offerings. Trust, quality, and innovation are the heartbeats of our creations.

ETHICAL

Where equality, inclusivity, and ethics shape our business ethos. We empower through equal opportunities, value our employees, and foster growth in a trans-formative, experiential atmosphere.



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Jeanologia™
The Science of Finishing

DENIM-E

FIRST COMPANY IN PAKISTAN TO SIGN

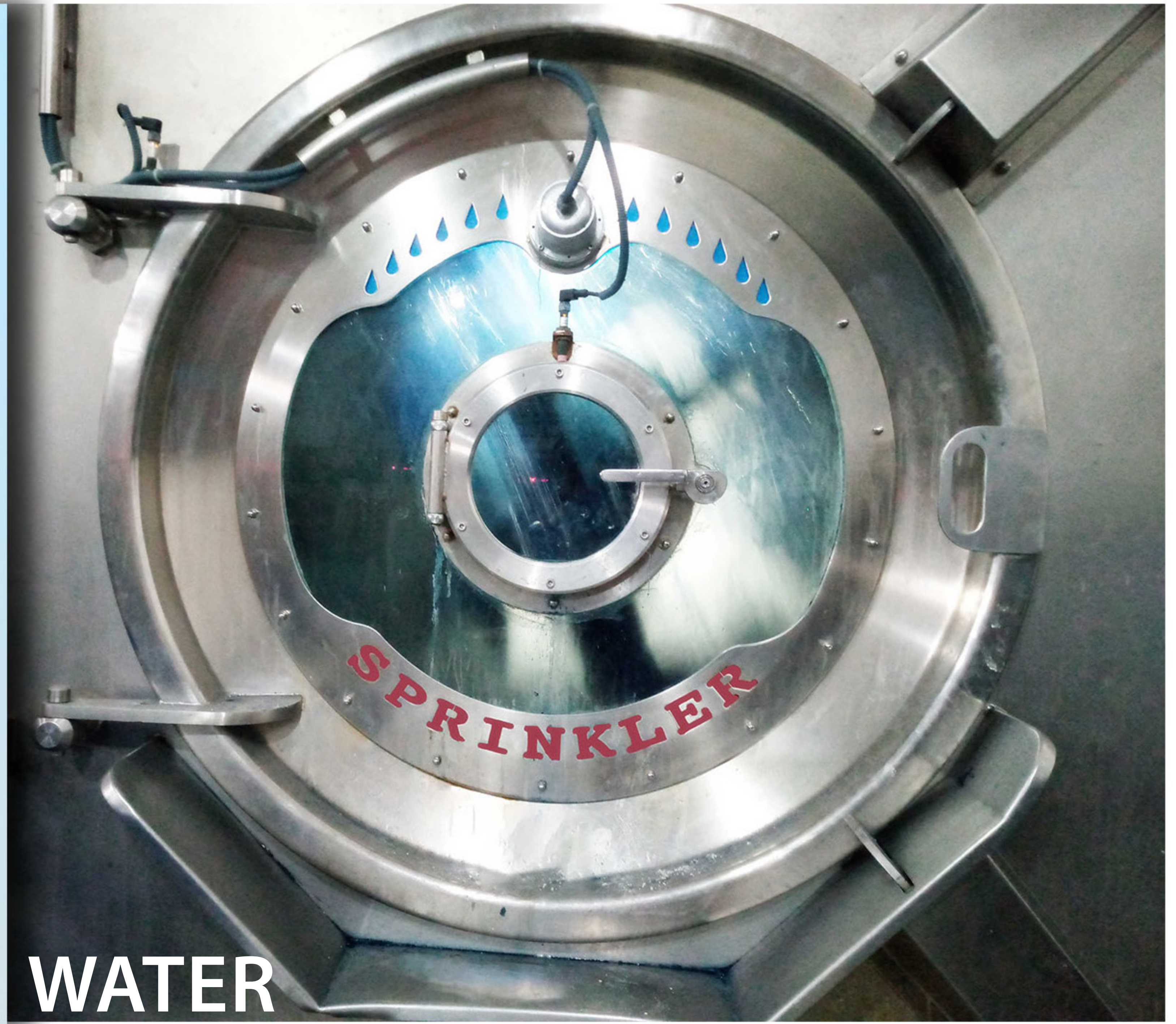
#MISSIONZEROWASTE

100% elimination of waste and pollution in every single pair of jeans around the world by 2025

It is known that the textile industry is responsible for 20% of global water pollution, cause of 10% CO2 emissions. Furthermore, 15% of textile production is never used and ends up in landfills or incinerated. Within textiles, jeans are one of the most sold garments and with the biggest environmental impact throughout its production.

We have installed the most latest laser machines by Jeanologia that enables us to get the dry process done with high efficiency, less resource-intensive, and also creating time utility.

This automation has helped us in creating the most sustainable pair of jeans.



WATER SPRINKLER TECHNOLOGY

At our laundry, we are able to provide our Customers with a wide array of wash options and dry processes.

We are equipped with experienced Individuals with the knowledge to provide Our customers with high-end fashion Goods and maintain strict quality controls In order to ensure that we provide denim To our customers that they trust us with.

Our sustainable laundry technology enables us to produce denim that is made with less water, energy, and chemical consumption resulting in a lower EIM score.

We have got state-of-the-art Machinery from the most renowned Industry-leading brands like Tolkar, Danis sprinklers that can wash the Garments with low water consumption.

Conserving water for a sustainable tomorrow. In addition to this, we are equipped with updated Ozone technology that helps with the ozone bleaching of the jeans.



CERTIFICATIONS



The RCS (Recycled Claim Standard) is used as a chain of Custody standard to track recycled raw materials through the supply chain.

The RCS uses the chain of custody requirements of the content Claim Standard. The RCS verifies the presence and amount of recycled material in a final product.

BSCI certification is to advocate for the business community to comply with the social responsibility audit of social partners of BSCI members.



GOTS is a textile production certification that limits the use of toxic bleaches, dyes, and other chemical inputs during the production process of textiles.

To obtain the GOTS “organic” label, a product must: Contain at least 95% organic fiber.

The Global Recycled Standard (GRS) is a voluntary product standard for tracking and verifying the content of recycled materials in a final product. It also sets requirements of third-party certification of recycled content, chain of custody, social And environmental practices, and chemical restrictions.



STANDARD 100 by OEKO-TEX® is one of the world’s best-known labels for textiles tested for harmful substances. It stands for customer confidence and high product safety.

WRAP is the world’s largest independent certification program focused on the apparel, footwear, and sewn products sectors. Becoming a WRAP-certified facility involves much more than simply passing an audit.



Customs-Trade Partnership Against Terrorism (CTPAT) is a U.S. Customs and Border Protection (CBP) voluntary trade partnership program in which CBP and members of the trade community work together to secure and facilitate the movement of legitimate international trade.

The Organic Content Standard (OCS) applies to any product containing 5-100% organic material. It verifies the presence and amount of organic material in a final product.



Customs-Trade Partnership Against Terrorism (CTPAT) is The Higg Materials Sustainability Index (Higg MSI) is the Apparel industry’s most trusted tool to measure and score the environmental impacts of materials.trade partnership program in which CBP and members of the trade community work together to secure and facilitate the movement of legitimate international trade.

ZDHC is a group of apparel and footwear brands and retailers working together to lead the industry towards zero discharge of hazardous chemicals by 2020. ZDHC was started in 2011, mostly as a response to the Greenpeace DeTox campaign.



The Sustainable Apparel Coalition is the apparel, footwear, and textile industry’s leading alliance for sustainable production.

The Coalition develops the Higg Index, a standardized value Chain measurement suite of tools for all industry participants.

Denim-E has forged a strategic alliance with Net Zero Pakistan, uniting our efforts in a concerted drive to substantially diminish our carbon footprint. With a resolute commitment to combat climate change, we are taking decisive actions to pave the way for a more sustainable future.





OUR CUSTOMERS

We take pride in delivering the best quality fashion products to our customers
With the quality that they trust us with.

We offer the best sustainable fashion solutions to some of the biggest names
In the fashion retail industry.

MANGO Conbipel (Sfera) MCNEAL PdH
CLOTHING COMPANY Pedro del Hierro

REVIEW SPRINGFIELD Robert Graham EASYWEAR RESERVED
NEVER ESTABLISHED

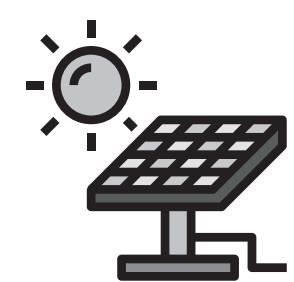
PUNT ROMA OOTO BIG STAR CORTEFIEL LERROS
OUT OF THE OFFICE



LEEDING THE WAY

We believe in radical innovation for constant evolution. This is why we have planned on a multi-year investment for setting up a green LEED-certified factory that will ensure industry 4.0 principles and sustainable manufacturing processes.

We at Denim-E envision being the greenest denim factory in the world for the betterment of the environment and the societies around us. For us, Sustainability should start within!



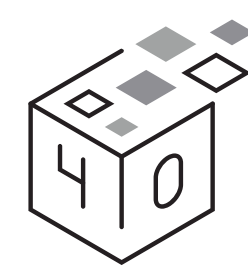
Solar Powered building



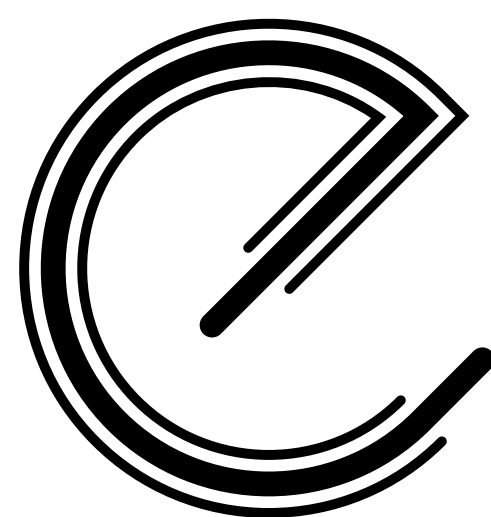
Sustainable Production



ETP plant with water recycling



Industry 4.0 Principles



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