



/CHARMING

QUALITY INNOVATIVE SUSTAINABLE TRIMS



PN: 8872 CA 2024
SMALL WASTE. ETERNELY DURABLE.
DESIGNED FOR OPTIMAL WEAR.
ALSO AVAILABLE IN: SPANISH, SPANISH,
SPANISH, SPANISH.
MADE IN CHINA.
FABRIQUE EN CHINE

THIS GARMENT CONTAINS DYE WHICH
MAY DISCOLOR MATERIALS WITH WHICH
IT COMES IN CONTACT.
MACHINE WASH WITH LIKE COLORS.
USE ONLY NON-CHLORINE BLEACH.
TUMBLE DRY LOW.
LOW IRON AS NEEDED.
DO NOT IRON.

CARE INSTRUCTIONS
MACHINE WASH COLD
WITH LIKE COLORS
DO NOT BLEACH
TUMBLE DRY LOW
DO NOT IRON



ONE BIG TEAM

About Us

CHARMING

The Charming Trim Group is established in 1991. Worldwide we employ more than 1100 enthusiastic people from all over the globe with a passion for fashion.



ONE BIG TEAM

Charming



REGIONAL HEADQUARTERS

Europe - Antwerp Belgium Asia - Kowloon Hong Kong USA - Los Angeles

GLOBAL PRESENCE + MANUFACTURING

China - Guangdong, Hong Kong, Bangladesh, Singapore, South Korea, Cambodia, Vietnam, New York, Los Angeles, San Francisco, Belgium, The Netherlands, Germany, Turkey, France, Spain, United Kingdom, Ethiopia, Italy



OUR FACTORIES

Location



China

Shiwan Yaowu Industrial Zone, Shiwan, Boluo, Huizhou
516127, Guangdong, P.R. China



Bangladesh

SFB#6, (Ground Floor-East Wing & 1st Floor Both Wings)
DEPZ Ext. Area, Ganakbari, Savar, Dhaka-1349,
Bangladesh.

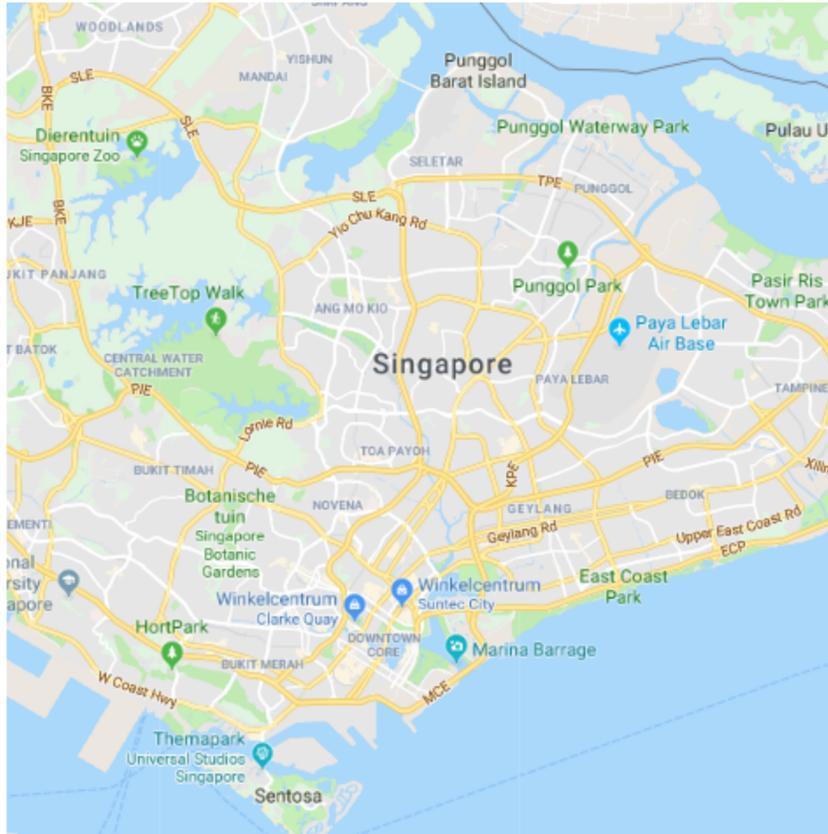


Vietnam

No. 50 VSIP II, Street 1, Vietnam Singapore Industrial Park II,
Hoa Phu Ward, Thu Dau Mot City, Binh Duong Province,
Vietnam.

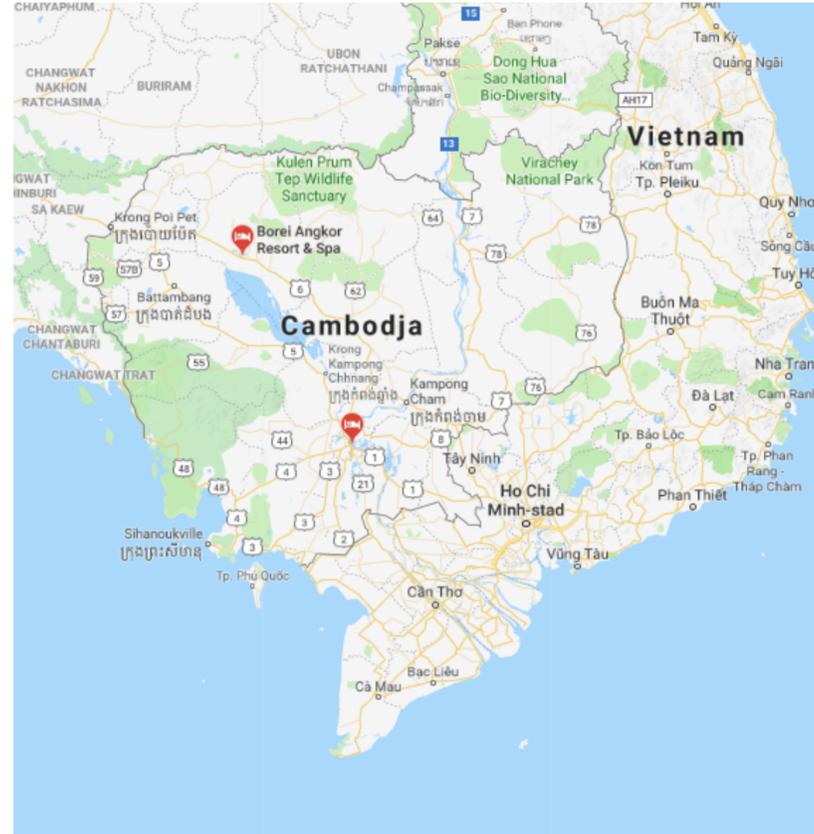
SERVICE HUBS

Locations



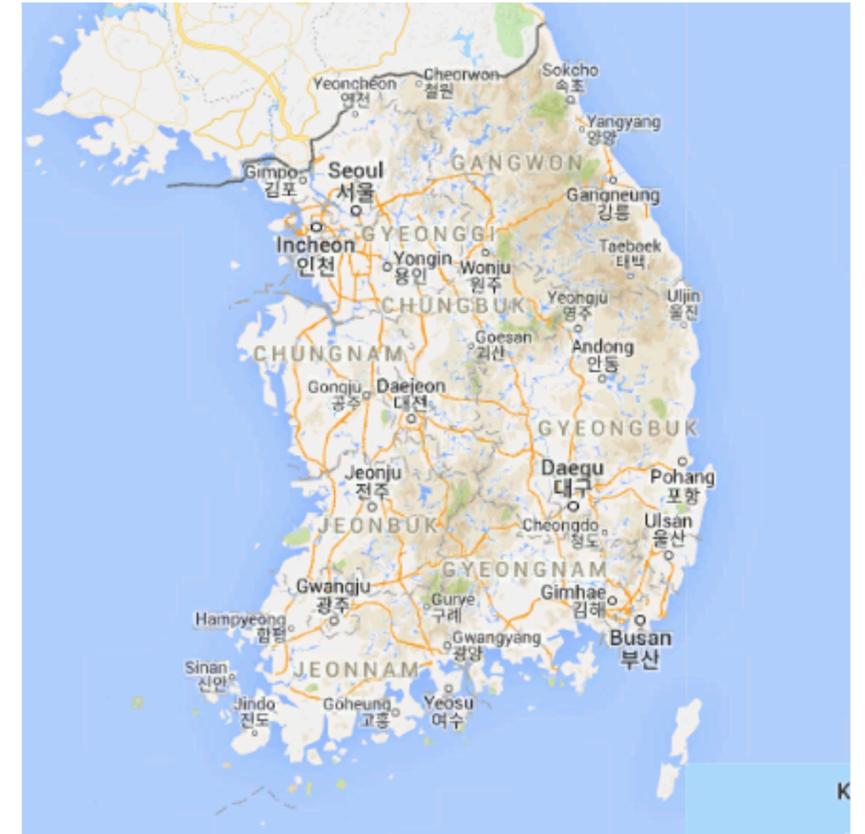
SINGAPORE

Blk 508 Bedok North Avenue 3, #10-367, Singapore 460508



CAMBODJA

Phum Tra, Sangkat Stung Mean Chhey, Khan Mean Chhey, Phnom Penh Cambodia



KOREA

2F, #85, Yangjae-Dong, Seocho-Ku, Seoul, Korea

CAPACITY

Warehousing - Thermal printing - Service Bureau

ONE BIG TEAM

Charming

HEADQUARTER

Hong Kong, Lai Chi Kok

MANUFACTURING SITES

China, Huizhou

Bangladesh, Dhaka

Vietnam, Ho Chi Minh City

USA, Los Angeles



REGIONAL SALES OFFICES

Asia

- Shenzhen
- South Korea, Seoul
- Singapore
- Cambodia, Phnom Penh
- Pakistan - Karachi
- India - New Delhi

Europe

- Belgium, Antwerp
- The Netherlands, Amsterdam
- France, Paris
- Germany, Munich, Dusseldorf
- United Kingdom

United States

- New York
- Los Angeles
- San Francisco
- Seattle

PRODUCTS

Charming



Hangtags



Overrides



Pocket Flashers



Woven Labels



Heat Transfers



Patches



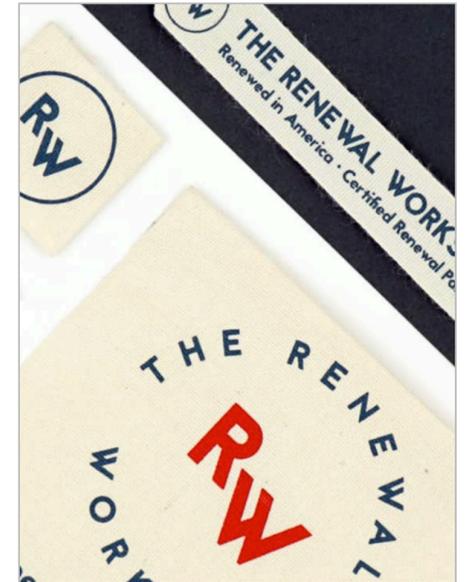
Embroidery



Trims



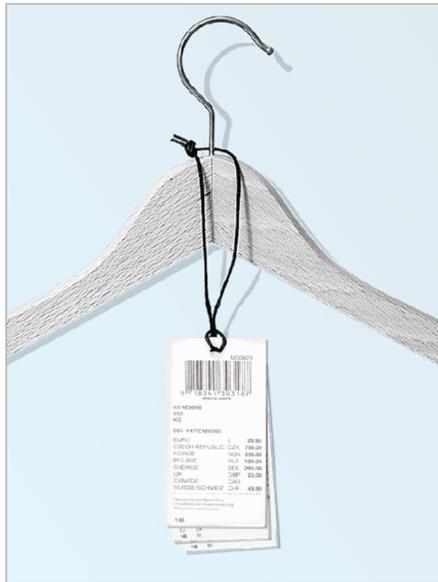
Packaging



Printed labels

PRODUCTS

Charming



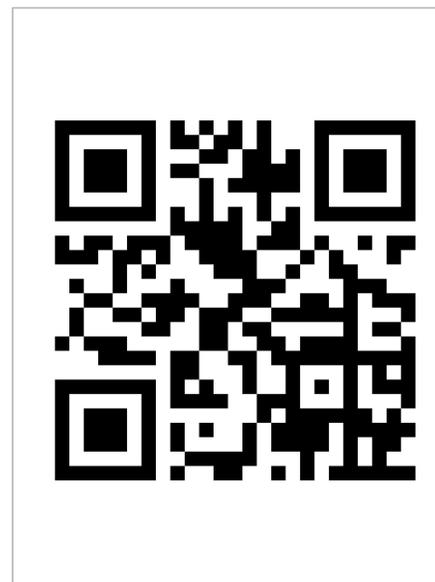
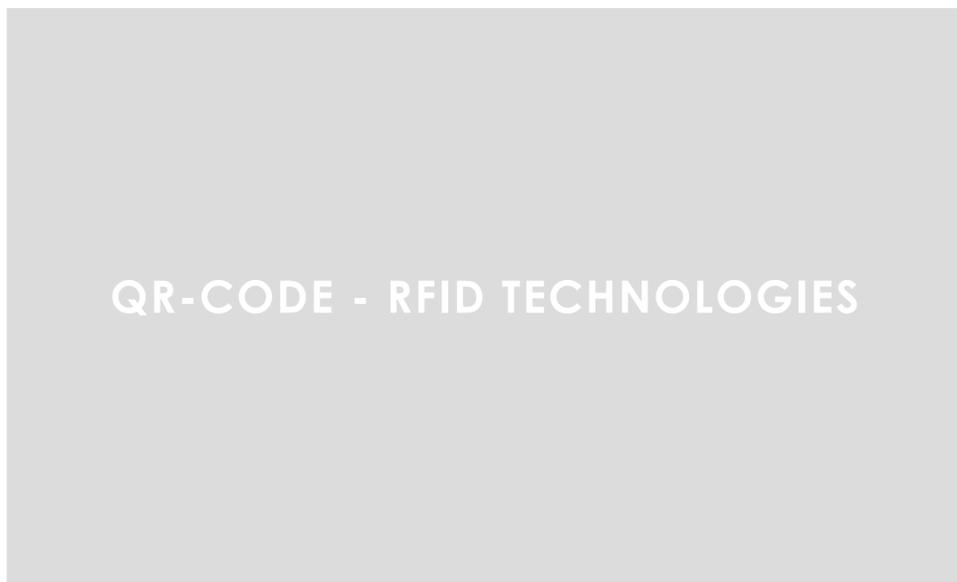
Price Tickets



Care labels



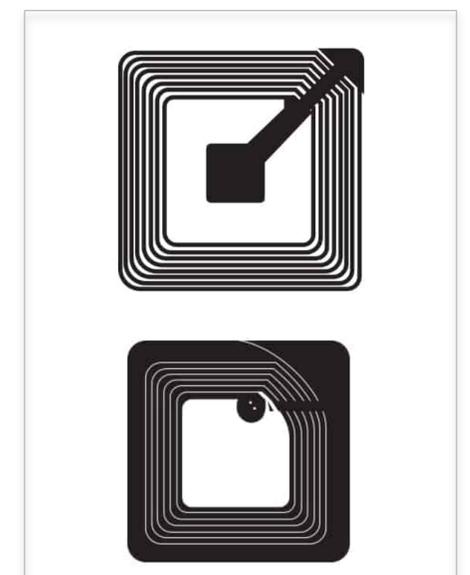
Stickers



QR-Codes



RFID-NFC



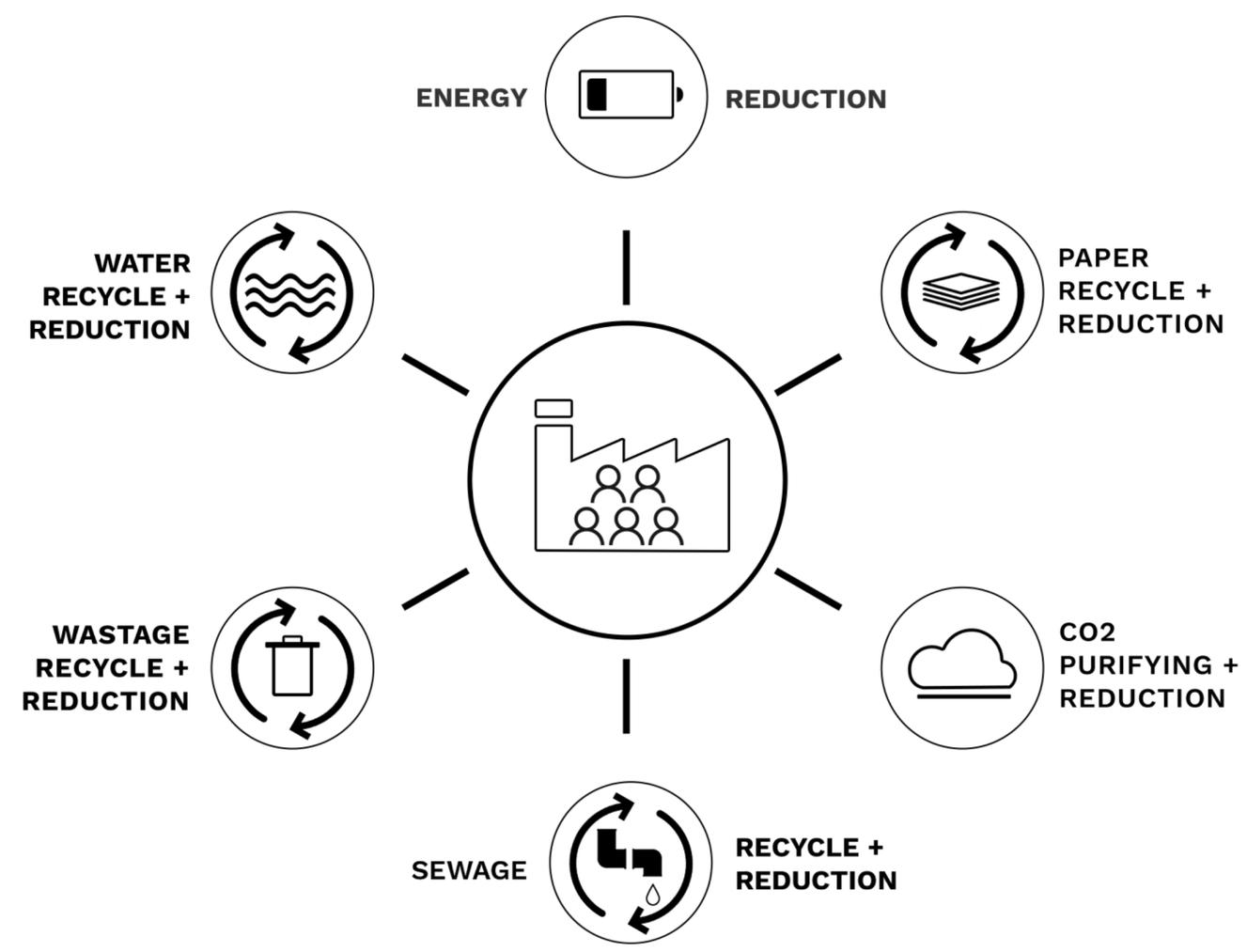
EAS

COMPLIANCE + SUSTAINABILITY

We Care

OUR PLANET

Considering every aspect of the production-cycle,
taking care of our employees and
achieving everyday another step towards
sustainable production, work + life style.



6S MANAGEMENT

We Care

6S SYSTEM

Workplace organization method that uses a list of six Japanese words:

seiri	-	SORT	Housekeeping
seiton	-	SET IN ORDER	Systematic Arrangement
seisō	-	SHINE	Clean Up
seiketsu	-	STANDARIZE	Standarize
shitsuke	-	SUSTAIN	Self Discipline
Sekyriti	-	SECURITY	Safety



The list describes how we organize a work space for efficiency and effectiveness by identifying and storing the items used, maintaining the area and items, and sustaining the new order. The decision-making process usually comes from a dialogue about standardization, which builds understanding among employees of how they should do the work.

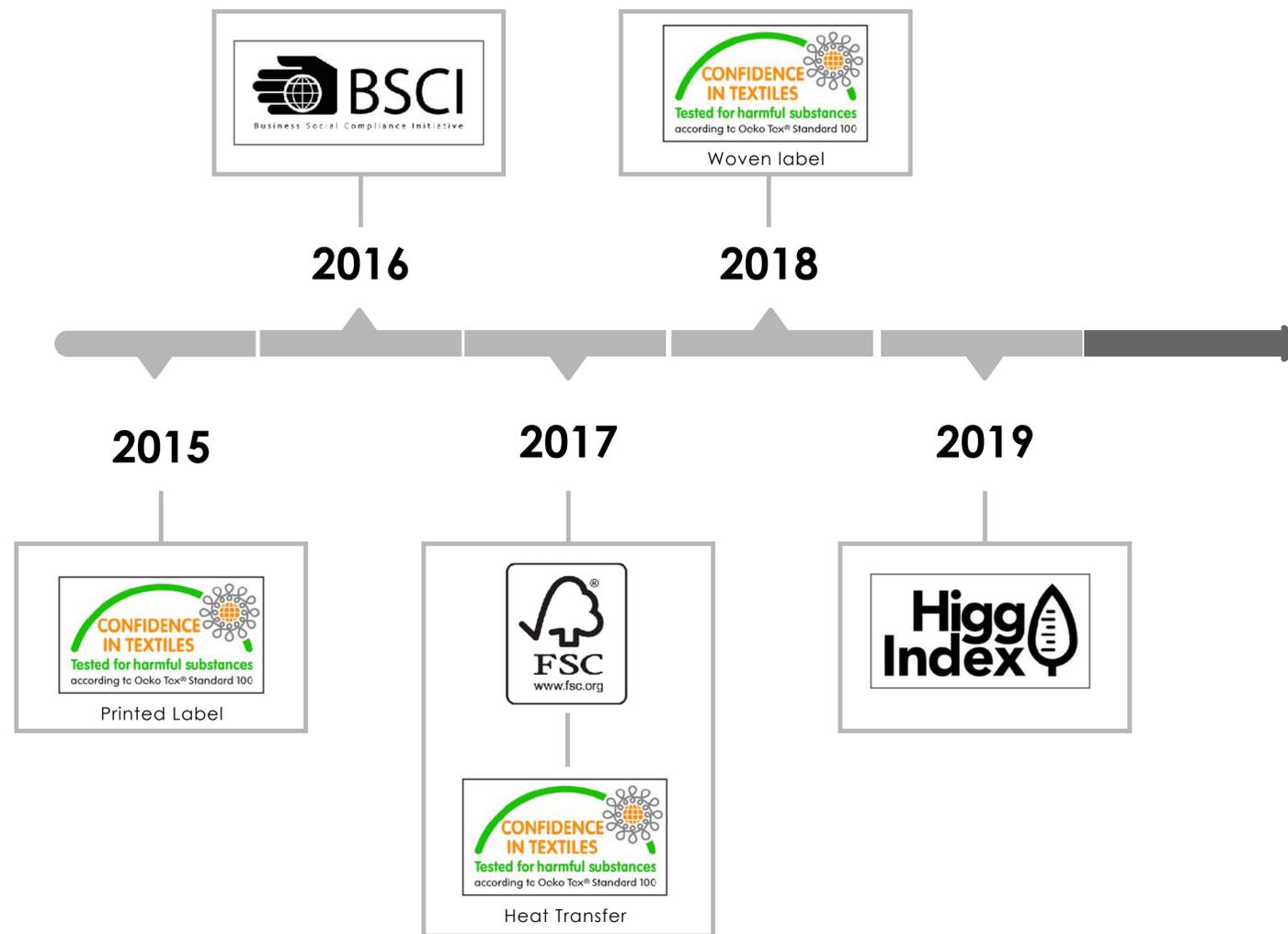
SUSTAINABILITY

Journey Achievements China Bo Luo Factory



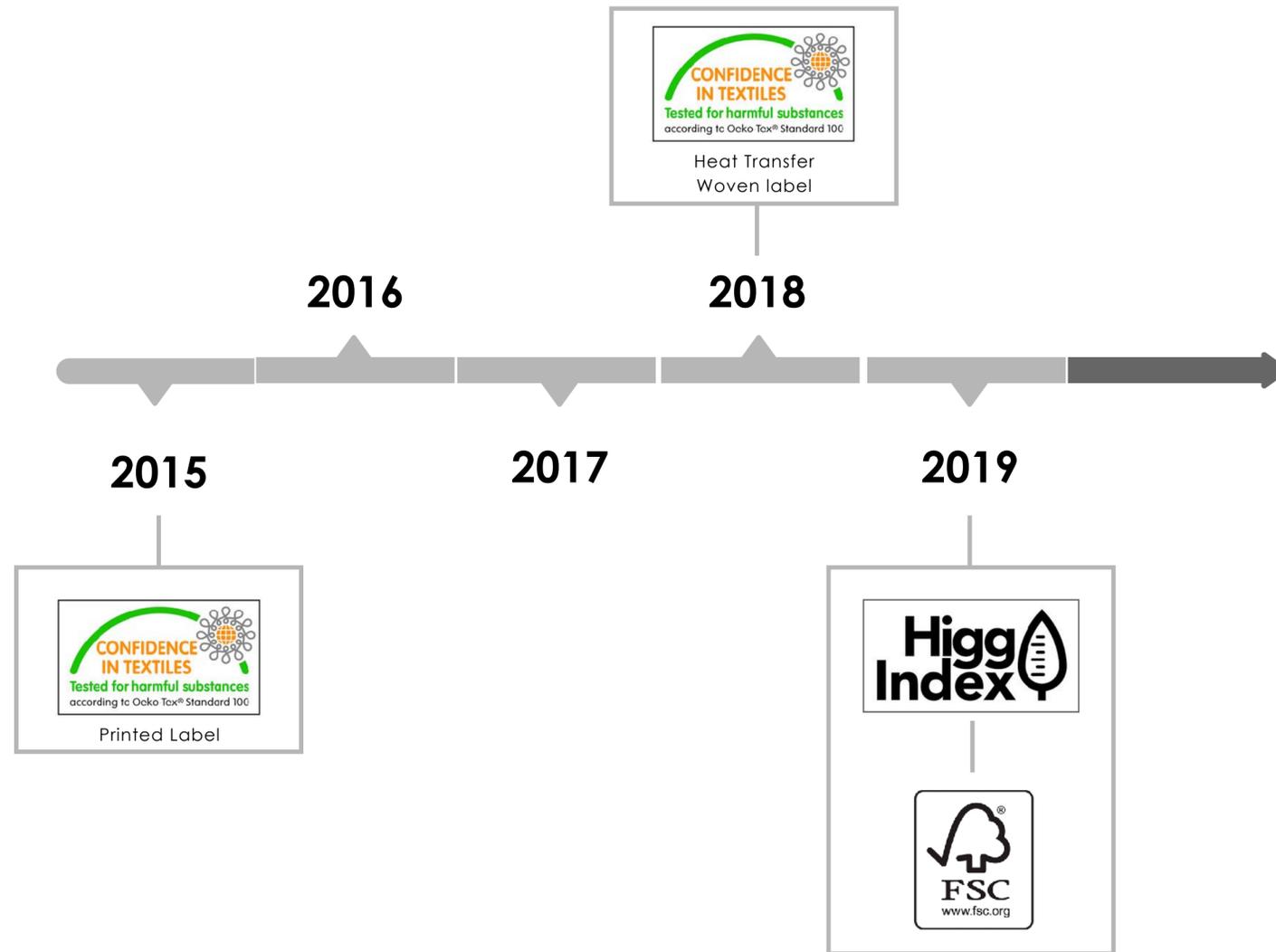
SUSTAINABILITY

Journey Achievements Overseas Bangladesh Factory

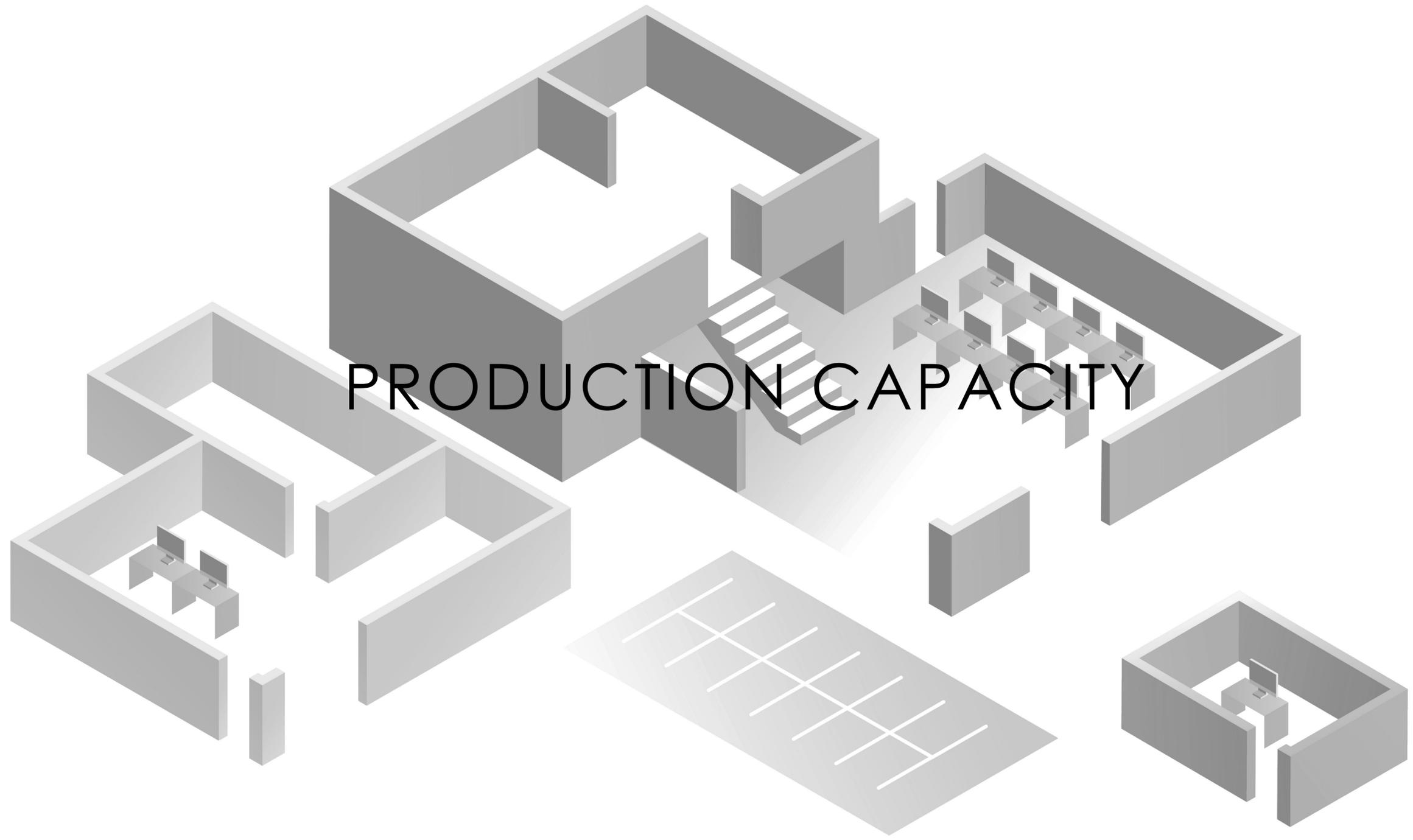


SUSTAINABILITY

Journey Achievements Overseas Vietnam Factory



PRODUCTION CAPACITY



PREPRESS

Section

Artwork production, Proof reading, Film output & CTP output, Sampling



Artwork production & proof reading



Film output & CTP output



Sampling

OFFSET PRINTING

Section

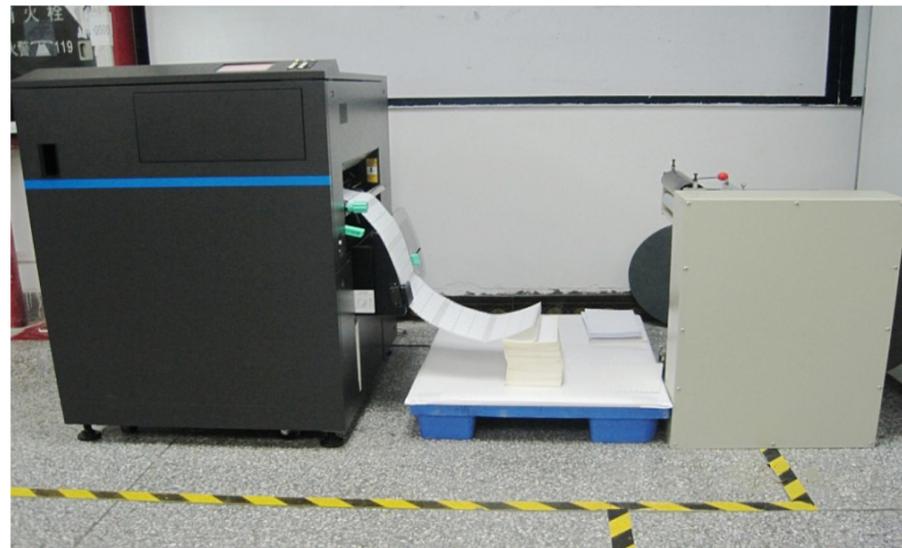
15 Heidelberg w UV, 1 Roland offset printing presses
1 Colour to 6-colors rotary Press for single to multi color process paper products



DIGITAL PRINTING

Division

2 Indigo 5900 (5 colour), 1 Indigo 5500 (7 colour)
1 Komori (B/W) for single and multi colour for variable imprint



ROTARY PRINTING

Section

8 Flexo rotary printing machines
6 Colour presses



THERMAL PRINTING

Section

20 Thermal presses
(mainly for care-label printing)



SCREEN PRINTING

Section

15 One to six colour screen printing presses from semi-automatic to fully automatic for fabric labels, tag & heat transfer production



HEAT TRANSFER

Section

Automatic printing and semi- automatic m/c
Production Section

100% Quality Control, checking & packing



Automatic printing m/c



Production section



100% QC-checking & Packing

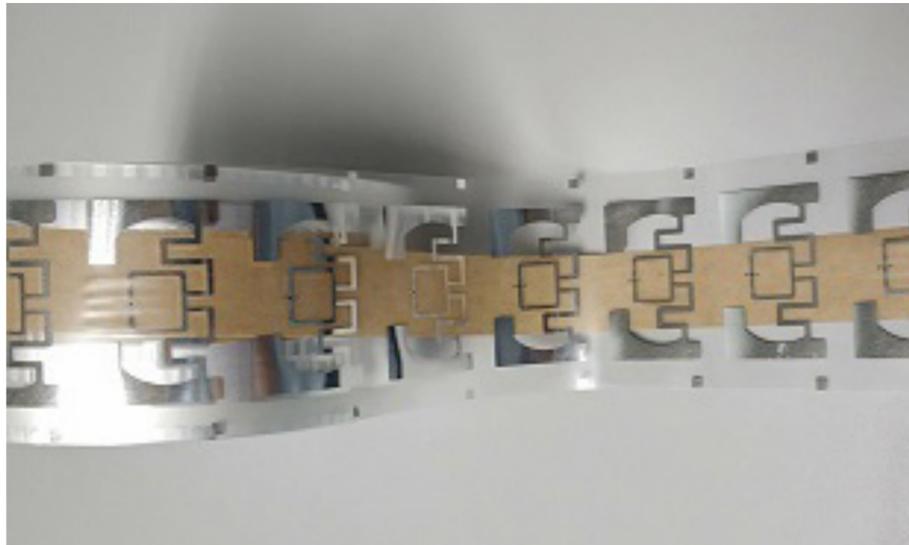


Semi-automatic m/c

RFID

Section

Charming inlay, Applicators, PEV & PFL



Charming inlay



Applicators



PEV

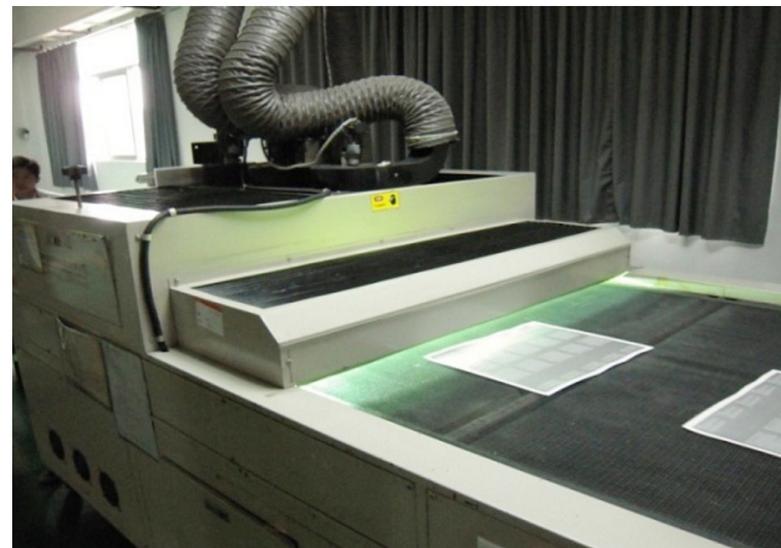


PFL

FINISHING TECHNIQUES

Section

Other production lines and machinery throughout post-production are used to enhance our capability for lamination, UV, string, texture, laser cutting, starching, wrinkling, etc.



LOOMS

Section

17 Broadlooms, 4 Needle looms
Versatile cut-fold machines and ultrasonic slitting machines.



4 Needle looms



Cut-fold with visual inspection device



17 Broadlooms



Ultrasonic Slitting



MONTHLY CAPACITY

Product/Country

			
	CHINA	BANGLADESH	VIETNAM
Hangtags + Graphics Offset and Flexo	58,7 mio	11 mio	11 mio
Wovens Broad, Needle and Shuttle	14,2 mio	8,5 mio	7 mio
Printed Labels + Stickers letterpress, Flexo and Thermal	32,5 mio	14 mio	10 mio
Packaging	1,5 mio	1 mio	0,8 mio
Heat Transfers	13 mio	7 mio	5 mio

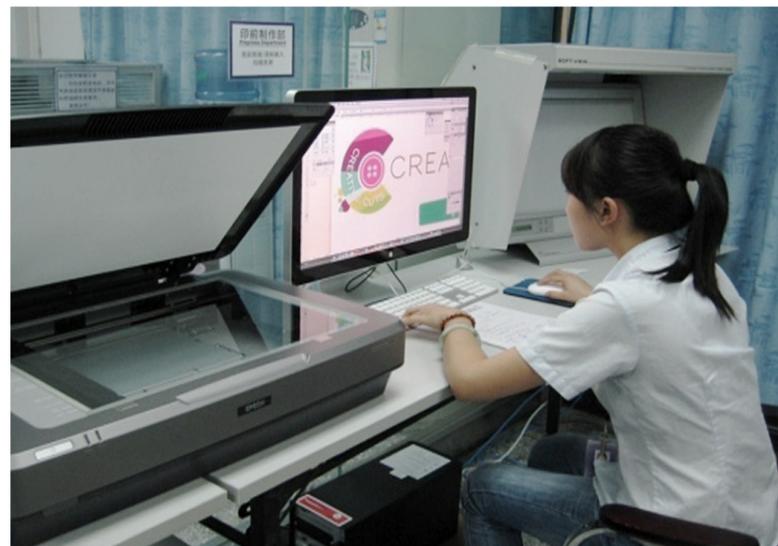
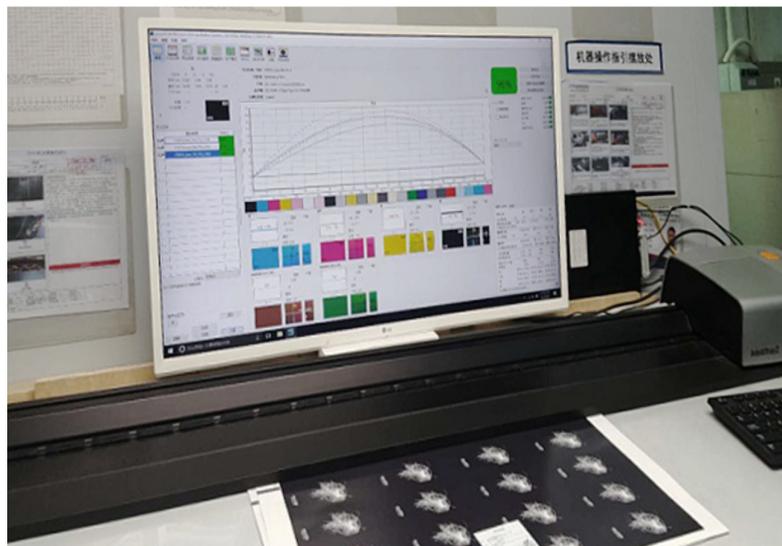


QUALITY MANAGEMENT

COLOUR MANAGEMENT

Charming

Capture, evaluate, and monitoring accuracy. Ink modulation room, Spectro-Eye, X-rite eXact, Intellitrax 2, Colour proofing-Duncan Linch



MATERIAL QUALITY CONTROL

Charming

IQC - Incoming Quality Control

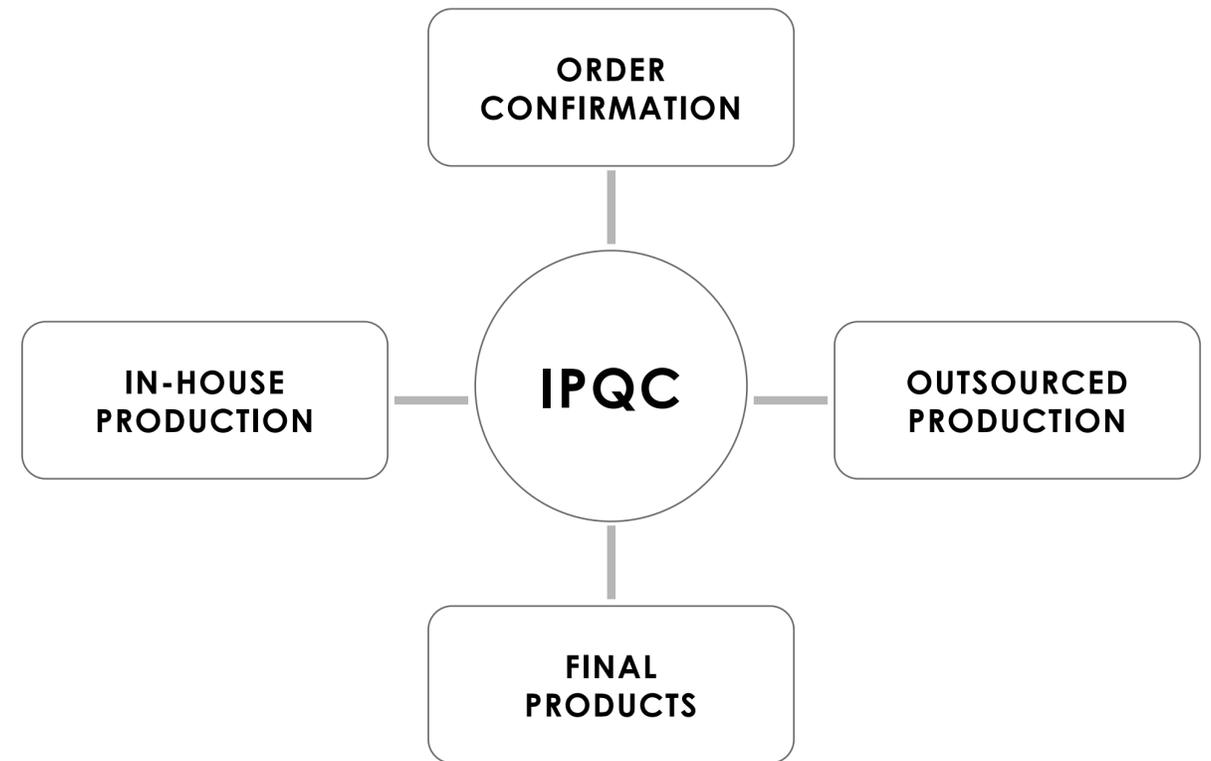
To ensure the good conditions for all incoming materials

IPQC - In Process Quality Control

To ensure the quality of semi-products during each production processes

FQC - Final Quality Control

To have a final product check according to AQL standard before packing



TESTING FACILITIES

Charming

Standard washing test, Rub-resistance test for colour fading, Standard light test, Anti-rust test for metal items, Aging test for paper and fabric



Standard washing test



Rub-resistance test for colour fading



Aging test for paper and fabric



Standard light test



Anti-rust test for metal items

6-S MANAGEMENT

Charming

Aside from the standard '5-S': Structurize, Systematise, Sanitise, Standardise, Self-Discipline
We implement the '6-S' —> Safety Practice



SAMPLING

Production Lead Times

SAMPLE MAKING LEAD TIME*

(business days)

5-7 days for normal paper hangtags, stickers & labels

10-12 days for more complicated items

PRODUCTION LEAD TIME*

with forecast & artwork approved (business days)

3-5 days for care-labels, barcode stickers

5-8 days for normal paper hangtags, stickers & labels

8-15 days for more complicated items

PRODUCTION LEAD TIME*

without forecast & artwork approved (business days)

5-7 days for care-labels, barcode stickers

10-12 days for normal paper hangtags, stickers & labels

14-21 days for more complicated items

*depends on actual volumes & materials



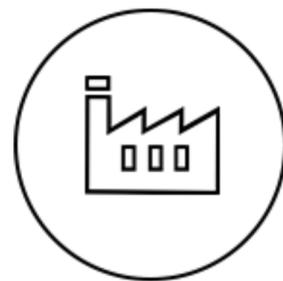
SERVICES

Full Service Production Partnership

We can guide you from concept to delivery all over the world.
Your ideas into creative, high quality products.
Our customer service will make sure your labels
arrive in time at the required
destination worldwide.



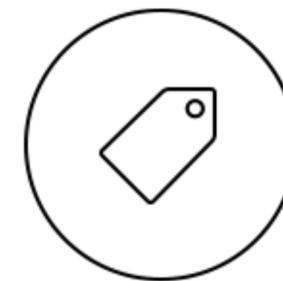
DESIGN



MANUFACTURING



LOGISTICS



RETAIL

BRANDS WE WORK WITH

Charming

ZARA

ESPRIT

LPP

PEP&CO



EXOFFICIO

TOMMY HILFINGER



Calvin Klein

REFORMATION



DEBENHAMS
BRITAIN'S FAVOURITE DEPARTMENT STORE



TeVa

ROCAWEAR

LOOMSTATE

George.

deckers
OUTDOOR CORPORATION



ESPRIT

bebe

s.Oliver

eckō unltd.

Y
NxD
J



RH
RESTORATION HARDWARE



LOS ANGELES

H&M

TESTIMONIALS

Customer's Reference

VF CORPORATION

“Charming Lowatag’s structure and products fit perfectly with our current and future sourcing policy. Charming Trim is able to provide us certified labels and innovative support at competitive pricing without giving in on global service and quality.”

Nathalie Van Moeseke,
Trim Manager at VF Corporation

TESTIMONIALS

Customer's Reference

LEVIS

“Charming is a trusted and valued partner in our global supply chain. They are low-maintenance in the sense that projects are handled quickly and well without the need for much in the way of hand-holding. They are able to combine what is very obviously a strong technical background with a design aesthetic, attentive customer service, and a growing global footprint. Their focus on environmentally-friendly production processes squares with our own ethos, and they genuinely care about their people, their customers, and the garment manufacturers that we work with.”

Martin Schatz, Senior Trim & Packaging Manager
Levi Strauss & Co.

TESTIMONIALS

Customer's Reference

TOMMY HILFIGER

“Charming has proven to truly understand our brand and become a true global partner for Tommy. Charming’s array of products and development presentation is exceptional.

The Charming team brings an unparalleled level of creativity to its product line while providing flexibility and customised work to meet our company’s needs. Thus, they have assisted us with finalising many global branding initiatives. Charming excels at providing stellar customer service, care and communication, competitive pricing, and continuous support to our garment vendors.”

Lucia Antolino, Director of Trim and Packaging
Tommy Hilfiger USA

TESTIMONIALS

Customer's Reference

H&M



/CHARMING
QUALITY INNOVATIVE SUSTAINABLE TRIMS

Feel free to [contact](#) us
for any additional information

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