



# Terry Tex International

*Manufacturers & Exporters of  
Terry Towels & Allied Products*



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**WOMEN'S  
EMPOWERMENT  
PRINCIPLES**

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# About Us

Established in 2003, Terry Tex International is one of Pakistan's first female-founded and female-led textile firms in the country, and with a history of almost 20 years, is one of the leading textile firms in the industry. Terry Tex specialises in the manufacture and export of artisan, luxury and quality terry towels, bathrobes and allied products.



April 20, 2022

# Vision

*Our vision is to be the undisputed leader in home textiles that provides unparalleled quality products for all.*

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# Mission

- To always fulfill our commitment. We never compromise on quality and deadlines, and always deliver what we promise.
- To work with honesty and build mutually beneficial collaborations. We understand the trust our clients place in us and we respect that trust.
- To continue to build operations which are ethical and socially responsible.



# Our Values

We operate on the fundamental ideology of building lasting relationships with our clients, irrespective of business opportunities. Our clients are treated as an extension of the organization. Our organisational values ensure that all of our clients, stakeholders, patrons, employees and the consumers around us get the experience they fully deserve.



## HONESTY & INTEGRITY

We believe it is the right of every individual to be treated with respect and dignity. All of our communications value honesty, standing up what is right and taking responsibility for our actions.



## ETHICAL WORK CODES

Our work culture prioritises practicing ethical codes of conduct. We work to uplift one another, embrace diversity, and create equal opportunities for all.



## QUALITY ASSURANCE

We only deliver what we promise. We have integrated a highly streamlined and efficient quality control system in place with a specialized team to oversee operations.



## RESERACH & INNOVATION

We remain abreast with new technologies and are deeply invested in reseraching on mechanics, production and construction techniques that can ensure a quality product.



## SOCIAL RESPONSIBLITY

From standing up against gender bias, labour exploitation, and child labour to ensuring our activities have a positive societal and environmental impact, our HR and audit teams ensure that all protocols are being followed properly.

# Market Share



Over the years, our manufacturing house has diversified into numerous markets, from United Kingdom, Netherlands, Spain, France, Italy, Greece, South America, United States, and Canada. We are working with some of the biggest names in the industry which includes several hotels, laundries, brands and retail stores.

Therefore, we are very well versed with the requirements of every single market.

# Milestones

Terry Tex first set up a small production unit for local home textile manufacturers.

2003

Terry Tex participated in its first international trade fair in Frankfurt. The exhibition was a huge success and from then on we have never looked back.

2006

2005

Terry Tex worked to enhance its own manufacturing capabilities and established its own export unit, making its first export to Spain in the same year.

2008

Terry Tex witnesses phenomenal growth and a surging demand for its products. It expands its production facility to meet the increasing demand with a workforce of over 150 employees. Today, we have over 250 employees at our in-house facility with a production capacity of 20 over Tonnes per month.

Terry Tex becomes a partner of the ESG Foundation in the UK to promote environmental sustainability, social inclusion and ethical corporate governance practices in business and investment activities.

We also became a signatory of the Women Empowerment Platform (WEP). The WEP is a joint collaboration between the UN Global Compact, the UN Women and is powered by the EU to encourage female social and economic empowerment.

2021

2022

Terry Tex International launches a technological and infrastructure upgradation plan and becomes one of the top few companies in Pakistan to install the Bando Auto Length Hemming Machine at its facility.

A close-up photograph of several cotton bolls on a brown branch, set against a soft, out-of-focus background of more cotton. The bolls are white and fluffy, with some showing the brown, papery husks. The lighting is warm and natural, highlighting the texture of the cotton.

*Quality  
Assurance*

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As contemporary artisans of luxe towel collections, all products manufactured by our production house are exquisitely crafted, hand finished by specialized seamstresses and use 100% cotton. All of our products are therefore extremely soft to touch, are highly absorbent, and exude a sense of finesse.

We work with various qualities, GSMs, sizes, colours and designs. Therefore, all our products can be customised as per clients' preferences.

We use the the Bando Automatic Hemming Machine to ensure that all stitches in towels are aligned in one frame and heavy duty machinery to ensure that quality is always maintained. Our staff also conducts regular quality checks during production in this regard.



# Our Bath Collection

Our bath collection includes hand bath and face towels, bathrobes in terry and waffle, bath sheets, bath slippers and wash gloves. We use different GSMs, qualities and varying weave types like waffle and rice weaves to play with varying textures.





# Our Towel Collection

Towel manufacture involves using different methodologies. We specialise in engineering premier quality budgeted towels to highly luxe pieces in a range of colours, textures and designs to cater to all of our clients needs. We also work with different qualities like airjet, powerloom, combed cotton, open end, Egyptian cotton, zero twist, etc.

# Our Towel Collection



## DOBBY TOWELS

Simple, high quality with extreme softness and minimalist designs, these towels are specially made to exude a sense of luxury and comfort.

## POOL TOWELS

Specially curated using vibrant colours, these light weight yet highly absorbent towels are soft to touch and comfortable to use.

## EMBROIDERY TOWELS

Specifically designed and customised to meet every clients' needs, these towels use special technology and machinery to ensure that every stitch is made with precision.

## INSTITUTIONAL TOWELS

Simple, highly absorbent, and classy, these premium quality white towels are specially produced to cater to the needs of hotels and laundries.

# Our Towel Collection



## JACQUARD TOWELS

A highly coveted technique woven from pure cotton yarn, these luxe towels are made from pure cotton yarn and offer various design options.

## KITCHEN TOWELS

Specially designed in a variety of colour palettes and textures, including waffle and rice weaves, this collection has been specifically introduced to offer comfort in the kitchen.

## PLAIN DYED TOWELS

This range of towels comes in an infinite range of colours, have a smooth finesse and offer vibrancy to your space.

## RECYCLED TOWELS

Recycled cotton towels is a new line initiated by Terry Tex to offer high quality products which are affordable and sustainable for the environment.

# Our Baby Collection

One of Terry Tex's most coveted and highly sought after products is a specially curated baby collection. The articles in this range are fashionable, colourful, fun and yet comfortable to cater to the needs of infants, toddlers, children and young adults.





# Our Baby Collection

The articles in this collection feature cartoon characters, varying colours, fun embroideries and include hooded towels, baby bathrobes, sheets, and napkins amongst others.

Moreover, every product in this collection meticulously follow all hygiene and safety protocols and are manufactured using only the most superior of all techniques.

# Product Gallery



*Waffle Kitchen Towel*



*Yarn Dyed Dobby Towel*



*Embroidery Towels*



*Baby Hooded Towel  
Wrap*

*Waffle  
Blankets*

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*Jacquard  
Towels*







*Embroidered His &  
Her Bathrobes*



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*Plain Dyed Towels*



*Luxury Lace Towel in  
Velour*



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*Institutional Bath Collection*

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*“Our clients are our priority. We never compromise on our quality and we promise to deliver what we promise, no matter what. All our clients are like family. Therefore we don’t just build businesses, we build relationships and we look forward to always working with you.” - From the CEO.*

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# CONTACT US



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