

Supply Chain

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Made in the Americas

Sweater Production Continues in Los Angeles

T-Shirt Company Partners With Knitting Mill for Growth



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Textile Trends

Lime Twist, Chevron, Grapes, Bull's-Eye



Tradegood Launches B2B Sourcing Community for Sourcing at MAGIC Rollout

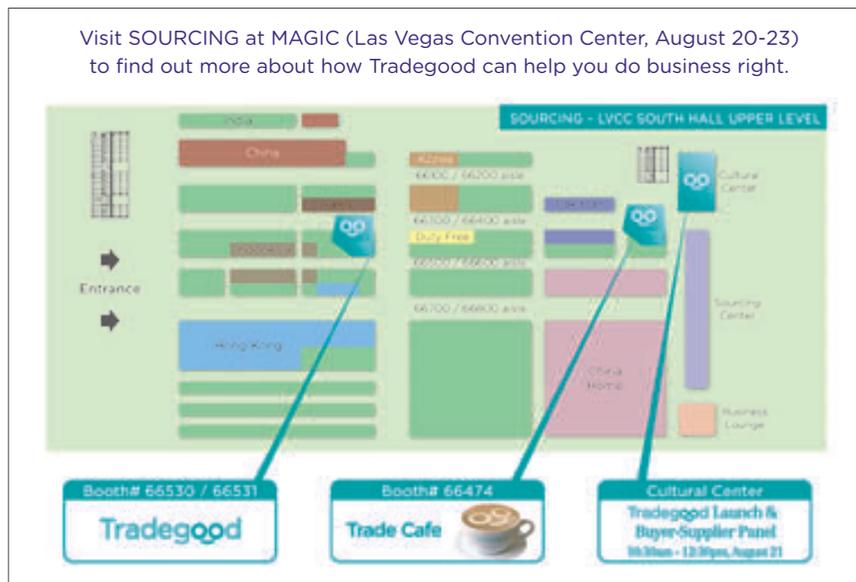
The revelation for strategist Andre Raghu came at an economics conference he attended several years back. The topic was looking ahead to the world in 2014. “A bunch of prediction experts were talking about the problems of information overload,” he recalls. “They said that the next successful application would take away the overload and give you exactly what you need to know.”

“That,” he continues, “was the light-bulb moment for us.”

The us is Intertek, and Raghu has spent the past 17 years working on strategic planning for it. Intertek is the 127-year-old premier provider of product testing, inspection and certification, otherwise known to the trade as TIC services. Intertek’s business, which originated in the laboratories of Thomas Edison, essentially is that of facilitator between buyer and seller, helping each understand the commitment to one another and making sure that all standards are being met by all parties.

In the world of apparel production—an Intertek core business for more than 60 years—Raghu had taken note of the number of IT

Visit SOURCING at MAGIC (Las Vegas Convention Center, August 20-23) to find out more about how Tradegood can help you do business right.



companies introducing systems designed to connect online buyers and suppliers. “When we talked with our clients about this,” he says, “it was clear these technology companies were just creating huge black books. These introductions were not about determining who is compatible with whom, if you share the same passion, commitment, the fit. A lot of people were attempting to create infrastructure, but not the roadmap, just the tracks.”

“For us,” he goes on, “it’s not about simply making connections. It’s about getting better connections. The right connections. And I realized we are uniquely positioned—better than anyone—to do this.” With its widespread global offices and working relationships with some 20,000 authenticated suppliers across over 100 countries, including China, Cambodia, Vietnam, Bangladesh, India, Thailand, Turkey, Mexico, Colombia, Guatemala and El Salvador, in addition to the United States and Europe, Intertek was indeed positioned to, as Raghu puts it, “leverage 100 years of knowledge and experience in getting quality products produced.”

Intertek developed a new solution designed to create the business version of match-making between apparel manufacturers and potential suppliers scattered around the world in both established and emerging markets. That solution is called Tradegood, which accurately describes its function, with Raghu president

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Tradegood

Business done right

of Tradegood North America. Tradegood is being officially launched at the August edition of Sourcing at MAGIC with fanfare and a solid program to offer.

Employing the approach of an expert match-making service, Tradegood member profiles are verified and validated, which increases transparency for buyers and suppliers across the entire supply chain. "We said to ourselves, at the end of the day, it's a relationship," Raghu says. "Whether it's a personal or a business relationship, there are some core values that make them work. The goal is to ensure that when we make a match, it's a successful match, not just a connection."

Tradegood's linchpin is its detailed questionnaire—more than 50 criteria," Raghu explains. "We want to get to the heart of what makes a business tick. What makes it tick is the vision and value system of the management team. We want to know what you stand for, what you are committed to, what you value, what are your deal breakers, what would make you choose one supplier over another. We are trying to make sure that a buyer is matched with a supplier that thinks alike. With Tradegood, you have the information to quickly and efficiently identify trusted and compatible suppliers whatever your criteria."

With Intertek's "workforce footprint of

"Tradegood is not just a new way to connect people, but a game changer for the industry."

—Andre Raghu,

President, Tradegood North America

30,000, most sitting in emerging markets," Tradegood reaps the knowledge from longstanding relationships and personal contacts some five or six times per month with individual suppliers. "Not many companies have the exposure or insight into the information to put it together," Raghu says. "If you are not walking into factories, you can't put this information together."

Once matches have been made, buyers are free to begin the dialogue. For suppliers there are different fee packages, some good for a year of contacts, some pay-as-you-go. "What is important is that it has to produce results," Raghu says. "You have to get what you pay for."

Already, Raghu reports "some real success stories." At the recent TexWorld, Tradegood signed up more than 100 new buyers and made

400 matches. Tradegood is available to buyers of all size companies, including startups. Raghu is negotiating to place Tradegood cafés in some of the leading fashion schools, "places where up-and-coming design and merchandising students with aspirations will be able to connect with supply sources. It's an opportunity for anyone to leverage the advantages of the global supply chain in a lower-risk fashion."

And while some may chide what they see as an effort to export production at a time when production is needed at home, Raghu explains

that American domestic suppliers can equally benefit from matches with overseas buyers looking for that made-in-America cachet.

"We are really trying to create a backbone that industry, students and entrepreneurs can use as a resource," Raghu says. "This should have happened years ago."

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Sweater Production Remains in Los Angeles for High-End Brands

By Deborah Belgum Senior Editor

Even though China has cornered the U.S. sweater market for years, a handful of die-hard companies in the Los Angeles area are still churning out knits targeted primarily for the high-end market.

One of those is **Ball of Cotton**, which launched its own sweater line in 1991 out of a small knit factory in downtown Los Angeles.

Today, it has a 13,000-square-foot facility in Commerce, Calif., with 14 automated knitting machines and at least 10 hand-loom machines that every month whip up 3,000 to 4,000 sweaters wholesaling for \$145 to \$225.

"I am really proud that I make things in the United States," said Eddy Park, who founded the company after years of working at **Picardo Knits**, a Los Angeles company that closed in 1977, and **French Rags**, started by Brenda French.

Another longtime sweater producer that has survived the overseas-sourcing trend is **Andari Fashion Inc.** in El Monte, Calif. It was founded 20 years ago by David and Lillian Wang at a time when four or five other sweater factories thrived in El Monte. Now Andari is the only major one left. "We all knew each other," said Ilona Wang, director of marketing and the Wangs' daughter. "Then they all went out of business. There weren't enough customers, or some people decided there was no future in doing domestic production."

Today, Andari has more than 100 employees, who pump out about 30,000 private-label sweaters a month. The company expects



BALL OF COTTON OWNERS: Eddy and Elizabeth Park have produced sweaters in Los Angeles for decades.

production will grow to about 40,000 sweaters a month with the addition of 10 newly acquired automated knitting machines that will complement the 40 automated knitting machines on hand.

"We have been seeing customers coming back to the 'Made in USA' label," Wang said. "This started a couple of years ago. So this year, our company evaluated our current customer base and decided to add new machines."

While Ball of Cotton and Andari have been around for years, there are a few budding newcomers carving out their own niche.

In early 2007, Evita Chu launched **PDR Knitting** in south Los Angeles as a company specializing in very high-end, private-label sweaters whose retail prices often start at \$600. The company has 16 hand-loom knitting machines and five automated machines



PERSONAL TOUCH: Soon Yi Kim operates one of the hand-loom machines at Ball of Cotton.

that produce about 1,000 to 1,200 sweaters per month.

"We do everything from product development to production," said Chu, who has 22 employees. "We really specialize in cashmere processing, and we tweak the washes."

PDR has done development for **7 For All Mankind's** sweater line, which is produced overseas, and production for **The Row**, the high-end label developed by twins Mary-Kate and Ashley Olsen. The company has even made costumes for Hollywood, knitting a sweater worn by actress Renée Zellweger in "Leatherheads" and a sweater seen on Jamie Foxx in "The Soloist."

Capitalizing on "Made in USA"

Keeping sweater production in the United States isn't easy, but Ball of Cotton, which



STACKING UP: A pile of sweater pieces is ready to be looped into Ball of Cotton sweaters.

has 21 employees, capitalizes on quick turn and its unique design-to-production cycle.

Eddy Park and his wife, Elizabeth, have been producing and designing the label for 21 years, selling primarily to high-end specialty stores.

Eddy Park serves as the company's president, and Elizabeth is the company's vice president. But her title doesn't describe everything she does. Elizabeth is responsible for a range of jobs, from shipping and book-keeping to designing. For the brand's special styles, she looks to runway shows and trends to get her inspiration for the sweaters, whose silhouettes range from cardigans to ruffled-edged tops. She also listens to customer feedback on colors and trends. "We feel joy in our achievements," Elizabeth said.

Almost all the sweaters are hand-loomed and made of an array of yarns that include bamboo, silk lace, cashmere, super-fine me-



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T-Shirt Company Partners With Knitting Mill for Growth

The rows upon rows of cardboard boxes stacked like building blocks inside a warehouse-size building in downtown Los Angeles are the lifeblood of **US Blanks**.

With 300,000 blank fashion T-shirts, sweat-shirts, knit dresses and tank tops in stock, the 4-year-old apparel company is able to fill orders quickly.

"We are totally vertical, from the knitting and dyeing [of fabric] to cutting everything in the U.S.," said US Blanks President Kevin Kelly, strolling through a tall corridor of cardboard.

In a separate building, hulking metal machines produce fabric that is then put into oblong metal cylinders that dye as much as 4,000 pounds of fabric at a time.

US Blanks, which used to be headquartered in Gardena, Calif., was acquired nearly three years ago by **Antex Knitting Mills**, one of

the largest knitting and dyeing operations in Los Angeles.

The two entities combine their strengths to produce a completely "Made in USA" product line whose wholesale prices range from \$3 for a T-shirt up to \$16 for a dress.

Currently, US Blanks uses five contractors to sew the premium fashion blanks, sold principally to wholesalers who put their own graphic imprint on the pieces. Garments come in cotton jersey, poly/cotton jersey, slub jersey, cotton fleece, sponge fleece, MicroModal, 90/10 Modal silk, silk Modal and recycled polyester.

In the next few months, US Blanks will bring some of that cut-and-sew operation in-house with the addition of 60 sewing machines that will occupy a sizeable portion of US Blanks' 45,000-square-foot building, located

across the street from the mammoth Antex headquarters on South Broadway.

"Right now, four of those five contractors are dedicated to our product, but we wanted to have a little more control to make sure things are done correctly," Kelly said.

Kelly started US Blanks in 2008 with the idea that the "Made in USA" cachet would sell well in the United States, Europe and Japan. His first year in business, sales totaled around \$1 million, he said. By 2013, he expects to

see sales hover between \$15 million to \$20 million, about double what they will be this year.

Kelly has a long history in the blank T-shirt business. He started working in 1996 with Dov Charney, founder of **American Apparel**, who had started a new T-shirt business in South Carolina. After that venture went bankrupt, Charney moved to

Los Angeles, and Kelly followed to do sales and, later, production for the budding T-shirt label.

Kelly left American Apparel in 1998 to co-found **Bella**, (now called **Bella + Canvas**) in 1998, a blank T-shirt and tops business acquired by **Color Image Apparel**, located in Commerce, Calif.

Ten years after starting Bella, Kelly launched US Blanks, which now has 1,500 SKUs and 50 employees.

Kelly is dedicated to the "Made in USA" concept, particularly since he has seen other manufacturers complain about rising costs in China. He also believes his partnership with Antex Mills will position the label to grow. "We are like a toddler getting ready to run," Kelly said.—D.B.



T-SHIRT TITAN: Kevin Kelly started US Blanks in 2008 and expects sales to double this year.

Sweaters *Continued from page 4*

rino wool, linen and viscose stretch.

Many yarns are already in stock, as seen by the row upon row of yarns stacked in a room full of shelves standing to one side of the warehouse where the clacking noise of knitting machines is heard in the background.

About 80 percent of Ball of Cotton's production is done for its own label, but the company also does private-label production.

Eddy Park's journey into the sweater business is the tale of a hard-working immigrant. When he was a teenager, his family migrated in 1964 from South Korea to Argentina, traveling on a freighter that stopped at 12 countries and took 2½ months to get to the family's final destination.

The Parks lived in Argentina for seven years before moving to the United States in the early 1970s. Upon arriving in Los Angeles, one of Eddy's first jobs was sweeping the floor and doing odd jobs at **Picardo Knits**.

That lasted six months until a restless Eddy moved to New York, seeking new horizons. He worked in the Big Apple for a few months as a dishwasher before returning to Los Angeles and joining the U.S. Army. Three years later, when he left the Army, he returned to work at Picardo Knits until 1977, when the owner died and the company closed.

Tapping into his entrepreneurial spirit, Park bought five knitting machines from Picardo to make sweater samples that he developed. To his surprise, he got an \$8,000 order. "The problem was that I got the orders, but I didn't have credit to buy the yarns," he remembered.

So he then started doing contract work for **French Rags**, a Los Angeles scarf, accessories and sweater line started by Brenda French. When she decided to do her own knitting, employing as many as 200 people in West Los Angeles, Park worked with her until the late 1980s, when he left to concentrate on his own line that he had wanted to start years earlier.

Park decided to concentrate on selling his burgeoning Ball of Cotton line to specialty stores instead of department stores. The line grew steadily until the terrorist attacks on Sept. 11, 2001. Since then, Park said, business has never been the same, and his employee payroll has dwindled from 50 people to 21.

The slowdown in sales several years ago prompted Park to buy more computerized knitting machines that are faster than handloom machines and offer the possibility to boost private-label production.

At full capacity, Ball of Cotton is able to produce 6,000 sweaters per month.

"In the future, I would like to do more contract work," Eddy Park said. ●

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Chevron

Chevron patterns continue, ranging from Missoni-inspired knits to ethnic abstract designer to “tire-tread” patterns for a more whimsical take on the trend.

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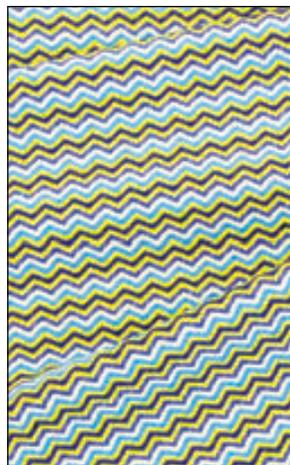
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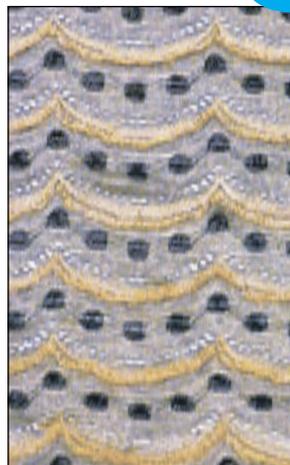
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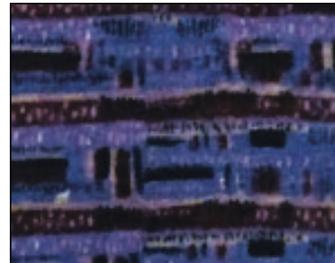


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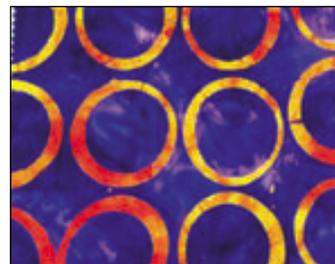


Grapes

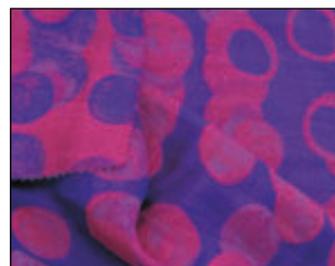
Deep purple shades from plum to grape color textile prints and patterns, including geometric jacquards, sweater knits and batik designs.



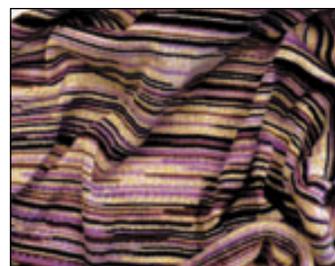
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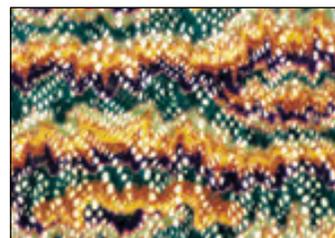
Robert Kaufman Fabrics #AMD-12265-194 "Bubbles"



Opening "Ururo" Jacquard Linen



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Lime Twist

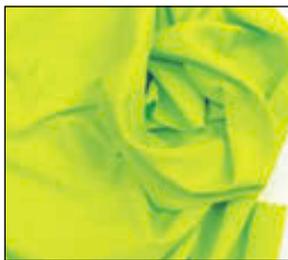
To update traditional stripes, checks and florals, add a twist of lime. Shades range from pale limeade to fresh lime peel.



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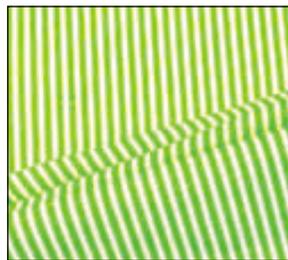
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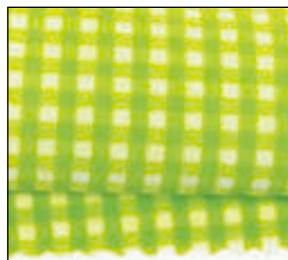
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Bull's-Eye

Circles, dots and curvilinear prints turn up in bold swim textiles and ethnic batik prints or paired with stripes for a retro-geometric design.



Bel Maille Creations #N065 D9977



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Robert Kaufman Fabrics #AMD-12263-194 "Bubbles"

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Product counterfeiting, product diversion and fraud are not new issues. What is increasingly alarming, however, is the skyrocketing growth rate of these crimes—"\$700 billion and growing—it's massive." So says Chip Jennings, CEO of Sekuworks, a company dedicated to formulating systems to outwit the increasingly sophisticated and widespread threat to commerce. Counterfeiting in the apparel and footwear industries alone accounts for upward of \$30 billion annually by some estimates.

Fortunately, the growth rate of anti-crime technology has outpaced the criminals, and that is precisely where Sekuworks comes in. Sekuworks sits on the cutting edge of global brand protection and anti-counterfeit solutions, having created and patented some of the most successful systems in the business.

Sekuworks authentication, verification, and track and trace systems are produced under a Class 1 Security Certification from the North American Security Products Organization (NASPO), the first company to achieve this status. Sekuworks has protected everything from tax stamps to chemicals, pharmaceuticals to electronics. It is making a big push into apparel now, offering the StratOmark™ multi-level anti-counterfeit protection system that, as Jennings explains, combines nicely with information-gathering systems.

It all begins with the "quick response" or QR codes—those black and white spotted boxes that are turning up on all sorts of printed matter. QR codes, when clicked on by a smartphone or other device, can link a consumer to a product's website, coupons or any other information the company wants the consumer to have.

Sekuworks, as Robert Sherwood, Vice President of Security Management, explains, has applied the QR code "as an interface to identify individual products, giving every unit of every product its own unique, randomized code." Marked in this way, each product can be individually tracked, through shipping, distribution and sales. Consumers can verify the product is authentic; manufacturers can control their inventories, check warranties and institute recalls; and marketers can adapt sales and marketing information to the individual consumer.



"The StratOmark™ system combines brand integrity protection, marketing and logistics in a single solution."

—Robert Sherwood, Vice President, Sekuworks

"That's just part of the scalable system," Sherwood continues. "We take it a lot farther. We have complete track and trace with this product." Individual codes can be aggregated so that one scan will divulge the entire contents of a shipping container. They can be de-aggregated at the distribution center and reassigned to shipments for various retailers. If products are diverted, or "dumped," at a big-box discount store, for example, scanning will tell which retailer violated its agreement with the manufacturer. "If that code is scanned anywhere through the supply chain," Sherwood says, "you will know where the product is and where it's going."

The company's Sekuweb Security Print System™ combines the tracking and anti-counterfeit technologies on a sewn-in or PS label or hang tag, in a highly efficient and cost-effective single pass through the machine, combining the multiple levels of protections, including intaglio printing, the gold standard of security print.

"What's really nice about it is that it is totally scalable," Sherwood notes. "You can start simply, put a coded label on a product and collect basic data. As you grow and your budget and needs allow, you can scale the program to use the components you need within the system."

"We're trying to protect the brand as well as the consumer who wants to be sure she has the real product," Sherwood says. "We're really providing integrity to the brand, authentication and metrics—and in real time."



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LuxeYard Launches New Site for Latino Shoppers

New York-based flash-sale site **LuxeYard** is launching a new website designed for the Latino market.

De La Fashion (www.delafashion.com) features Spanish and Portuguese translations and a selection of curated luxury apparel for men and women, beauty products, and home decor at discounted prices. Among the branded products for sale are **Roberto Cavalli** sunglasses, **Soho Hearts** jewelry, **Tripscusive iPhone** cases and **Kitsch** scarves.

“De La Fashion is the ideal luxury style destination for savvy Latin American and Hispanic shoppers who enjoy living a lavish lifestyle, who fill their homes with distinct furniture and décor, and fill their closets with on-trend fashions that epitomize luxury and a life well-lived,” said LuxeYard’s chief of business development, Christian Vega, who has been promoted to president and site director of De La Fashion.

Like LuxeYard, shopping on De La Fashion is limited to members, and a member incentive program is in the works to spread the word. Members who recommend friends to join will be eligible for cash payments once the friend makes a purchase. The site will also allow members to create a customized “De La Suit” by selecting color, inside and cut. Priced between \$400 and \$2,500, the “De La Suit” will be delivered in five to eight weeks after the order.

The website has also partnered with *Latin*



www.delafashion.com

Connoisseur magazine to create a media lounge featuring interviews with Latin celebrities, news and home décor tips, and videos.

“We’ve experienced considerable success with the social e-commerce model that has pushed LuxeYard to the forefront of the flash-sales market, and we look forward to replicating that success with De La Fashion, expanding our reach and making luxury truly accessible for all,” said LuxeYard Inc. Chief Executive Officer Braden Richter. “We’re proud to be the first luxury flash-sales site to bring this new paradigm shift to the Latino and Hispanic audiences, who have a deep appreciation for living a luxe life.”—*Alison A. Nieder*

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New Execs at OptiTex

CAD/CAM provider **OptiTex** named Ziv Leshem as vice president marketing and business development and Ofer Asif as vice president of Asia and emerging markets.

Leshem was previously with Amdocs, where he oversaw innovation scouting and venture investments. His career includes positions at software companies **GigaSpaces**, **InfoCyclone** and **Nareo**, and he served as a manager at **Accenture**.

Asif has worked in direct and indirect sales at high-tech companies such as **Comverse**, **Qmarkets** and **SkyVision**. He serves on the board of Qmarkets.

Based in Petach Tikva, Israel, OptiTex provides 2D and 3D CAD/CAM and virtual prototyping solutions for the apparel, automotive, aeronautics, industrial fabrics and upholstery industries.—*A.A.N.*

PEI Heads to the Cloud With TradeCard for Transaction Management

Miami-based **Perry Ellis International** has extended and expanded its agreement with New York-based **TradeCard Inc.** for the supply chain and trade platform’s **Procure to Pay** solution.

PEI has a broad stable of brands, including **Perry Ellis**, **Original Penguin** by **Munsingwear**, **Jantzen**, **Laundry by Shelli Segal**, **C&C California**, **Gotcha**, **Redsand**, **Anchor Blue** and **Miller’s Outpost**.

In renewing its agreement with TradeCard for another year, PEI expanded TradeCard’s Procure to Pay solution to the United Kingdom, and the company added TradeCard’s Managed Adjustments functionality to help manage supplier chargebacks.

“We utilize an extensive supplier network, so visibility and management around the logistics of product and payments is critical,” said Stephen Hagamon, vice president of shared accounting services for Perry Ellis, in a company statement. “TradeCard provides an automated solution

from purchase orders through settlements and chargebacks. Our suppliers have the resources they need to process and deliver orders on time; we have the tools necessary to ensure visibility and manage deductions.”

Procure to Pay helps PEI streamline sourcing operations—from purchase order through production tracking, shipment and payment—in a single cloud-based system with an “improved invoice interface for payables,” according to TradeCard.

“Automation and integration of physical and financial sides of the supply chain are essential to driving business growth,” said Joe Rodgers, TradeCard’s senior vice president of global sales. “Perry Ellis International has enhanced its supply-chain strategy to improve margins and cash flow by eliminating inefficiencies across the entire supply network. Automating workflows and processes for procurement, chargeback management and customs invoices enables a faster, more efficient and better-run supply chain.”—*A.A.N.*

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FiftyOne Helps Retailers Go Global

By Deidre Crawford *Technology Editor*

When **Tommy Bahama** was looking to take its website global, the company knew it didn't want to do it on its own. After taking a year to develop a site just for Canada, the Seattle-based brand knew it wanted help expanding the site to other parts of the globe.

"It seems like it would be very simple—they're right across the border," said Lisa Atwood, the company's senior vice president of e-commerce. "But the complexities of doing duties, taxes, customs and logistics from the U.S. to inner Canada is really complex, so it took us a long time to design the ability to ship to our Canadian neighbors."

In comparison, the resort and lifestyle brand started working with New York-based **FiftyOne Global Ecommerce** in January, and within six months, the retailer had launched its website in more than 100 countries.

Now when a customer comes to the Tommy Bahama website, the site can detect if it's an international IP address and the site will automatically customize itself to that user, including allowing customers to purchase in either U.S. dollars or their own currency, Atwood explained.

"What they provide is a very quick go-to-market for every country," she said.

FiftyOne initially started as **E4X**, a company designed to help online retailers with currency-exchange rates.

After Chief Executive Michael DeSimone came on board in 2007, he realized that the company had the right idea, but it wasn't solving enough of the problem.

"The original iteration was about taking the friction out of cross-border transactions by resolving currency-related issues," he said.

After speaking with multiple retailers about the challenges they faced when trying to sell online in a foreign country, DeSimone realized the company needed to address the many complex issues involved with taking a business global, such as localizing a website to each country, navigating import and export restrictions, and understanding each country's widely varying laws.

Eventually, FiftyOne evolved into a much more sophisticated platform focused on tackling the intricate logistics of selling internationally.

U.S. retail is a hot commodity right now, DeSimone explained.

"People love to shop here. They love the selection, the competitiveness [between brands], the different styles a brand may adopt or reflect," he said. "And in most cases, retailers are doing an excellent job of translating it to an online experience."

Currently, FiftyOne's country list hovers around 106, varying slightly more or less depending on how an area is defined (as a coun-

try or a territory), but the company is looking to expand its reach.

"We want to be able to say more than 200 [countries]," DeSimone said.

Japan, Kuwait, Dubai, United Arab Emirates, Saudi Arabia, England, Turkey and Australia are just some of the countries that FiftyOne serves.

One of the company's biggest challenges is the subjective nature of some of the importation rules and enforcement of those rules, DeSimone explained.

"In different countries, a lot is left up to the customs officer. A small silk shirt could be classified as a shirt, a women's silk shirt, a child's shirt [a child's shirt isn't charged tax]—and then the next time it's called something else. That's a big challenge."

Other issues include not being able to import jewelry (including watches) into certain countries, how to implement duties based on how much a user has spent outside their home country, rural postal systems and verifying credit card information.

"I understand why the rules are the way they are, but from our standpoint, trying to make it a seamless experience is challenging," DeSimone said.

Because online address verification (checking to make sure a billing address matches the address on record for the credit card) can be a challenge for customers outside of the United States and Canada, the company has become very adept at fraud management, he explained.

The company serves as the merchant of transaction, stepping in at the point of sale and catching all of the information from the consumer to process the payment. This serves to both manage fraud risk and allow the retailer to accept multiple payment options, including non-conventional ones, such as a country's local credit card.

Once the order goes through, FiftyOne creates a domestic order that it sends to the retailer, so that the order goes through the retailer's system like a U.S. order, and then the order is processed through a domestic "cross-dock" in Columbus, Ohio, and sent internationally.

Neiman Marcus, Saks, Guess and Macy's are some of the companies that use FiftyOne for their international websites. The platform also integrates with **Gilt Groupe's** mobile app and with **David's Bridal** and **J.Crew's** mobile websites.

The company continues to grow and recently purchased one of its competitors, **Border Free**, in March. Border Free was a business unit within the Canadian postal service that approached the company about joining it, DeSimone said. ●

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Products and Services: (A&E)—one of the world's leading manufacturers of sewing thread, embroidery thread and technical textiles for worldwide industrial markets—is proud to share their campaign (T.H.R.E.A.D.), Technology to Help Reduce Early Apparel Demise, a global initiative being launched throughout Europe, Africa, Asia, the Americas. With a tagline of "Help preserve the lives of innocent apparel around the world," the focus is to bring to light the advantages of using premium sewing thread. With 122 years' worth of experience under their belt, A&E's premium thread helps make garments that look better and last longer. The campaign also highlights A&E's commitment to environmental and social responsibility.

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Contact: Werner Bieri
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www.designknit.com
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Contact: Shala Tabassi
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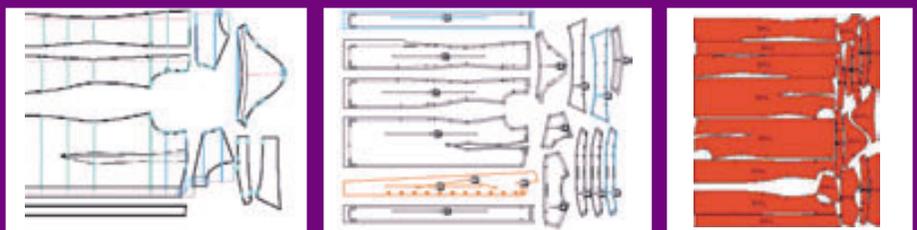


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Services: Tradegood, the new online community, is a dynamic platform designed to not just introduce buyers to an enormous range of suppliers—some 20,000 in more than 100 countries—but also to make solid matches based on multiple points of compatibility. Suppliers are authenticated and verified by an army of more than 1,000 inspectors and auditors, who are on the ground inspecting more than 800 facilities a day, sometimes five or six times in a month. These extraordinary resources are made possible by Tradegood's renowned parent company, Intertek. With 127 years of history and a worldwide network of laboratories, Intertek is a premier testing, inspection, and certification facility for a slew of products, ranging from textiles to toys, petroleum to chemicals. This experienced company saw the need for organizations across industries, including the apparel industry.

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Trade Development Authority of Pakistan (TDAP)

10850 Wilshire Blvd., Suite 1250
Los Angeles, CA 90024
(310) 474-6861

Contact: Head of Trade Division/ Commercial Counselor, Pakistan Consulate, Los Angeles www.tdap.gov.pk, www.pakconsulatela.org, pakcomm@aol.com, and pak-com.la@tdap.gov.pk

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