



From Dreams to Dedication

EXCELLENCE IN EVERY THREAD

since 1973





About us

Towellers is at the forefront of redefining textile manufacturing in Pakistan. Established in 1973, Towellers has always prioritized a seamless production process that guarantees exceptional quality across its diverse product range.

A Towellers product is the culmination of the finest workmanship that this region has to offer.

Vision

Be a global leader in the production of premium textile products.

Mission

Drive growth through sustainable and innovative manufacturing, where we put our customers and stakeholders first.

Our Production Suite

Towellens uses the latest technology and equipment along with skilled workmanship to create textiles for all its customers across the globe.



Weaving

Creativity has no limits with the weaving unit consisting of 60 power looms, 50 Nuovo Pignone dobby looms and 12 Pignone jacquard looms. The machinery is specially equipped for warping, sizing, batching, and weaving to produce 500 tonnes of woven textiles per month.



Knitting

The knitting equipment includes Orizio, Fukuhara, Dragon, and Terrot machines with 4-track single jersey, pique, interlock, herringbone, 2-end, and 3-end fleece capabilities that create trendy and contemporary patterns. The facility has 75 machines that also include raising machines.



Dyeing & Bleaching

A world of colors is available as the dyeing and bleaching facility includes HT soft flows, tubetex tubular compactors, Ferrero soft set, Heliot heat set, centrifuge, balloon squeezing padder, and piece dyeing machines. The facility is able to process and dye 40 tonnes of fabric per day.



Printing

Add personality to your textiles with the printing facility at Towellens. The CNTOP and Schenk textile printing machines create engaging patterns with screen printing, heat press printing, direct-to-garment (DTG), and dye sublimation, creating 20,000 printed pieces each day.



Biancalani AIRO[®] 24 Dryer

Biancalani AIRO[®]24, the original dryer for continuous and open width tumbling treatments of woven, non-woven, and kitted fabrics, A-high quality finishing style, which has no equal in the world. the AIRO[®] style.



Stitching

High quality is guaranteed with the in-house stitching facilities having the capacity for lockstitch, overlock, safety, flatlock, bar tack, buttonhole, and button sewing. The facility is equipped with 4 Tajima - 20 head computerized embroidery machines that contribute to the production of 1.5 million garments per month.



Utilities

Sustainability and efficiency are the top priority at Towellers. By generating power through solar panels, co-generation boilers, and gas-fired backup generators, the facility ensures a dependable and uninterrupted flow of electricity.

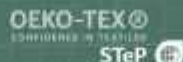
Seriously Sustainable

Sustainability is at the heart of everything we do.

Towellers has all the required certifications in sustainability and has partnered with Oeko-tex, GOTS, GRS, RCS, and BCI to ensure that all company processes are eco-friendly and support the well-being of our people and the planet.



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LIFE



Our Sustainability Impact *as of January 1, 2022

450 tons

Coal Saved

435 tons

CO2 Emissions Reduced

730

Trees Planted

Conscious of the Planet



Responsibly Sourced Fabric

As a member of the Better Cotton Initiative (BCI), Towellers use eco-friendly fabric, obtained from sustainably grown fiber crops or recycled materials. The company prides itself on providing top-quality fabric that is responsibly sourced.



Sustainable Manufacturing

Towellers introduced the ERP System, which enables a paperless environment and supports sustainable manufacturing. The company reevaluates its practices every year and strives to become more responsible in its manufacturing and production.



Solar Panels

Towellers has solar panels installed across all three of its production sites, generating over 1 Megawatt of energy.



Safe Chemicals

The company uses Oeko-Tex certified, non-hazardous chemicals in all its manufacturing, production, and dyeing processes to make sure it is safe for humans and the environment.



Waste Water Management

Towellers has installed a wastewater effluent treatment plant and is planning to extend the unit to initiate recycling.



Traceability System

The company has implemented a traceability system. A traceable system allows information to come from a reliable system regarding sustainability.



Going the Extra Mile

Energy Efficiency

75-80% less electricity consumed due to LED lights.

30% power reduction by replacing main motors with inverter drives.

90% energy loss reduction by insulating all steam and condensate return pipes.

Water Conservation

Installed **water-efficient equipment** with a low liquor ratio.

Installed machinery for the **recovery and reuse** of condensate water.

Installed economizer on the steam boiler for the feed water tank.



Our Products

Towellers offers a diverse range of textile products that cater to the needs of all demographics. Our product range includes towels, knit apparel, knit bedding, woven blankets, and baby textile products.



Towel | Towel Experts since 1973

Dubbed 'The Towel Experts', Towellers is one of the leading terry exporters in Pakistan. From producing luxurious towels to lightweight healthcare products, it caters to all customers. Towellers has served the institutional sectors of North America with its products in all major hospitals and hotels. The company has also tapped into the retail sector and infiltrated hypermarkets in Europe, the US, and South America.

The company has specialized equipment to produce tucked-in selvedge towels for the institutional market along with industrial laundering and in-house lab testing. Towellers has the expertise to make dobby and cam border towels, hemmed towels, custom-woven jacquard towels, and embroidered, printed, yarn-dyed, and plain towels.

Furthermore, our design team develops several collections a year with unique products to meet the shift in consumer patterns including design-centric, sustainable towels, and thirsty cotton.

Production Capacity: **3000 tonnes annually**

Apparel

Fashion-forward and functional apparel

Towellers is one of the largest knitwear apparel manufacturers in Pakistan. It has an end-to-end process from knitting to finished garments with modernization and a complete vertical setup, to ensure quality across the entire apparel division. The processes are streamlined due to dedicated product development teams consisting of designers, pattern makers, and sewing technicians.

The apparel division at Towellers has seen exponential growth over the last decade due to exceptional fabric development and ethical practices in manufacturing.

The apparel division can manufacture a diverse range of products from basic lines to washed and embellished value-added collections with a socially compliant unit, certified by all major retailers. All processes involved from knitting to packaging are conducted within the premises ensuring a standard quality for all products.

The knitting capabilities in circular knits include interlock, jersey, pique, French terry, 2-end, and 3-end fleece, and yarn-dyed feeder stripes.

Production Capacity: **18 million garments annually**





Knit Bedding & Woven Blankets

Comfortable bedding,
customized to your needs

Towellers has specialized designers who work with different fabric qualities and colors to create various textures, including solid-dyed, printed jersey, yarn-dyed, and mélange.

The facility has a vertically integrated setup for jersey bedding and the workforce is skilled in the manufacturing of duvet covers, sheet sets, and fitted sheets for both institutional and retail markets.

Towellers is an expert in catering to all segments, which include creating leno weave and snag-free blankets for the healthcare market, honeycomb and charisma blankets for the hospitality market, and fashion-forward design-centric muslin and recycled blankets for the retail market.

Baby | Baby linen — made with love and care

Towellens manufactures a variety of Oekotex Class 1 certified safe baby textile products, of the highest quality that are environmentally friendly. Producing in prints, solid dyes, knitted, and woven qualities, the products are appealing to children and practical for parents.

The product range includes sleep sacks, crib-fitted sheets, throws, and swaddle sets along with baby blankets and hooded towels.





Our Story

For over **50 years** Towellers has been weaving textiles that are a part of millions of lives. We're entwined into the narratives of our clients and we're part of their story.

A story that **began in 1973**, by Mr. Shaikh Mohammad Obaid, who founded a humble company of only 6 terry looms, making the finest towels in the market and turning that into a company called Towellers.

Within 10 years and his hard work, grit, and a **vision** to be the best, those 6 terry looms turned into a significant network of factories with a diversified portfolio of products both in Pakistan and abroad.

In 1986, Towellers knitted apparel gained scaling success achieving a top market position in the country.

For the next 32 years, Mr. Obaid expanded the business and made Towellers the trusted manufacturer globally, taking the **'Made in Pakistan'** tag to international markets. Towellers successfully won the top exporter award for two decades.

In 2010, Towellers saw a change in leadership when Mehreen Obaid Agha was appointed as CEO. Taking her father's legacy as her guiding principle, she ensured the continuation of the values of Towellers where each client was treated as family and each product was produced to perfection.

Mrs. Mehreen Obaid Agha was later joined by her sisters as fellow board members. The Obaid sisters established themselves in the industry by taking their father's vision as their north star. They made Towellers a part of a handful of **female-run textile companies** in the region.

Today Towellers employs over 5000 employees, with exports of over \$55 million. With scaling success in the knitwear apparel division, Towellers is continuously expanding its apparel manufacturing achieving a 75% year-over-year growth. Towellers facilities are operational day and night to produce exceptional textiles but what makes it so unique is that every thread tells a story of how a man and his daughters created a company that wanted to be a part of the lives of all its customers.



Towellers Cares

Towellers understands the responsibility it has towards its customers, stakeholders, and the community at large. As part of Towellers' commitment to being a conscious market leader, the company prioritizes initiatives that would benefit stakeholders and all communities it aims to serve. As part of that commitment, Towellers has the following outreach programs that put people first.

Education for All

Education is a major tool in empowering communities. Towellers facilitates the education of children of the Towellers family. All employees who require assistance in sponsoring the academic ambitions of their children are aided by the company.

TCF X Towellers

Towellers is a contributor to The Citizens Foundation (TCF) and supports their cause of making education accessible to all. As part of the TCF and Towellers collaboration, the company has invested in the Malir campus.

Vocational Training

Towellers believes in constantly striving to be the best and to ensure all members of the Towellers family are skilled for the job, vocational trainings are conducted at the company to equip all employees with exceptional workmanship. The trainings aid in uplifting the economic status and living standard of the workforce through employment based skill development.



Our Customers

ZARA

WEATHERPROOF

Bershka



terranova®

P&B
PULL&BEAR

TALLY WEIJL



STANDARD
TEXTILE INC. 1940



CONCIER
MAISON • LA BIEN • LA BIEN • LA BIEN

CALLIOPE

Marshalls

TJ-maxx

HOBBY
LOBBY

buy buy
BABY

BED BATH &
BEYOND

HOME
SENSE

JCPenney



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