



# GARMENTS THAT SET TRENDS





# Creating **Distinct Styles**

## **PROFILE**

Aviram Knitters was established in 1979 at Tirupur, the textile capital of India. The company made its foray into the textile industry as a manufacturer of inner garments. The product range underwent a massive revolution during the early 80's. Renowned in the knitting industry for its premium designs and unsurpassed quality, the last 28 years have witnessed Aviram's transformation into a two star export house of garments and exclusive fashion knitwear.

# Distinct Styles



# Knitting

## Crafting Elegant Garments

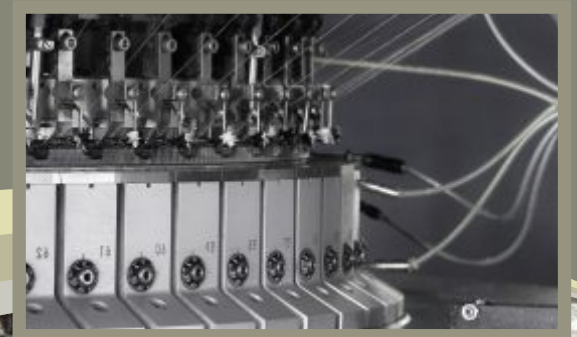
### INFRASTRUCTURE

Over the years, Aviram has developed its infrastructure vigilantly by incorporating all the core facilities to enable hassle-free production. A complete network management system integrating all the production divisions, with parallel interfacing of the laboratory ensures quality control at each stage of production. Further, the intensively supervised production process confirms the superior quality of the product.

### KNITTING

Fabrics need to be knit appropriately to make them look good and feel perfect. Which is why our knitting division is equipped with imported knitting machines. Mayer & Cie machines with Lycra attachments are used for circular knitting and Matsuya machines from Japan are used for Collar knitting, to produce export quality products. Our knit fabrics include:

- 100% cotton - Single Jersey, Interlock, Rib, Fleece, Pique  
Ottoman, Waffle, Popcorn, Yarn Dyed Auto Stripes, Feeder Stripes, Jacquard, etc.
- Blended fabrics – Viscose, Modal, Polyester, Bamboo, Lycra, etc.



# Processing

## DYEING & PROCESSING

Ultra modern soft flow machines are used for dyeing. Electronic color measurement and dyeing ensures even coloring. Squeezers (balloon padding) are used instead of the conventional hydro drier so the fabric is not strained while removing the moisture. The fabric is then processed through relax drier, making sure that the fabric is soft handled and made even softer by the end of this process.

Sperotto Rimar and Tube Tex compactor with a capacity of 8000 kgs per day are used to retain the dimensional stability and overall quality of the fabric.

Various types of washing are done to remove hairiness and make the fabrics feel soft, neat and spotless. Washes like Enzyme wash, Silicon wash, Vintage wash, Stone wash and several other types are used.

To dry the washed fabrics, we use tubular drying and natural drying facilities.

Our state-of-the-art kitchen, automatic dispenser, laboratory and extremely proficient employee force make sure that the processing is absolutely perfect.





# Sampling

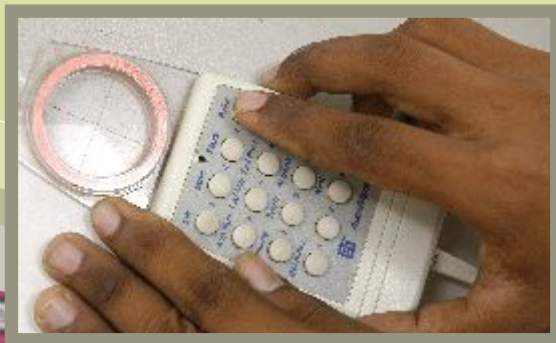
## DESIGNING

Designing involves creating stylish and contemporary designs, predicting the trend and choosing a theme. We have a team of highly talented designers capable of crafting trendy designs in accordance with customer specifications. Our exclusive designs are done in CAD, and the latest image setters with high resolution are used for perfection. Visually pleasing and functional, our designs have been widely accepted in the global markets.

## SAMPLING

Sampling is one of the most important processes involved and among our core strengths. In the first phase, the design idea is developed and a risk analysis is done by the development and production teams. Sets of design samples are created and then co-ordinated with clients to plan and develop them. Keeping up with the emerging fashion trends, apt colors and textures are used.

The second phase includes the functions of sourcing and ordering component, testing and carrying out trials once the finalized sample specifications have been drawn up. With our efficient workers and modern machinery, the quality of the sample is made perfect.





# Defining Fashion Statements

## GARMENTING

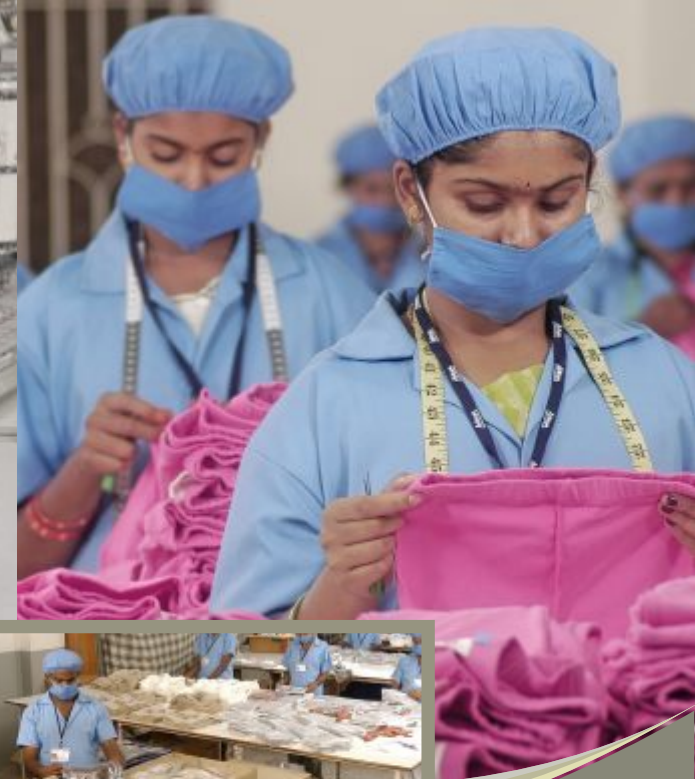
To create contemporary style garments, our garmenting division is equipped with latest machinery and other ancillary equipments. This division is scientifically laid out with ample lighting, space and the necessary amenities for the convenience of the workforce. This division yields a production of 650,000 pieces per month. Garments are finely cut with modern machinery for appropriate precision. Each fabric is accurately measured to ensure perfect fit. The cut fabrics are then sewed skillfully to create suitable garments.

### Machines available in this division:

Lay cutting machines | Sewing machines: Juki, Siruba, Pegasus and Brother- powered/ electronically controlled  
Industrial Stain removers | Vacuum steam irons | Garment washing unit







# Embellishing Exquisite Designs

## VALUE ADDITIONS

### PRINTING

Various types of prints like chest prints (done using 8/12 head chest printing machines), rotary prints (done using Stormac 12 color matching), discharge/reactive prints and fancy prints like flock, embossing etc. - are used on garments. Water based printing, Pigment printing and Non- PVC printing are also done in this division which is equipped to print 5000 pieces per day. Spray print, glitter print and bead print are our special value additions.

### EMBROIDERY

20-Head, 9-color, computerised embroidery machines are used by this specialised division. Intricate embroidery designs are created and edited by the computerised designing facility attached to this division.

## FINISHING

### CHECKING

The manufactured garments are checked by our skilled workers. They make sure the quality of the garments is satisfactory and meets the international standards.

### IRONING

The verified garments are steam- ironed to make them wrinkle-free and attractive.

### PACKING

The packaging unit takes care of the packing process. Here garments are neatly packed with utmost care. Once the packaging is done, the garments are sorted out for shipping.



# Ensuring Class & Quality

## QUALITY

With quality being the most sought-after parameter in a product, we take extra efforts to deliver the best. A series of quality control tests are done and our dedicated quality control team ensures that the garments are thoroughly checked before they get finally packed. Complying with international safety standards and regulations, our products are carefully produced and stringently tested till the final stage

## STRENGTHS

- Integrated infrastructure to handle all operations in-house
- Imported machineries in all divisions
- Contemporary design studio facilitating chic designs in line with current international trends

## CERTIFICATIONS

We have an exemplary quality control team ensuring superior quality of the garments. Commending our efforts towards quality management, eco-friendly products and social accountability, we have been certified with ISO 9001:2000, SA 8000:2001 and a Two Star Export House status. The Oeko-Tex 100 certifying procedures are currently in progress.

- State-of-the-art Sampling division
- An expert and efficient merchandising division
- Rigorously tested superior quality garments
- Enterprising efforts of a highly skilled workforce





# Showcasing **Reliability & Skills**

## **HUMAN RESOURCE**

We believe that employees constitute the backbone of any organization. Keeping this in mind, we take extra care in providing amenities for the well-being of our skilled employee force. We equip them with a conducive work environment and also encourage them to improve their skills. Our proficient employee force is an inspiration for our success.

## **CORPORATE RESPONSIBILITY**

At Aviram, sound ethics are inter-woven in all aspects of the company including human resource management, product design, supply chain management and community outreach programmes. As a part of our responsibility towards the society, we are managing a school for poor children, at Kaniyampoondi village, near Tirupur. This initiative has been set up under the guidance of Migros, Switzerland and Kids, Cologne, Germany. Through this school, we provide education for around 1200 students with nominal fee. We are also extremely focused on our responsibility to the environment, whether it is by making eco-friendly products or initiating proactive environment conservation or by harnessing the power of nature and generating green energy through our windmills. Through a combined effort towards social and environmental initiatives, we live up to our role of being a responsible corporate citizen.

# Products

## PRODUCTS

Be it fashionable ensembles for kids, trendy wear for women or comfort wear for men, we have them all. Our product range includes fashionable knitwear that is stylish and chic. Our outfits are exclusively designed for men, women and kids.

## CLIENTELE

With our unwavering commitment to quality products, we have been able to satisfy eminent clients recognised in the international market.

- S.Oliver, Germany
- Diesel, Italy
- Levis, India & APD
- K&L Ruppert, Germany
- Bestseller, Denmark
- Tomwolf, UK
- Migros, Switzerland
- Charles Vogeles, Switzerland
- Tomtailor, Germany
- Kaporal, France
- Olsen, Germany



Styling  
**trendy attire**



# Products

MEN'S



LADIES



KIDS



[www.aviramknitters.com](http://www.aviramknitters.com)



34-A, P.N. Road, 2nd Street, Tirupur - 641 602, India. Tel. : 91 421 4309099, 2472385  
Fax : 91 421 2471385, 2472571 E-Mail : [aviram@aviramknitters.com](mailto:aviram@aviramknitters.com)