


# DENIM CRAFTS

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# VISION

To be an inspiration for the industry by adapting Eco-friendly manufacturing processes, technology, sustainable materials, and energy.



# MISSION

To offer a unique product which is competitive in quality, price and delivery keeping sustainable practices our top priority.



# OVERVIEW

Capacity

**450,000**  
garments / month

workforce

**2000**  
associates



# CORE VALUES

- Customer Satisfaction
- Socially responsible
- High performance standards
- Respect for People
- Women Empowerment
- Gender equality
- Integrity



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Being part of a developing economy, we consider it our duty and primary responsibility to care and give back to the society we dwell in.

# CUSTOMER PORTFOLIO



OVS



mamiye  
BROTHERS

Smoke Rise™



pepco



# R&D TEAM

PRODUCT DEVELOPMENT CENTRE



We try to stay at the cutting edge of fashion and trends to not only keep up with market trends but also be able to forecast the next big upcoming trends.



# SUSTAINABILITY



We have taken the basic steps towards being a sustainable manufacturing company, we have installed water recycling plant for water saving, Laser and Ozone in our laundry.

In future we are switching towards renewable energy options as well as waste control through up cycling leftover fabrics.



# SUSTAINABLE FABRICS

To incorporate sustainable fibers in our manufacturing. We have partnered with the leading mills of sustainable fabrics in Pakistan. We are pleased to offer cutting edge sustainable fibers such as :



100% BCI Cotton  
(Better cotton Initiative)



Wood based  
fibers (Lenzing)



Post consumer  
waste yarn



Alternative Fibers



Organic cotton



Industrial waste  
yarns



# CERTIFICATIONS



Denim Crafts has implemented the Business Social Compliance Initiative (BSCI) to ensure that all of its suppliers and partners adhere to the highest standards of labor and environmental practices. Through BSCI, Denim crafts is able to monitor and assess the working conditions of its suppliers and take action to address any issues that may arise.



Denim crafts uses Oeko Tex certified materials in their products to ensure that they are environmentally friendly and free from harmful chemicals. Oeko Tex is a global standard for textile production that ensures that the materials used are safe for human use and do not have any negative impact on the environment.



Denim crafts often use CTPAT (Customs-Trade Partnership Against Terrorism) to ensure the safety and security of their supply chain. This involves implementing strict protocols and procedures to prevent unauthorized access to materials and products. CTPAT also requires regular audits and assessments to ensure that all security measures are being properly followed and maintained. By following these guidelines, denim crafts can protect their customers and employees from potential threats and ensure the integrity of their products.



By implementing SEDEX, Denim Crafts businesses can demonstrate their commitment to ethical and sustainable production, which can attract customers who value socially responsible products. Additionally, SEDEX helps businesses identify areas for improvement and provides guidance on how to make positive changes in their supply chain.



# CERTIFICATIONS



Denim crafts is a company that is committed to sustainability and reducing its impact on the environment. One way that they do this is by adhering to the global recycling standard. This standard ensures that all materials used in the production of their products are recycled and repurposed in a responsible and ethical manner.



To implement the ZDHC Road Map to Zero, Denim Crafts follows a set of guidelines and standards that outline best practices for reducing the use and discharge of hazardous chemicals in their production processes. These guidelines cover a wide range of areas, including chemical management, wastewater treatment, and environmental performance.



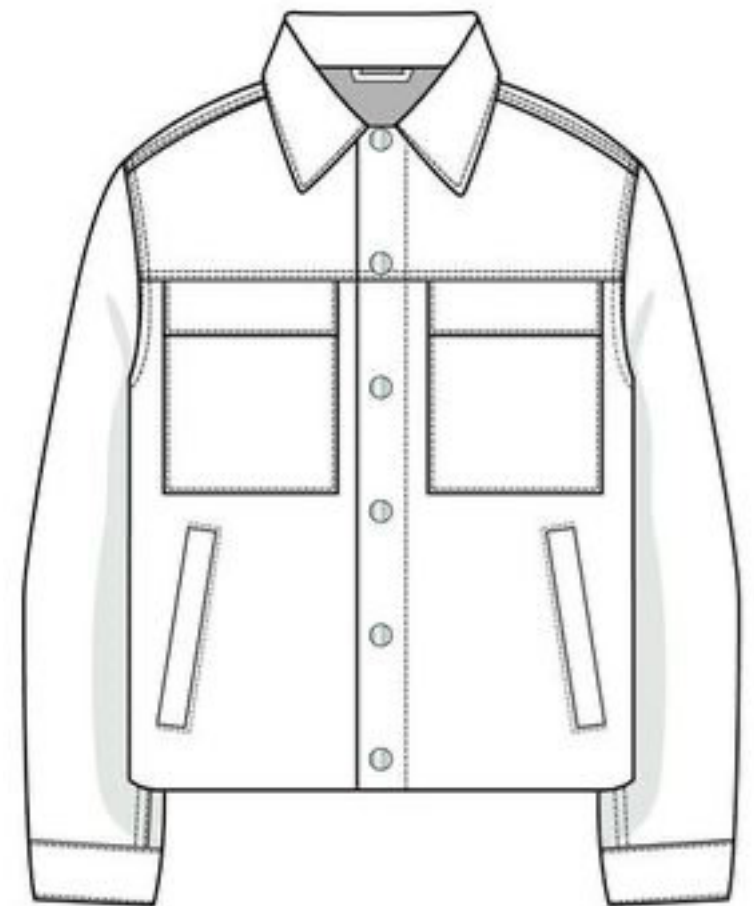
Denim Crafts uses the Higg Index to assess and measure the sustainability of their manufacturing processes and supply chain. By using this tool, Apex is able to identify areas for improvement and implement strategies to reduce their environmental impact. The Higg Index also allows Apex to track their progress and make data-driven decisions to continuously improve their sustainability efforts. By using the Higg Index, Apex is able to ensure that they are producing high-quality, sustainable products for their customers.



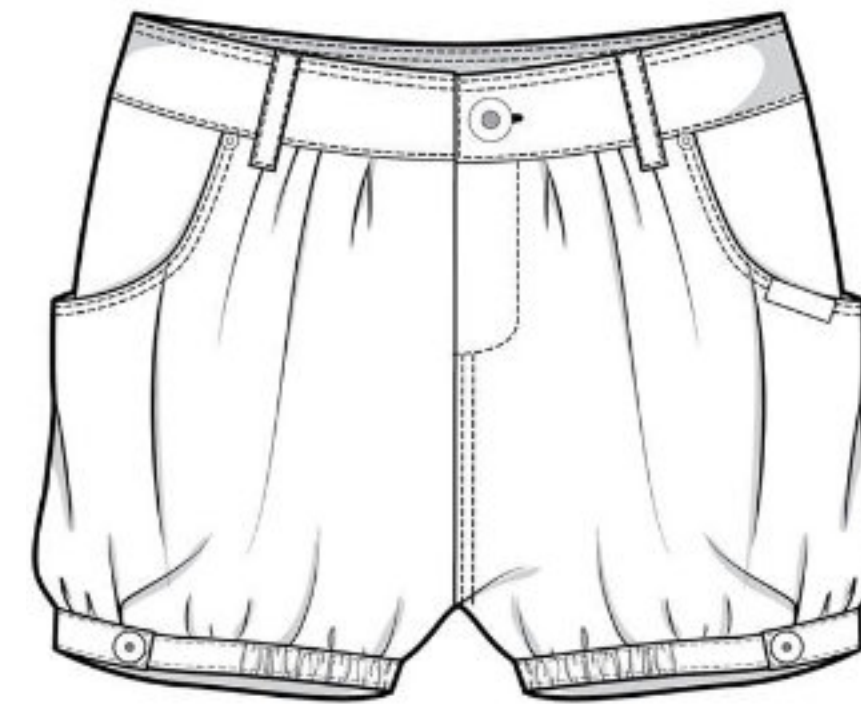
# OUR PRODUCTS



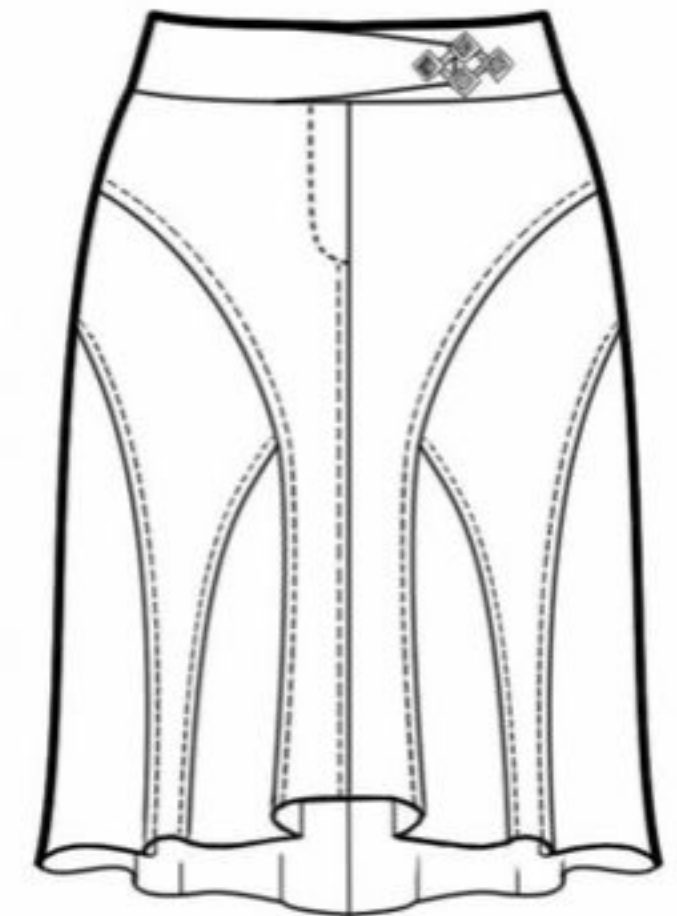
JEANS



JACKETS



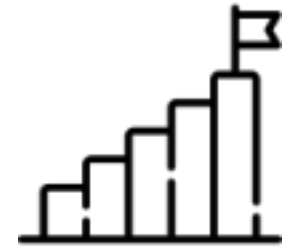
SHORTS



SKIRT



# 2023 GOALS



On the journey for constant improvement we have set certain goals to move us into a better future where we can co create a better world for generations to come. Here are some of our goals for the year 2021



FAIR TRADE  
CERTIFIED™

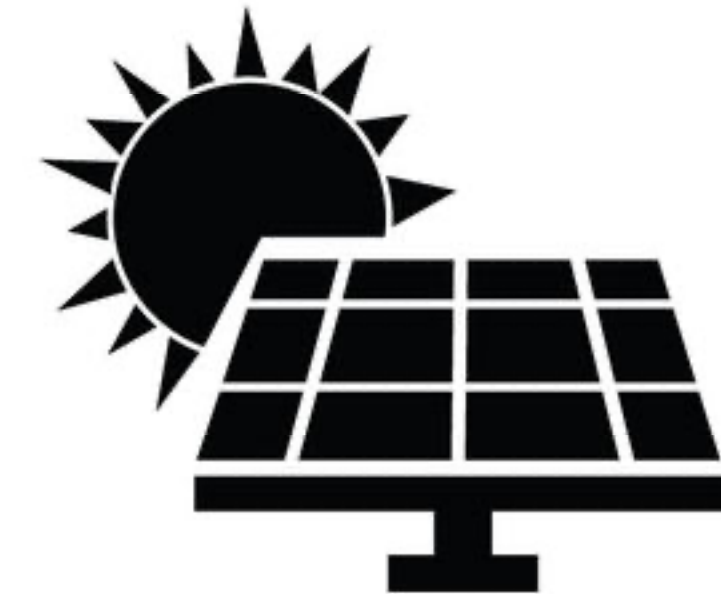
FAIR TRADE CERTIFICATION



WWF®



WWF GREEN OFFICE



SOLAR ENERGY



# DENIM CRAFTS

ARTFUL JEAN MAKERS



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Industrial Area, Karachi-Pakistan Head Office Address: Plot No  
44-C/ 22nd Commercial Street Phase 2 DHA, Karachi - Pakistan

