



# Introduction

Looking back on our 25-year journey, SM Exporter started as a small but powerful idea, built on strong values and clear priorities. From day one, we made a firm decision not to create a business that only chased numbers or revenue. Our vision was bigger. We aimed to build an organization that created meaningful employment opportunities in Pakistan. Every strategy we designed and every decision we took was measured by its impact on people and the environment.

Today, I feel proud to see how far we have come. Being recognized for our commitment to sustainability, transparency, and environmental responsibility is a milestone, not the destination. This recognition proves that our values work in practice and motivates us to push further for a greener and more responsible future. None of this would have been possible without the dedication, hard work, and support of the entire SM Exporter family.



# Welcome

# Director's Message

**SM Exports** was found in Pakistan with the dream of serving to the field of Apparel & Home textiles. More Than 25 years of my experienced in the field of Marketing & Operations, our company become a breath of fresh air and driving force for the industry with both it's innovative perspective and quality policies.

Today we are exporting products to USA, UK, Canada Europe and Australia Market. My aim to grow our company in a manners where can satisfy our clients in all respects relate with quality and service.

The greatest support of our company up to this point have been our employees and our partners who we have proceeded and work with.

**As The Managing Patner SM Exports** , I see our success target as quality at all times and also innovative prospective. I would like to express my thank to every one who kept sharing this passion with us



**SM EXPORTS**

# Vision

Our vision is to strive for a global leader in fashion-knit and fashion outerwear by empowering innovation and design to provide total customer satisfaction. We strive to be a caring and well-managed organization for our business partners, customers and employees and also to be a responsible corporate citizen to our society.



# Mission

Our mission is to serve excellence through commitment, integrity, honesty and teamwork. To innovate, enhance, provide best-value products and services to global customers. To make a difference through our branding to stay ahead of fashion trends, market changes and latest technology. To enhance the quality of life for our business partners, customers and employees we go for social compliance.

# Values

Passion.  
Integrity.  
Care.  
Accountability.  
Pursuit of Excellence



# What we do?



Innovation

Development



Quality

Fixable lead times



# Development

## Innovation

- Dedicated product development department with expert team working.
- Developing different yarns like modals, bamboo, organic, injection slubs, all types of heathers, chain yarns etc.
- Different knitting structures, from simple jersey to yarn dyed jacquards etc.
- Chemical finishes like anti-microbial, Resin, wicking, stain repellent etc.
- New washes and garment dyeing techniques
- Quick turnaround in sampling, samples lead time is 3-4 days in closest available fabric and 10-14 days in actual fabric
- Product development in accordance with price points
- Expertise in technical and fit design/patterns



# Quality

Independent Quality control department reporting directly to CEO

Focus is to be pro-active rather reactive as prevention is better than cure

Thorough quality inline process at every stage starting from yarn till packed goods

Quality Control dept. ensures process integrity and quality parameters throughout whole supply chain and each process via continuous inline

Quality Assurance dept. Conduct random audits of products and processes to ensure all parameters are met.

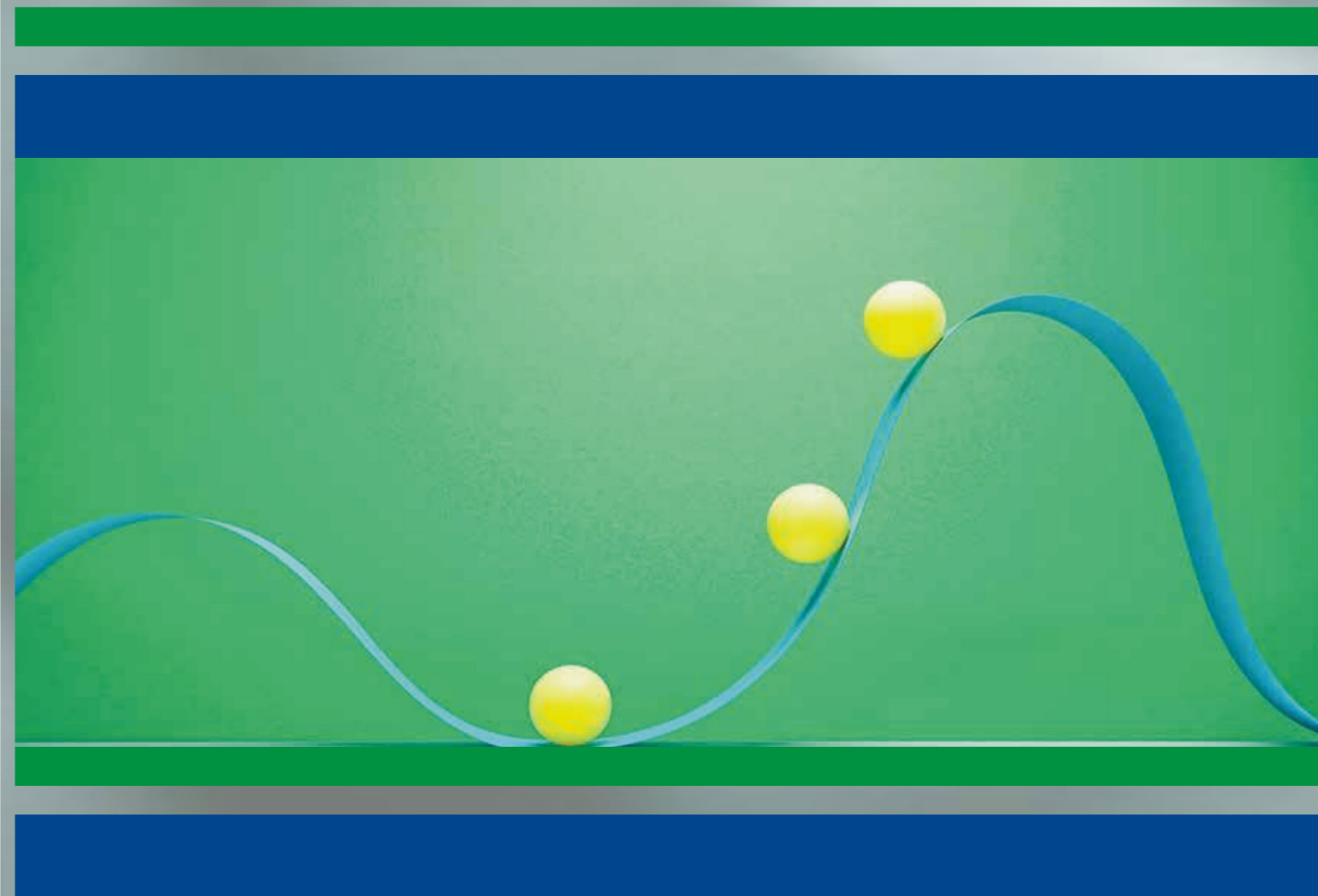


# Flexibility

Shorter Lead times

Quick Turn Around

Supply Chain Tools & Resources



# Yarn Purchasing

We buy high quality yarn to provide our customers with the best quality products. There are various commonly used popular yarn Formation Systems. Some of them are cotton woolen or worsted, staple, Filament yarn formation systems. Also some of the common types of yarns like mercerized, dyed, grindle or twisted.



# Knitted Fabrics

Knitted fabrics are generally light in weight, comfortable in wear even during travel, but yet require little care to keep their neat appearance. The tendency of knits to resist wrinkling is another factor to boost up their popularity.

Knitted fabrics are used for designing active clothing such as sports clothing. Their elastic nature permits for abundant physical activity.

Knitting is the construction of an elastic, porous fabric, created by interlocking yarns by means of needles. A list of commonly used knitted fabrics and its construction are explained. Our expertise are in written below fabrication .

- 1.Flat or jersey knit fabric
- 2.Rib stitch knit fabric
- 3.Purl knit fabric
- 4.Interlock knit fabric
- 5.Fleece knit fabric
- 6.Knitted terry fabric
- 7.Semi jacquard fabric
- 8.Full jacquard fabric
- 9.Lycra jersey & terry fabric



# Fabric & Garments Dyeing

Dyeing textile involved immersing or dipping a fibre, yarn or fabric in a colour pigment to change its colour. we have been doing this for centuries and will continue to dye fabrics for many centuris to come. Our expertise are in below dyeing process:-

## 1. Chemical Dyeing



## 3. Industrial Dyeing



## 2. Natural Dyeing



## 5. Tie & Dye Dyeing



## 4. Dip Dyeing



# Cutting Unit

Our cutting section is being supervised by experienced cutting masters and shapers, who know the skill of cutting. Portable and fixed cutting machines are used in cutting of fabric. We have high quality cutter and tables. The company is planning to add advanced cutting technology, Gerber Accomack software and auto cutter as well. We have cutting capacity more than

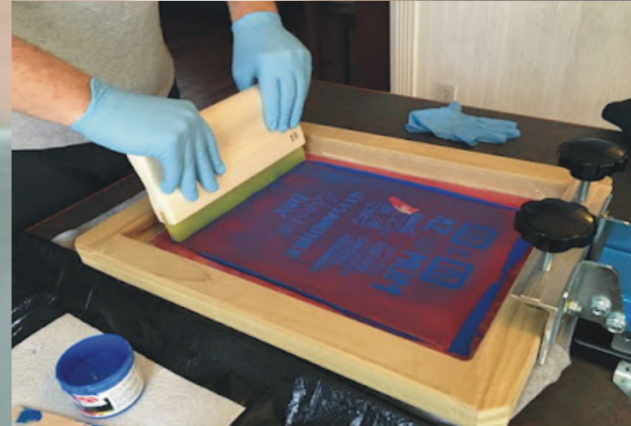
70,000 Pcs/Month



# Printing Division

We are producing all type of printing in house facility.  
We have printing capacity more than 50,000 pcs/month

1. Soft print
2. Discharge Print
3. Photo Print
4. High Density Print
5. Digital Print
6. Puff Print
7. Water & Oil Base Print
8. DTF Print
9. Embossed Print
10. Flock Print



# Stiching Unit

We have most experienced and have qualified Production Manager. We have well Established stitching floors with auto machines to produce defect free Garments with the assurance of quality system. We have stitching capacity around 50,000 to 60,000 Pcs /month.



# Sampling unit

We have separate sampling section where innovative and highly skilled designers prepare sample garments, according to the need of the customers. This sampling section executes all phases of development and ensuring that our strict quality standards are carefully maintained. Our skilled and professional sampling team who work on customer tech sheet and beside this make new developments for customers.



# Products

Being considered reliable in the long and lengthy queue of wear, Ladies wear, Infant & children wear including garments like rugby shirts, stone wash shirts, polo shirts, jogging suits, leggings, body suits, briefs, shorts, pajamas, jog bottoms, sweatshirts, School wears and ladies tops.



**SM EXPORTS**

# Shirts



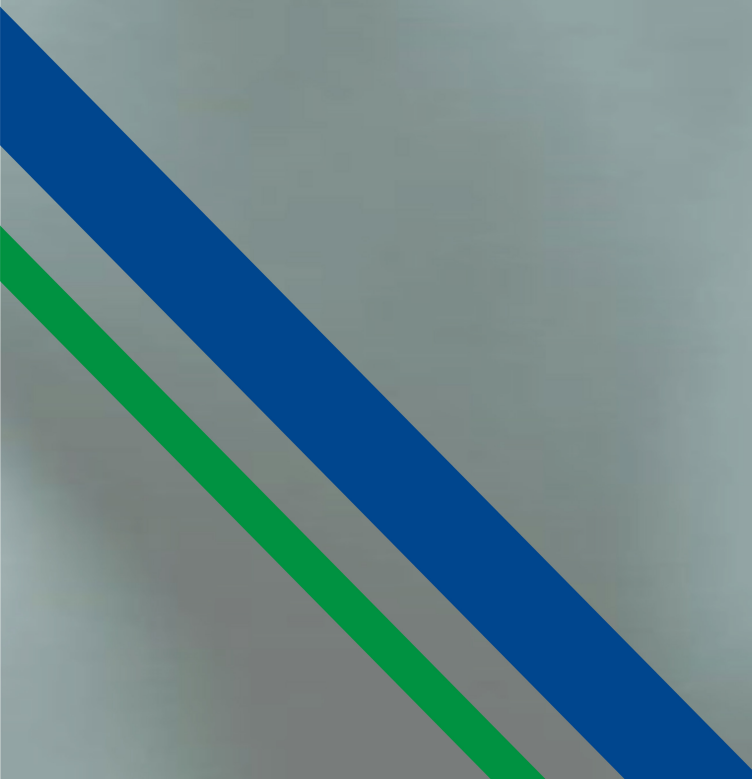
# Pullover & Zipper Hoodies



# Bottoms



# Tie & Dye and Acidwash



# Our Customers

**favela**  
INC

SKINNY DIP  
LONDON

**kaiia**

boohoo  
MAN

GLAMIFY



ASHLEY  
BY 26 INTERNATIONAL

**SURF STYLE**

We are Approved By:

A large red circle containing the Sedex logo. The logo consists of the word "Sedex" in a white, sans-serif font, with a registered trademark symbol (®) to the upper right of the "x". The background of the slide is a light gray world map.

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# Contact Us

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