

JAWAID BROSS

EST. 1984

JAWAID BROSS SUSTAINABLE VISION FOR 2022

GETTING TO KNOW:
MOHSIN SAJID AND HIS
VIEWS ON
SUSTAINABILITY

JAWAID BROSS:
A LEGACY OF
38 YEARS

THE POWER OF
PACKAGING IN
ONLINE SHOPPING

A LOOK INTO OUR
SUSTAINABLE TRIMS
COLLECTION **"SAVEARTH"**

8 WAYS
TO BE MORE
SUSTAINABLE



Welcome to our Vision of Sustainability



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OUR CEO'S MESSAGE



AT A GLANCE ABOUT JAWAID GULZAR.

Mr. Jawaid Gulzar founded this company in 1984 and has loved the challenge of focusing, understanding, developing and growing the business over the last 37 years. He started his journey by manufacturing labels and grew his way into a vast variety of trims and accessories for garments.

Today, Jawaid Bross stands as the No.1 branding solution company for Garments in Pakistan having world renowned brands as their clients.

Sustainability requires our collective efforts. The truth is that there will never be a right answer to our environmental problems.

As a CEO of a sprawling fashion trimming and packaging business, I hear the word “sustainability” thrown around in client meetings and board rooms. At one point, customers have a genuine concern for the planet. On the other hand, business owners are perplexed about what they should do.

No business would like to lose customers. However, sustainability has its cost. For a brand to become “sustainable”, there might be costs involved. The business might require an overhaul. The overall market prices of your products rise. It all seems overwhelming.

Yet, it is popularly said, "Not everything that can be counted counts, and not everything that counts can be counted."

Often attributed to Albert Einstein, this quote was first found in the works of American sociologist, William Bruce Cameron.

The same is with the concept of sustainability. It does not matter who does it. The real aim is to get things rolling. Conversations and actions need to be made.

Therefore it is best that you should know why this trade publication was printed on paper. Yes, we had made every arrangement to distribute this magazine digitally. However, digital media has its limitations. It is seldom kept and forgotten.

Print media can be passed on in different manners. Yes, some will attribute this to green washing—and, they do have a point. However, there can be an operational balance. Before going forward with this trade publication, our team worked tirelessly to reduce the environmental cost and carbon footprint of the project. From picking the paper to selecting the final layout, we have tried our best. At this moment, we would like your help too.

We would encourage you to reuse and recycle this magazine. If you can, pass it on to someone who can find it useful. Perhaps, give it to someone who likes to read. This trade publication has a business expanding motive. However, it also wants to spread awareness about sustainability in fashion and retail. It aims to recognize the unsung heroes and heroines who are fighting the good fight.

If you know any projects that work towards sustainability in fashion and retail, let us know about them via email at (info@j-bross.com).

Sustainability requires our collective efforts. The truth is that there will never be a right answer to our environmental problems. However, we should all try to play our part as there is no Planet B.



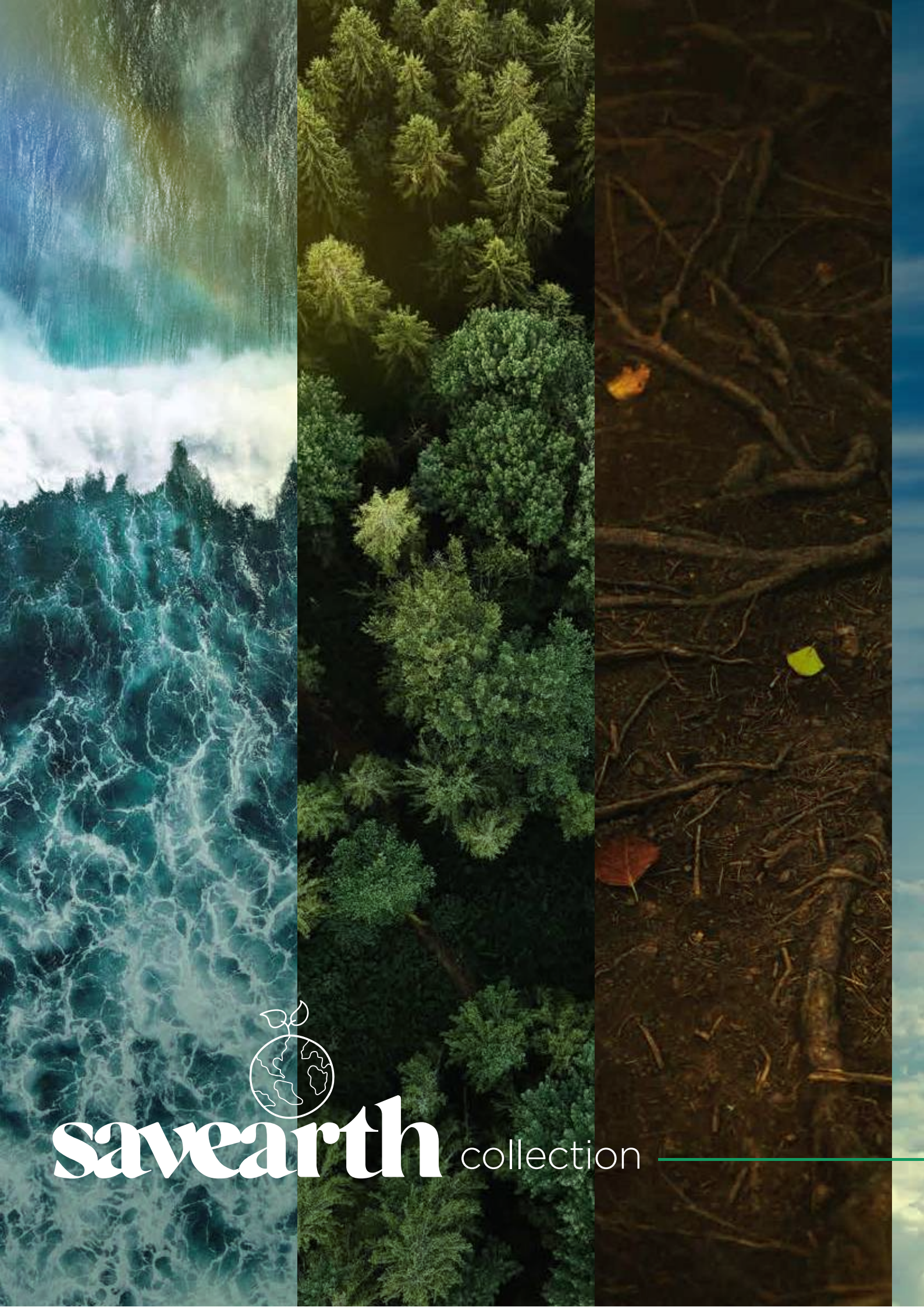
Sincerely,
Jawaid Gulzar
CEO

JAWAID BROSS
G R O U P



A person stands on a rocky peak, looking out over a vast, hazy mountain range. The scene is bathed in the warm, golden light of sunrise or sunset, creating a sense of solitude and awe. The mountains in the background are layered and shrouded in mist, emphasizing the scale of the landscape. The person is a small figure in the foreground, providing a sense of perspective.

**The Earth is
what we all
have in
common.**



saveearth collection



what is the savearth collection?

At Jawaid Bross, We want to help our clients become more sustainable. Our Savearth Collection is a comprehensive range of conscious, responsible, eco-friendly garment accessories that reduce the environmental impact significantly. We also make sure not to compromise the aesthetics and performance of paper trims or packaging it replaces.

We're confident that no matter which product you're looking to make more sustainable, from recycled to degradable materials, our collection will meet your sustainability needs.

GETTING TO KNOW

MOHSIN SAJID

A LECTURER,
A DENIM HISTORIAN,
DENIM DESIGN SPECIALIST,
OWNER OF ENDRIME LTD.

in Collaboration with Jawaid bross



For me, there's no future in Polyester – it's a cancer for our Earth – that and petro chemicals based dyes as well.

When did you first develop an interest in designing a Denim?

I did a denim project like most fashion students while I was studying my Fashion BA at Westminster university back in 1999 – I learnt about the fabric and I remember designing a dress, with geometric shapes, twin needles and I used real washer and burr rivets on the stress points. I clearly remember enjoying the fabric – but I didn't use the fabric again until I left university 3 years later. My 1st job was working for a company called Oki-ni, (back in 2002) where I designed for Levis Japan, Levis Europe and Evisu. I had also traveled to Japan and Far East about this time. The love affair started about then.

I was soon headhunted and worked for Edwin, where I helped set their fits and blocked for their European line.

I was also invited to attend a special denim history workshop at Cone Denim, where I saw vintage x3 Draper looms and saw the cotton spinning process for the 1st time. I was very lucky. As not many designers would have got the denim training I did – so I used the knowledge and experience and ended up designing denim collections for many brands from Pringle, DKNY jeans, Timberland, Lee, Vivian westwood, Jill sander and most if not all the high street from Zara to H&M to Topman and Topshop and Primark.

As a teacher, how would you describe your teaching style?

My teaching style is very honest and hands on. Each year I do many workshops where I give denim history master classes which often last for over 3 hours – I've never been a fan of cheap manufacturing, and that reflects on the way I teach. (Always clean construction – and no overlocking) I often do hands-on workshops where I teach how to make a pair of jeans. There are 100's of students each year who take up these courses – plus for the last 3 years I have been a part of the transformers foundation, where I'm



one of the main organisers. I am proud to state that atleast 4 times an year, I host and organise denim educational events where upto 500 students and 30 fashion colleges attend. I'm actually a designer who enjoys teaching, but I feel it's important to still have one foot in the industry if you're a teacher, This way you can educate the students about the current ways of designing.

My Teaching actually started soon after I returned from Cone Denim- Denim College (which was based in Greensboro's North Carolina). I was asked by my old tutor to return to school and tell them about my career so far and give a denim history class. I really enjoyed it and ever since I haven't returned. Soon I was asked by other colleges and universities to help on their denim and workwear

projects. The number has grown to well over 20 colleges now. But I am most proud of teaching the Master Students at Royal College of Art, and setting up the denim innovation project at Ravensbourne University – which I have been doing and heading up for over 7 years.

Are Materials like Hemp and TENCEL, really the future of denim?

For me, there's no future in Polyester – it's a cancer of our Earth – that and petro chemicals based dyes as well. I also don't see a future in cotton and its over consumption.



I love Cotton, but it's a premium article that we have overused and abused. If you actually calculate the amount of water used and manpower and overset the damage it causes to each country that grows and harvests it – price wise it does not make sense. Farmers do not make enough. In my personal opinion, fast fashion companies should be banned from using virgin cotton altogether and should only use recycled cotton.

TENCEL® Lyocell, is nothing new, it was invented 25 years ago, but very recently, more and more fashion designers are starting to use it. It's clear as water, its far more sustainable than using cotton, with the amount of water saving alone. And the fact Lenzing the company that makes TENCEL® Lyocell, only uses tree from sustainable farms, and the trees that are only rain fed. Its managed so well. Tencel is also super strong and it blends very well with cotton and other fibers, only this month they have come up with a non-shiny version.

Having said that, HEMP is coming as a strong contender as well. *Only about last year, it was made legal in Pakistan.*

Hemp has had a bad reputation, mostly created by cotton lobbyists groups, it was banned outright together with Cannabis in the 1920s, but we now know, it's the strongest of the natural fibers. It was used well before cotton, with almost 10,000 years of history. Archaeologists found remnants of hemp cloth in Iraq that had been spun around 8,000 BC. The Europeans had learned about this material in 1,200 BC and the knowledge spread around the continent extremely fast. The Chinese knew about the hemp material benefits too, having the history of over 6000 years of hemp cultivation. Even though Hemp is the oldest fiber that man has been using, it's still relatively young when it comes to the machinery. In 2018, United States farm bill passed leading the way to hemp production legalization - awakening Hems 100 year hiatus. Cotton spinning has had a huge head start. So the next step is spinning technology and inventing newer machineries that can be focused on Hemp production.

Furthermore, it's antimicrobial and antibacterial. It also vacuums toxins, like chemicals and heavy metals, out of the soil and groundwater. In fact, through the process, hemp can absorb a wide variety of compounds from the soil including heavy metals, radioactive elements, pesticides, herbicides, fungicides, and explosive fuels. Most amazingly, one acre of Hemp produces more oxygen than 25 Acres of a forest. Hemp is a miracle, it's crazy we have not been using it more.

Simply put, Hemp has the potential to save the world.

What can you tell us about Transformers Foundation?

Transformers Foundation has been around for many years and was a part of kingpins show, but 3 years ago, they separated and started as a foundation. Me and Sadia (my wife) have been consultants for the foundation well after it was created. We even helped design and finalise their logo.

Transformers Foundation is the unified voice representing the denim industry and its ideas for a positive change. It was found to provide a thus-far missing platform to the jeans and denim supply chain, and a central point of contact for consumers, brands, NGOs, and media who want to learn more about ethics and sustainable innovation in the industry.

There's actually no other company with its main aim to spread knowledge and educate. My company is honored each year to be asked to work for them. It has grown immensely as the specialist and other consultants involved are the best of the best. If you want to learn more about our industry – join a zoom session and hopefully, some live events as well with the Transformers Foundation.



What do you think of the denim industry in Pakistan?

I've been coming to Pakistan as a child (since more than 35+ years) but for the last 10 years, it's the Denim that's been calling me there. I've been a huge fan of Pakistani denim companies, and have been personally been promoting them. The fact is some of the world's best denim comes from Pakistan – it's a power house to be frank. And most importantly, Pakistan is leading the world when it comes to sustainably made products. From the fabrics to how it treats its workers, to the most advanced buildings and LEEDS certified factories, they have it all. I've seen some of the best factories worldwide, and Pakistan is right up there on the top.

Tell us about your experience in working with some of the companies in Pakistan on alternate materials for denim?

I've personally worked for many of the best companies in Pakistan, all over really. Down in Karachi, and up in Lahore. I've been impressed by most. Yes, there are a few bad eggs – even these companies are leveling up now. I am actually impressed by the younger generation, who are in there early 30's and turning towards 40s – as this generation is the one who have gained ample knowledge in the field and applied to their family's denim mills and garment factories to make them better.

“Simply put, Hemp has the potential to save the world.”

More recently I have worked with a number of mills on Hemp Programs. I've personally spoken to a number of mill owners for the past 10 years, telling them about HEMP – so it might be partly my fault that there's been a huge explosion of hemp in Pakistan. I did a ground breaking project with Naveena Denim LTD based in Lahore. I designed a range of Hemp and TENCEL® Lyocell fabrics and garments, it was called BAST RECAST – it was ground breaking – it used a combination of older WET SPUN and Newer Cottonized Hemp.

How important do you think it is for Paper Trims and Metal Accessories to be sustainable as well along with the denim garments?

The fact is, telling a story is very important in the denim world. So branding, in terms of paper, labels, or joker labels down to the leather patches and branded buttons and rivets – all these things are important – Most jeans look similar – so these are most of the time the only way a designer or company get to tell their own story through. Yes, in recent years – more focus has been on sustainable trims, the types of inks and plating methods on metals. I do think more exploration is needed to design such trims, if you put them in a land fill, they will disappear, but most importantly they can be easily removed to recycling for a real circular product, that should be the focus.





What do you think of our "Savearth" Collection of sustainable trims?

I think what Jawaid Bross is doing is superb, from using TENCEL® Lyocell in woven labels and sustainable plant based inks – to better plating methods in your metal trims. This is what the world needs right now, to be more responsible and doing your part. I think with this collection, you guys have proven your point of doing your part very well. I have personally visited your factory a several times – it's my personal mission to get you on front with many other designers.

Curated by Fahad Hayat

Our *100%* Recycled Hangtag
based on our *"Savearth Collection"*

8 WAYS

*TO BE MORE
SUSTAINABLE*





The hardest thing for people to understand or really embrace or accept is that everything each and every one of us does affects everybody else on Earth.

- Bill Nye

The Famous Science Guy and sustainability adviser for Canada Goose



1. RECYCLE

There is an incredible amount of plastic and other substances that take centuries to biodegrade.

That's frightening. Recycle anything that you can to put Earth into a cycle of reusing. Also, as a friendly reminder, please wash all of the items you recycle!

Recycling bags are clear and if your sanitation department sees any form of food in your recycling, they'll toss it into the trash.



2. DONATE YOUR USED CLOTHING

There are plenty of people who could use that blouse you don't love anymore or pair of jeans that you're not into now because your style has changed. Even leather boots take 50 plus years to biodegrade. Take the time to drive to a donation bin near you.

3. BUY LESS CHOOSE WELL

We have been bombarded with the temptation of novelty through the advent of online shopping and social media, while the fast paced nature of new collection releases has led to us expect constant newness. It is clear that we can no longer continue on this trajectory as we exceed the limits of the earth through our over-consumption.



4. DO SHOP SUSTAINABLE CLOTHING

Sustainable brands are constantly using their platform to spread awareness regarding climate change. There are so many brands that are sourcing sustainably, paying fair wages to their employees, and even giving back in some instances.



5. GET A REUSABLE BOTTLE

We're all about a reusable bottle. Plastic bottles actually use petroleum to be made, so the harmful effects of using plastic are still unknown. Save your planet, use a reusable bottle.



6. SUPPORT YOUR LOCAL FARMS

Buying produce from a farmer's market is guaranteed farm to table. No harmful ingredients, no not knowing what's going into your food or how it's being made. Bonus points for making sure those hard-working individuals get paid their fair share.

7. SAY NO TO GROCERY BAGS


With more and more cities banning the use of plastic bags, it goes to show that buying a small tote goes a long way. Plastic bags produce so much waste. To be honest, they're even hard to carry! If you really have to use your store's bag, go for the paper one, it's much more sustainable.





8. PLANT MORE TREES

Planting more trees will contribute to global reforestation efforts, restoring lost forests, repairing damaged ecosystems and mitigating climate changes. Trees help to combat global warming by absorbing carbon dioxide, removing and storing carbon while releasing oxygen back into the air. Some of the environmental benefits include the fact they help to prevent flooding and soil erosion, by absorbing thousands of litres of stormwater. The value and purpose of trees is enormous; and their existence is vital for our environment.



It's small changes like these
which could help you to lessen
your environmental impact.

REUSE RECYCLE REDUCE

Our TENCEL™ based label
from our “Savearth Collection”



CONCI
SUSTA
ECO-
RECY

A close-up photograph of a green woven fabric label, likely made of TENCEL, attached to a dark blue or black fabric. The label features green text in a bold, sans-serif font. The text is partially visible and appears to be arranged in four lines: "CONCI", "SUSTA", "ECO-", and "RECY". The background is a blurred green and blue, suggesting a natural setting.

ous
ustainable
friendly
cle


saveearth collection



The Power of Packaging

In Online Shopping.

Back in the marketing school, the first thing we were taught was the Kotler's Marketing Mix. According to this popular school of thought, there are four Ps of marketing: product, price, place, and promotion.

For what it's worth, this concept looks like a universal truth. Obviously, you need a product which should have a price that should be made available at different places to be marketed with the help of promotional activities.

But, if you take some time to think, you will find that Kotler's 4Ps theory has a vital component missing: *Packaging*



While many will argue that packaging is a part of a product and it's branding, I think differently. In this era of influencer marketing and educated consumerism, you can't take packaging lightly. It can't be just any box or a label.

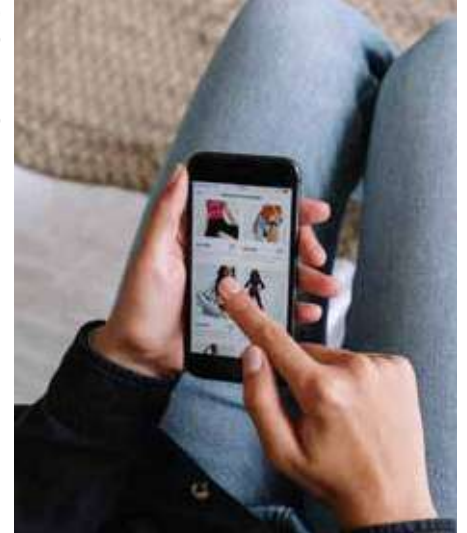


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Last year in June, after the pandemic, online sales grew 73.5% year-on-year and this shift to e-commerce has seen brands re-think their packaging. They can't wow customers with funky visual merchandising displays if they don't leave their houses to see them. But retailers can create customer excitement by improving the unboxing experience at home.

In 2020, over two billion people purchased goods or services online, and during the same year, e-retail sales surpassed 4.2 trillion U.S. dollars worldwide.

www.statista.com



Every branding detail on the garment, shoes, home textile tells a story about the product. From it's packaging to it's labelling to the tiny engraving on it's button and even the hang-tag that it comes with.



“Online sales grew by 73.5% year-on-year”

With the rise of online sales, the demand for sustainable products is also on the rise. A healthy discussion is taking place as to how such products are packaged, labelled or branded sustainably.

Packaging along with a label, sticker or a hangtag gives the product a personality. It's important for these accessories to be sustainable as well along with the product itself. Being eco-friendly may come with a financial cost to retailers, but it's no longer the future for packaging. It's officially the present state.

images: unsplash.com, pexels.com



Our HEMP based label
from our *"Savearth Collection"*



RE IS
AINABLE



URE IS
STAINABLE



Planting Trees

with Urban Forest



Ever since the rise of temperatures due to climate change, it has been said to plant more trees and rightly so. Planting trees can prevent climate change and provide a sustainable living for mankind.

Tree plantation is important as they improve life and fulfil essential needs. The trees also cool the environment through their leaves by absorbing the heat of the sun.

We are proud to be contribute to this cause by becoming a part of the Urban Forest Initiative.



The aim is to create evergreen, sustainable forests to restore degraded environment in the City of Karachi.



Urban Forest

"The mini forests will help bring the ambient temperature down once fully grown. Moreover, they will also hold thousands of gallons of run off water after rain."

- Shahzad Qureshi






savearth collection

Our Recycled Cotton based
label from our *"Savearth Collection"*




savearth

**conscious
sustainable
eco-friendly
recycle**

JAWAID BROSS

A LEGACY OF

38

YEARS



Jawaid Bross, a 38 years legacy in branding of garments, The company started off with manufacturing labels and made it's way forward towards paper trims and accessories for garments. Then later in collaboration with T&S Buttons Hong Kong, we laid the foundation of a International standard Metal Buttons manufacturing unit in Pakistan.

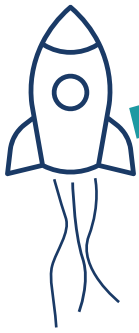
We became pioneers in accessories and packaging of garments by providing all solutions under one premise. Labels, trims, accessories, packaging and metal buttons, our customers are provided with a variety of innovative branding solutions.

Jawaid Bross's success has been to understand their customers needs and provide them speedy solutions. We are constantly making efforts in reducing the lead time from production to delivery at the customer's factory premises.

Our dynamic, committed and motivated team of employees who strive everyday to achieve excellence along with constant innovation has been some of the key factors in our continuous success. We, at Jawaid Bross greatly value our employees, specially the ones who have been working with us for more than 15 years. We hold them in high regards.

Our international standard Certification is to ensure the trust we carry of our customers on us. We are committed to be more responsible and deliver quality.

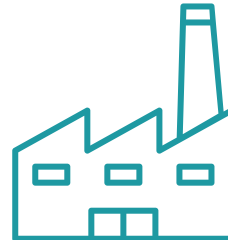




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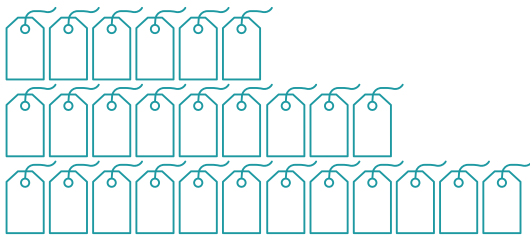
Jawaid Bross
begins
their **journey...**

Number of
Employees
gone
UP_



2008

Moved to a bigger
factory to respond
to bigger production
demands.



Production Capacity
reaching **millions**



One of the most
well known and
recognised
garment
accessories
manufacturers



Nomination
and partnership
with **world's**
major fashion
brands.

Some of our Employees
have been with us for
more than

15

years



Our Recycled Plastic Bag
from our "Savearth Collection"





THE
RE IS
UNABLE

CYCLED BAG

responsible eco-friendly recycled



How to Reduce

**Carbon Emissions caused
by Freight Transportation**

Frequent use of cargo shipments are polluting the marine life and the use of Cargo Planes causes carbon emissions which has a negative impact on the environment.

Reducing the use of cargo, will eventually reduce the carbon footprint and will lessen it's environmental impact.

Here are 3 Major Ways to Reduce Environmental Impact of Freight Transportation:



Buying local:

In the past years, as the situation of climate change becomes more alarming, focus on minimizing cargo transport and utilizing locally produced raw materials has gained momentum. Local manufacturing helps in reducing the use of transportation which eventually reduces the carbon footprint significantly.

Buying local is considered to be the best way to become environmentally friendly and to reducing the use of frequent freight transportation. It also helps in supporting the local communities at the same time.

Artificial Intelligence can work with GPS devices to optimize international, national and local shipping routes.



Route Optimization:

Until logistics move to electric and other sustainable vehicles, route optimization is one of the best ways to reduce the environmental impact of transportation and distribution. Artificial Intelligence can work with GPS devices to optimize international, national and local shipping routes.

Advanced analytics can even update routes in real time to take account of congestion and other issues.



Consolidate Shipments:

An empty container is a wasted container. Predictive analytics can predict where and when goods are going to arrive and consolidate shipments from multiple suppliers going to multiple final destinations. This makes the most efficient use of assets (i.e., containers, trailers, etc.) and transportation, reducing the total amount of greenhouse gasses generated per unit of cargo.




savearth

Our *Eco Friendly* Finished Metal Buttons are *LCA Certified*

These are the key
characteristics of our
Eco Friendly Metal Buttons



Reduction of
GHG Emissions



Reduction of
**The Chemical
Consumption**



Reducing **the
Generation of
Sludge**



Reducing **the
use of water**



Reducing **the
use of
Electricity**

EST. 1984

JAWAID BROSS

METAL — TRIMS — LEATHER — LABELS

**YOUR SUSTAINABLE
BRANDING
SOLUTION**

JAWAID BROSS

image: unsplash.com



ADDRESS

Plot# 5/2,
Sector 15 Korangi,
Karachi City, Sindh.

WEB

www.jawaidbross.com