



**G.R. ALI MUHAMMAD BROTHERS  
(PVT) LTD**

**COMPANY PROFILE**

**NATIONAL ELASTIC**



## ABOUT US

GR ALI MUHAMMAD BROTHERS WAS ESTABLISHED IN 1970, BECOMING A PRIVATE LIMITED COMPANY IN THE EARLY 90'S. AT THE OUTSET, WE ARE VERY PROUD TO BE ONE OF THE PIONEER MANUFACTURES OF NARROW WOVEN & KNITTED ELASTIC TAPE, WOVEN LABELS & LACES COMPANIES IN PAKISTAN. THE FACILITY IS WELL EQUIPPED WITH THE STATE OF THE ART EUROPEAN MACHINERIES AND BACKUP WITH DYNAMIC TEAMS.

OUR PRODUCTS ARE CERTIFIED WITH REPUTED ISO & OEKO TEX CERTIFICATIONS, FROM PROCURING TO PRODUCING THE BEST QUALITY CERTIFIED PRODUCTS.

SELF-RELIANCE, CLEAR OBJECTIVES AND STRONG FOCUS ARE THE KEY FACTORS FOR ADVANCEMENT AND GROWTH IN ALL BUSINESS FIELDS. AT G. R. ALI MUHAMMAD BROTHERS, THIS IS THE BASIC ESSENCE OF ALL STRUCTURAL HAPPENINGS. THE COMPANY STRENGTH EVEN TODAY IS THAT IT IS OPERATED BY THE FAMILY MEMBERS, AT PRESENT THE THIRD GENERATION FOLLOWING THE FOOTSTEPS OF THEIR FOREFATHERS ARE EXTREMELY KEEN ON WORKING HARD AND FURNISHING THE COMPANY WITH THE MOST MODERN TECHNOLOGY, MOST SECURE OPERATION AND THE BEST MANAGEMENT FOR A FLOURISHING TOMORROW.

## VISION

**"THE OPPORTUNITY TO MAKE A REAL DIFFERENCE IN ALL ASPECTS OF OUR CUSTOMER RELATIONSHIPS GLOBALLY."**

AT GR ALI MUHAMMAD BROTHERS PRIVATE LIMITED, WE PERFORM IN UNISON BY FOLLOWING OUR VALUES AND ETHICAL GUIDELINES CODE OF CONDUCT AS A SOURCE OF GUIDANCE AND INSPIRATION, WHICH ENABLE US TO ACHIEVE OUR VISION.

EACH AND EVERY MEMBER OF GR ALI FAMILY PLAYS AN IMPORTANT ROLE IN THIS PURSUIT. GR ALI'S GROWTH AND DEVELOPMENT IS ATTRIBUTED TO THE CONTRIBUTION OF SKILLS, TALENTS AND IDEAS OF ITS PEOPLE. GR ALI FOLLOWS ITS CORE VALUES OF ACCOUNTABILITY, COLLABORATION, TRANSPARENCY AND STRETCH. WE ARE PROUD OF OUR COMMITMENT THAT ENABLES US TO CONSISTENTLY AND MEASURABLY ENHANCE THE QUALITY OF OUR PRODUCTS AND SERVICES TO OUR CUSTOMERS. THIS IS AN OVERARCHING ASPIRATION FOR OUR COMPANY.

## MISSION

**"ENGAGE EFFECTIVELY, RESPONSIBLY AND PROFITABLY IN THE GLOBAL TEXTILE INDUSTRY"**

THE COMPANY SEEKS A HIGH STANDARD OF PERFORMANCE AND AIMS TO MAINTAIN A LONG-TERM LEADERSHIP POSITION IN THE TEXTILE MARKET SEGMENTS IN WHICH IT COMPETES.

THIS WILL BE ACHIEVED THROUGH OPERATING EFFICIENCY, CONTINUED DEDICATION TO CUSTOMER CARE, COST EFFECTIVENESS, INNOVATION AND CONFORMANCE TO OUR VALUES.

THE COMPANY ASPIRES TO BE RECOGNIZED IN THE COMMUNITY IT OPERATES IN AS A SAFE AND ENVIRONMENTALLY RESPONSIBLE ORGANIZATION.



# ELASTIC

HAVING VAST RANGE OF WOVEN ELASTICS, IN VARIOUS SIZES FROM 10MM TO 220MM, WE OFFER COMPLETE CUSTOMIZED SOLUTIONS IN TERMS OF INNOVATION IN DESIGNING, CONSTRUCTION TECHNIQUES, PATTERNS AND COLOR OPTIONS. THE ELASTIC ARE WOVEN OUT WITH GREAT CONCERN THROUGHOUT. WE HAVE SWISS MADE NEEDLE LOOMS THAT ARE JACQUARD LOOMS SPECIALLY USED FOR IMPRINTING DESIGNS UPON THE ELASTICS. OUR.

INFRASTRUCTURE ALSO INCLUDES COVERING MACHINES, DYEING, STARCHING AND ALL SORTS OF MACHINERIES TO CARRY OUT THE FINISHING OF THE ELASTIC PRODUCTS.

ALL THESE YEARS GR ALI HAS TURNED INTO A REPUTED LEADING MANUFACTURER OF QUALITY PRODUCTS, EARNING NAME, FAME AND HIGH GOODWILL AMONG ALL LEADING GARMENT & APPAREL MANUFACTURERS, SPORTS GOOD MANUFACTURES, MEDICAL/INDUSTRIAL MARKETS, HOME TEXTILE & UNDER GARMENT MANUFACTURERS. AS A FULLY VERTICAL SUPPLIER, WE PROVIDE SUPERIOR CUSTOMER SATISFACTION WITH A FOCUS ON EXCELLENCE THROUGHOUT OUR ORGANIZATION, INCORPORATING RESPONSIVENESS, RELIABILITY AND FLEXIBILITY INTO EVERYTHING WE DO.



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# LABELS

WITH OVER 30 YEARS' EXPERIENCE IN MAKING WOVEN LABELS, WE HAVE MASTERED THE PROCESS. FROM OUR CLIENTS' CONCEPTS, RIGHT THROUGH TO THEIR GARMENTS DISPLAYED IN THE STORE, WE HAVE MADE EACH STEP OF THE PROCEDURE AS SIMPLE, EFFICIENT, AND EFFECTIVE AS POSSIBLE. WOVEN LABELS CONNECT YOUR CUSTOMER TO YOUR BRAND WHEN THEY ARE STANDING IN THE STORE. A HIGH-QUALITY, WOVEN LABEL DEMONSTRATES PROFESSIONALISM, DEDICATION AND STYLE.

ALL THE WOVEN LABELS WE MAKE ARE CREATED ON HIGH-SPEED LOOMS, USING A VARIETY OF WEAVE STRUCTURES, INCLUDING SATIN, TAFETTA AND DAMASK. ONCE LABELS ARE WOVEN, MANUFACTURING IS COMPLETED WITH A RANGE OF LABEL FINISHES, THE MOST COMMON BEING END FOLD, LOOP FOLD AND HEAT CUT.

OUR DECADES OF EXPERIENCE, BRILLIANT DESIGNERS AND USE OF HIGH-QUALITY MATERIALS MEANS WE CAN DELIVER FAR ABOVE AND BEYOND YOUR EXPECTATION WHEN IT COMES TO CREATING A BEAUTIFUL, ELEGANT, TOP-OF-THE-RANGE WOVEN LABEL.

BRAND IDENTITY IS AN ESSENTIAL PART OF A SUCCESSFUL BUSINESS, AND IN ORDER TO BUILD A SUCCESSFUL BRAND, ONE IN WHICH CUSTOMERS RETURN TO, YOU NEED TO LET THEM KNOW YOUR QUALITY IS ALWAYS THERE, EVEN IN SOMETHING AS SMALL AS A LABEL.

**FEW ARE THE TYPES OF LABELS: WOVEN LABELS | PRINTED LABELS | LASER CUT LABELS | RIBBONS AND TAPES**



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# LACES

WE SPECIALIZE IN WOVEN LACES OF ANY DESIGN AND COLOR YOU CAN IMAGINE. THE EXOTIC AND EXQUISITE ARTWORK WOULD HELP CREATE OR REINFORCE THE BRAND IDENTITY YOU HAVE CREATED FOR YOUR PRODUCT. WE ARE FLEXIBLE ENOUGH TO DELIVER YOU WITH VARIETY OF DESIGNS, COLORS, AND SIZES IN AN ASSORTMENT OF SHADES, SHAPES, WIDTHS AND THICKNESS, SURPASSING YOUR EXPECTATIONS FOR QUALITY AND SERVICE.

## FEW APPLICATIONS ARE:

GARMENTS  
LINGERIE  
HANDANGS



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## OUR CAPACITY

AS WE SPEAK ABOUT OUR WORK LOAD CAPABILITIES AND CAPACITY, MACHINES BACKGROUND REALLY DOES MATTER. WITH UPTO DATE AND LATEST MACHINES ALWAYS STAYING AHEAD IN INNOVATION AND BETTER PRODUCTIVITY, GR ALI HAS THE BEST SWISS MACHINES AVAILABLE IN HOUSE FOR WOVEN LABELS AND ELASTIC.

FOR WOVEN LABELS WE HAVE THE CAPACITY TO PRODUCE DAILY VARYING FROM 0.5 MILLION TO 1 MILLION WOVEN LABELS DEPENDING ON THE LABEL SIZE AND QUALITY. HAVING IN HOUSE LABELS CUTTING FACILITY AS WELL HELPS US TO STAY AHEAD AND DELIVER THE BEST SERVICE ON TIME THAT OUR CLIENTS EXPECT FROM US.

FOR ELASTIC WE HAVE THE CAPACITY TO HANDLE MORE THEN 0.2 MILLION METERS OF ELASTIC HAVING IN HOUSE FINISHING AND PACKING FACILITY HELPS US TO DELIVER THE BEST TO OUR CUSTOMERS.



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## WHY US

- WE BELIEVE IN HONEST DEALING
- OFFER COMPETITIVE PRICES AND VOLUME DISCOUNTS
- OUR PRODUCTION IS ETHICALLY AND SOCIALLY RESPONSIBLE. OUR DELIVERY RECORD AND REPUTATION IS TRUSTED, RELIABLE AND EFFICIENT.
- HAVE TECHNICAL ABILITY AND KNOWLEDGE THERE BY MEETING VARIOUS QUALITY SPECIFICATIONS
- PRECISE COMMUNICATION AND PROMPT DELIVERY

## CUSTOMER FIRST

WE PUT THE NEEDS OF OUR CUSTOMERS FIRST AND ARE FOCUSED ON DELIVERING VALUE BY PROVIDING THE HIGHEST QUALITY PRODUCTS.

## DESIGN SERVICE

WE OFFER DESIGN SERVICE, DEVELOPING CONCEPTS TO MATCH CUSTOMER'S SPECIFICATIONS. SAMPLING IS ALSO ON REQUEST. THE COMPUTER AIDED DESIGN (CAD) SYSTEM ALLOWS US TO REPLICATE OR ALTER ANY LOGO IN MINUTES, AND SO REDUCE PRODUCTION LEAD TIME CONSIDERABLY.

## LEAD TIME

SAMPLING AND DELIVERY TIMES ARE FAST! WE ARE HAPPY TO PROVIDE A PRODUCTION SAMPLE OF YOUR LABEL WITHIN 4 WORKING DAYS. DELIVERY SCHEDULE WOULD BE QUOTED ONCE DETAILS OF DESIGN, SIZE, COLORS AND QUANTITY WERE KNOWN.

## RESPONSIBILITY

WE PAY ATTENTION TO WHAT WE CREATE, HOW WE CREATE IT AND THE WAY IT IMPACTS PEOPLE AND THE ENVIRONMENT.

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## OUR CLIENTS



*Fazal Sardar*  
*Textile Mills*

ARTISTIC  
towel mills



MADE IN PAKISTAN



*SANA SAFINAZ*



**EVERLAST**





# OUR CLIENTS





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