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From the desk of CEO

Dear colleagues!

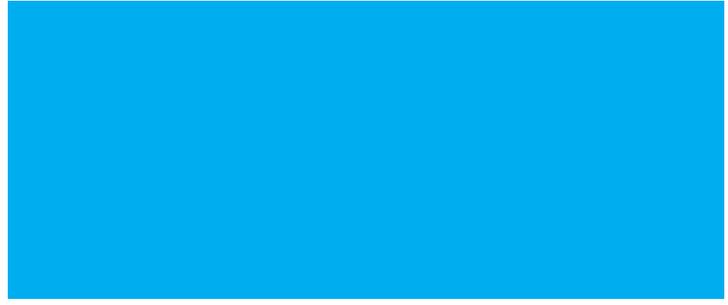
I hope the first half of this year has been remarkable for everyone! We all should be grateful to Allah Almighty for being able to resume life as we knew it after the global pandemic. Having said that, the current and future economic/business challenges require a resilient and strategic approach. We have beaten the odds in the past and will continue to do so in the future Insha Allah.

It gives me immense pleasure to share with you all that US Apparel and Textiles' has published its 2nd annual sustainability report in this quarter, making us one of the few companies in Pakistan to measure and report their quantifiable sustainability performance. It is a matter of great satisfaction that we are playing our part in normalizing a sustainable mindset within the textile industry. My gratitude to the respected Board Members for always supporting our sustainability agenda and all employees of USAT for implementing this agenda in their individual capacities.

Diversification of business is another aspect that is going parallel with our sustainability goals. It is thrilling to expand our horizons, strengthening our core forte i.e. apparel and textiles with US Workwear, US Footwear, and US & Dynamo, and at the same venturing into non-related verticals like LEEDS Logistics. LEEDS Logistics is a full-fledged running business now with a soon-to-be-launched workshop & fuel station at Khanewal.

I am extremely happy with the response of our people who have enrolled in the Harvard ManageMentor program's 2nd cycle. Looking at the interest of our people, positive feedback from the learners, and a direct impact on the performance, we have recently introduced another e-learning program by the name of "Finance is a Child's Play". Through this simplistic finance training program by a France-based trainer Bissada Management Simulations, we aim to enhance the financial acumen of our non-finance managers across the group.

We are surviving a very tough and disruptive business environment where the economic disparity and market fluctuations have caused volatility and uncertainty across industries, especially in the textile sector, the inconsistent cotton prices, escalating energy & freight costs have disturbed supply chains globally, with ever-changing



market & consumer demands causing perplexity overall. I am proud of all sBUs for always being adaptive and striving for the best by overcoming never-ending challenges. I can foresee that this target-based strategic and persistent approach will take US Apparel and Textiles to unparalleled heights in future. Insha Allah.

Best Regards,
Asif Malik

CORPORATE

AJ Holdings- Sky is the limit

In line with its vision to drive sustainable growth, AJ Holdings has led the way in diversifying US Group's strategic portfolio. Launched in 2021, LEEDS Logistics was the first non-textile business venture to be established under the diversification strategy with the aim of becoming a fully integrated supply chain company. The company currently has a fleet of 40 vehicles serving major multinational corporate clients.

After the successful launch of LEEDS Logistics, AJ Holdings is in process of establishing our second non-textile business – a fully integrated footwear vertical under the name of US Footwear. The Company's manufacturing unit will be a state-of-the-art facility to be

designed by top experts in the world and, when fully completed, will have a production capacity of over 4.0 million pairs per annum. US Footwear is expected to have a diverse product range including synthetic, leather, and textile shoes. In line with the values of the Group, sustainability will be our core philosophy with the goal to become the first LEED-certified (USGBC) footwear manufacturer in Pakistan. With a team comprising of top talent from across the world and US Group's presence in top footwear import markets, we are confident that we will be able to establish our footprint in the global market, providing a boost to the footwear industry of Pakistan.

There have been significant developments since its inception phase including the hiring of top-tier management and growth of the business network.

Our Stop Over; Expo Riva Schuh: US Footwear has made its first presence at Expo Riva Schuh, the leading international trade fair for footwear. It was a great opportunity to broaden and grow the network of business relationships.

AJ Holdings continues to explore new investment opportunities in various sectors to ensure the expansion and diversification of the US Group's strategic portfolio.



We wish our businesses keep on thriving across industries and continents.



In attendance at
EXPO RIVA SCHUH

**USGROUP
FOOTWEAR**

Annual Pilgrimage

Every year, US Apparel and Textiles' is bestowed with the honor of sending its employees to perform the Holy Hajj through a lucky draw. Due to Covid-19, the group of fortunate employees shortlisted in 2019 could not perform Hajj and the process of balloting was discontinued for some time. This year, US Apparel and Textiles, resumed the noble cause and the shortlisted ten workers shall perform Hajj this year. INSHALLAH.

Congratulations to the blessed pilgrims!



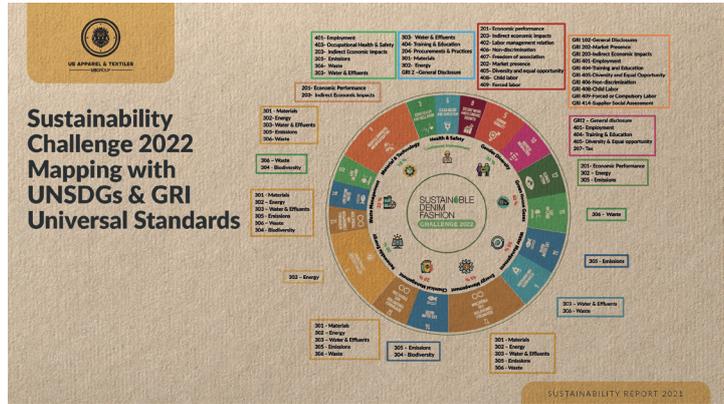
Launching the Second Sustainability Report 2021

April 14, 2022 marks the launch of US Apparel & Textiles, 2nd annual sustainability report.

This report includes holistic view of US Apparel and Textiles' initiatives toward its Sustainability Challenge 2022. Based on our performance against the nine target areas, the report highlights the factual data with Traffic Light System which makes it easier to see and analyze our performance. Aligned with UNSDGs, this report has some great insights and significant features, such as External Assurance, Achievements / Success Stories, Sustainability Vision, and Exciting Testimonials from some of our prestigious clients and customers. A big shout out to all our stakeholders including customers for sharing their encouraging feedback with us, it has motivated us to do even better in future.

We hope you have read and enjoyed understanding the details in the report and you are contributing to "Making Fashion Sustainable by Changing Mindsets for Futureproofing Generations to Come".

https://usapparelandtextiles.com/pdf/sustainability_report_2021.pdf



Fireside chat with Asif Malik!

We love to socialize here at US Apparel and Textiles. Another delightful session of 'Fireside Chat with Asif Malik' took place at the corporate office, where our Gen Z colleagues interacted with the CEO. This vibrant second batch thoroughly enjoyed the candid talk with Asif Malik on various topics from book reading to the global economic crunch, and comprehending the true meaning of success which is nothing but contentment with oneself.

"It is pertinent to create value for businesses to futureproof them for generations to come", advised Mr. Asif Malik, CEO, US Apparel and Textiles, while chit-chatting with the young lot over a cup of coffee.

P.S. The CEO recommended book "Psychology of Money" by Morgan Housel is worth your next binge reading.



Happy Mother's & Father's Day to the most earnest people in the world

Our parents are the most beautiful blessing in our lives. May ALLAH Almighty bless our parents with healthy and hearty life and empower us to serve them because it is the support and prayers of our parents that what we are today.

Also, remember those who have lost their parents. We pray for their peaceful and happy eternal life. Ameen.



Kashif Abbas,
Director Commercial, US Footwear

"My passion for the footwear industry lies in innovation, ever-changing technologies, variety of materials, and constructions. During the working span of 20 years, I got the opportunity to lead different domains including Sales & Marketing, Customer Management, Product Management, and Supply Chain. I did my MBA (majors in Marketing and MIS) from the Institute of Business Administration (IBA),

Karachi, and worked for 2 years in a software company. Later, I joined Crescent Bahuman Limited (CBL) as Group Brand Manager to establish the company's core future strategy. After serving 11 years of my career with Service Industries Limited, which is Pakistan's top footwear exporter as Head of Exports, I have joined US Footwear as Director of Commercial. I believe, the pragmatic approach makes footwear professionals adaptable and open to embracing the changing dynamics in this field".



Mustafa Ahmad,
General Manager, Sustainability, US Apparel and Textiles

"I am a mechanical engineer with Masters in Quality Management and DBM from LUMS. I have more than 18 years of experience in production, QEHS, and sustainability. I am a certified TPM Trainer from JIPM Japan and a lead trainer from Creando Finland. I started my career in 2003 by putting up Pakistan's first-ever textile reeds facility in Raiwind Lahore, with the help of Blue Reed Spain. After setting up the plant, I moved to Packages Limited in the industrial performance department as a Quality Manager. I served in various roles at tissue, paper & board manufacturing, and EHS taking up to Group Head of Sustainability in 2014. Besides, leading different projects, I have headed SDG 13 with Packages and SDG 9 with Soorty Nationally through CERB and Pakistan Business Council. My passion for the environment has evolved me in sustainability and social standards. It has driven me to continue working in this field to strive for excellence".



Salah meeting at the Corporate Office

The first salah meeting at the corporate office took place at the executive mess, led by Ch. Abdul Rehman, Director (IR, Legal Affairs, and Administration). He explained the significance of Namaz as a source of the spiritual uplift of humanity. The meeting was followed by the detailed demonstration of the app **Kamil Emaan**, by Yasir Hashmi (General Manager, IT). The app maintains the comprehensive record of the offered Namaz. The online facility of Quran both recitation and translation are also available in this app. May Allah Almighty help us in walking on the right path!

Warm welcome to our new associates!

Kaukab Javed,
Deputy General Manager, Supply Chain, sBU USA

"Hi, this is Kaukab, I am a textile graduate with a business degree and pursuing my career in sourcing and supply chain for the last 13 years. Making my way through a male-dominated industry where I have been associated with the different textile companies and have the abilities to develop and implement strategies regarding supply chain activities, managing vendor base, and sourcing across the region.

I have been into this career by accident but later on, I have learned that this role is quite challenging as a company's overall production, efficiency, and revenue is based on it. So, the supply chain suits me and my passion to grow and learn more. Every day is a new learning that is the main thing for me which connects me with this field".



Healthy Mind Healthy Body

We are thankful to Chughtai Lab for organizing this interactive awareness session for the female employees to discuss various health issues. Dr. Muhammad Ahmad Khan, (Consultant Family Physician) and Hira Naz (Manager Corporate Communications) discussed about the general health problems among females especially deficiency of vitamin D and the significance of Mammography. The session had an interesting question-answer series followed by the distribution of the discount cards.



Management Trainees at US Apparel and Textiles

In continuation of Recruitment Drive 22, the Corporate HR team of US Apparel and Textiles' conducted interviews with the successful candidates from National Textile University, Faisalabad. The candidates were invited to US Apparel and Textiles where Hassan Aftab, Director HR, interacted with the potential candidates along with Usman Nasir & Talha Mehmood (Deputy General Manager HR), Lubna Taimoor, (Manager HR), Ameer Saeed (GM HR, US Denim Mills), & Ayesha Sheikh (Manager HR & Diversity). He also shared interesting tips on career growth and development with the future leaders.



Can finance be a child's play?

US Apparel and Textiles has started another fantastic learning and development initiative for its employees. This time, it is an online course "Finance is Child's Play" by Bissada Management Simulations, which is a France-based training provider. It is indeed a wonderful opportunity for professionals with a nonfinance background to master the basics of financial management.

We definitely think it is not a child's play. Do you agree?

Midway on the HMM Journey!

"Harvard ManageMentor (HMM) has been a phenomenal experience so far. I am done with half of the courses and looking forward to completing the program by the end of this year. One of the key learning is the fact that I can now "relate and connect" with different situations, and it helps me in taking tough decisions, smoothly. For instance, the courses on "Change Management" and "Delegation" have enabled me to deal with realignments as well as delegation of authority and tasks, in the right manner. I have come to know what actually is meant by CUSTOMER FOCUS rather than just the conventional understanding of CUSTOMER IS ALWAYS RIGHT. The content and exercises in this program have pushed me to uphold practical aspects of learning and strategies that were previously unknown to me".

Mustaen Qureshi
Senior Deputy Manager, VMD, sBU USA



Recruitment Drive 2022

This last quarter has been a roller coaster ride for our Corporate HR department. Exciting times after the Covid induced restrictions, when all such activities went on hold and became a barrier between physical job fairs. In continuation of the job fair 2022, the Corporate HR department of US Apparel and Textiles' ran a comprehensive recruitment drive in multiple universities including Lahore University of Management Sciences (LUMS), University of Engineering and Technology (UET), National Textile University (NTU), and Lahore School of Economics (LSE). Our team was happy to connect with the youth and the overwhelming response of the students at our booth at each place made it worth the time and effort. Kudos to the HR team for making this drive a huge success and enhancing our employer branding.



Wear Helmets, Ride Safely!

Make your commute safe by wearing a helmet!

Wearing helmet will keep you safe and mitigate the risk of head injuries & mortalities in case of any serious mishap. In order to promote safety among the bikers at US Apparel and Textiles. A safety campaign on wearing helmets has been run across the company to ensure 100% compliance. Banners were posted in all sBU(s) to give vigilance and awareness. Stay safe everyone, your life is important!



Stay safe in digital space by Yasir Hashmi, GM, Information Technology

In the digital world of today, things are moving at a fast pace. Our work life, personal life, and money are dependent on the internet, computing, and digital media. In increasing digital transformation, personal cyber security has become a necessity. You should invest in protecting your identity, accounts, and money.

Let's explore a few tips to avoid any unpleasant situation or loss:

➤ **Rule 1: Protect your storage drives (HDD, USBs, SD Cards)**

Always remove your storage drives from your devices while sending them for any repair or sale purposes. Data can be retrieved even after formatting the drives.



SBU USA



SBU UK/EU

Accident Investigation Training Session

Incident investigations are intended to determine the cause of an incident, to identify unsafe conditions or acts, and to recommend corrective actions so that similar incidents don't occur in the future. The purpose is prevention, not blame. A high-level training session on Accident Investigation was conducted for the members of the Executive Committee, led by a seasoned professional/consultant, Ibrahim Arif. This session aimed at comprehending the practical understanding of accident preparedness and the details of the investigation process in the case of any mishap. The participants were keen to brush up their knowledge on safety and prevention by learning from case studies used in the training session as examples, and also identifying a range of tools and techniques that can be applied during an incident investigation, to allow a greater insight into what provoked the incident, and what can be done to prevent re-occurrence.



➤ **Rule 2 : Never click on unknown links in messages, emails, or on social media**

Never trust links forwarded to you even from your close circles. When it is very important to click on the received link, always check the domain name (website name) first. If it is an unfamiliar name or some random alphabet, just delete it.

For example, below link/website is designed to deceive receivers to get their Facebook id and password.



➤ **Rule 3: Never download or click on email attachments from an unknown source**

Always check the file type (extension) of any attachment sent from your trusted source. Hackers normally make the file name very attractive. Never get tempted and if not necessary, delete it without opening it.

➤ **Rule 4: Never share PIN (digits) received on your cellphone/email or any other media**

Whether you requested it or not, if you received any pin on your phone or email, never share it with anyone. Tricksters generate pins by faking your id to get a pin sent to your registered device on social media or financial portals. Then they will call you and try to get that pin either impersonating a bank agent or telling any fancy story. Social engineering is very common nowadays. Never trust calls even from registered bank numbers if they ask you for a PIN or any other data.

➤ **Rule 5: Avoid setting easy-to-discover passwordt**

Always use complex passwords comprising upper case, numbers, and special characters. There are many software using dictionary words, date of birth, city, and common names to generate passwords. Hackers apply such software to gain access to your accounts.

➤ **Rule 6: Keep your software up to date**

Always keep the "Automatic update" setting checked on your computing devices. The device operating system needs regular updates and security patches for defense against the latest threats and automatic updates are the best option for cyber defense.

➤ **Rule 7: Never use Public Wi-Fi**

When security is important, don't use free or public Wi-Fi. If you use it, keep in mind that it is an open ground for hackers to steal your sensitive data. You can use it for streaming calls or watching videos but don't use financial portals or enter your sensitive login details on public Wi-Fi.

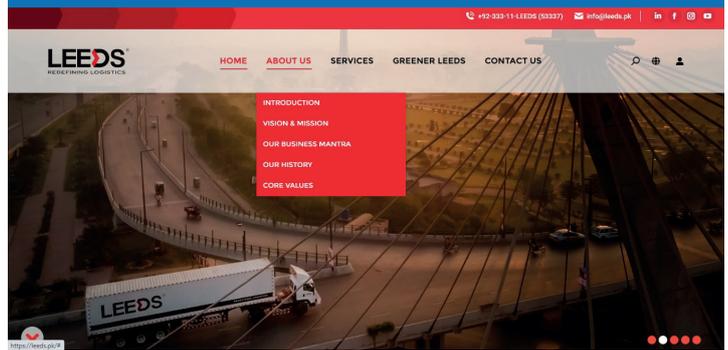
➤ **Rule 7: Take regular backups**

To avoid threats and data loss, take automatic/regular device backup on any authentic cloud service like google drive, one drive, or iCloud. You can also use USB or Solid-State Drives to keep backups.

Leeds.pk goes LIVE!

One of US Group's diversification verticals, LEEDS Logistics has been operational for some time now and is already gaining momentum at a fast speed within the local freight fraternity. LEEDS has recently launched its corporate website in the digital sphere for the ease of its customers, stakeholders, and the general public.

With this aesthetically designed interface, easy-on-the-eye fonts, and interactive features, our website is ready to share the latest updates about businesses and connect with visitors in a user-friendly manner. The corporate color of our brand – red, is hard to ignore and lifts up the overall look and feel of our corporate identity. We aim to use this professional platform to engage with our existing and prospective customers by providing them with useful information in a tech-savvy way. Click now <https://leeds.pk/> and check out more features and information about LEEDS Logistics.



Our services

A full range of quality logistic services.



PRIMARY TRANSPORTATION

Pakistan's logistics industry, like many others, is currently going through technological evolution. Primary Transportation remains one of the biggest challenges for most businesses. We believe every



SECONDARY TRANSPORTATION

Trust our dedicated team to resolve your distribution challenges and supply chain complexities timely and effectively. Be it interurban, intraurban & sub-urban movements or domestic & lower-volume deliveries,



GREENER LEEDS

We care for the environment and our impact on it. LEEDS is taking measures to reduce its carbon footprint, build sustainability into operations, and be a pioneer of green logistics in Pakistan.

TRACKING PLAN

TRANSPORT MANAGEMENT SYSTEM (TMS)

LEEDS is committed to delivering smart freight solutions to our customers, so that they can optimize their energy and resources to other core aspects of their business.

For this, we have introduced a real time tracking system. With LEEDS you can monitor, and locate the live location of your consignment. The Technology makes the transactions easier, customer-friendly, and faster for our clients. We facilitate you to view and navigate the transparency of our road management both inside and outside because we believe in making logistical transits easier for you. Literally your touch and go!





sBU USA

Meet the Winner of Flower Competition 2022!

The annual flower competition is a ritual here at US Apparel & Textiles that is celebrated with fervor all across the company. Like always, this year also was indeed a tough competition amongst the three sBUs, all lawns looked spectacular and a sight to behold. sBU USA, however has won the competition by meeting the criterion established by the competition judges. Hats off to sBU USA, and the administration department, especially gardeners & landscapers who played a vital role in this success. sBU US Denim Mills is right behind the winning team and became the Runner-up in the flower competition.



Awareness Training sessions at sBU USA!

Awareness session on Labor Laws & Grievance Handling was conducted by Riaz Ahmed, General Manager, Compliance covering 178 training hours. This exercise aimed at creating an amiable work environment to achieve the ultimate goal of employee satisfaction by grievance management to provide a conducive work environment to the employees.

Another training session was carried out by Ch. Abdul Rehman, Director IR, Legal Affairs & Administration on "Punjab Industrial & Commercial Employment Standing Orders". The session covered 88 training hours. The purpose of this session was to refresh the understanding towards the industrial / commercial laws and enabling trainees to ensure the compliance with the legal requirements in good spirit.

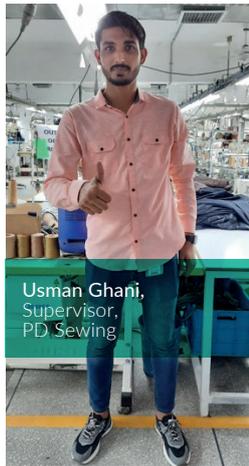
Some sustainable initiatives at sBU USA

- Incorporating sustainable technologies is important to mitigate environmental and ecological risks. Thus, sBU USA has installed 1.1MW energy efficient gas generator. This new and efficient generator has earned 14% gas saving and is set to produce around 16.6% more units as compared to the previous one.
- sBU USA is always vigilant when it comes to employee well-being, as our people are our biggest asset. The weather has been changing for the worse and working conditions of our people is a priority. For the same, energy efficient evaporative coolers of 60,000 cubic feet per minute have been installed in PD Washing, with proper exhaust fans for the well-being and comfort of the workers.

Here's what Usman Ghani, Supervisor from PD Sewing has to say about these new additions on his work floor:

“ Before the installation of these coolers, the floor temp was 35 to 36 degrees Celsius. These coolers have maintained the temperature between 20 to 25 degrees Celsius of the floor. Installation of these vents have made our work environment, comfortable and easier.”

- To utilize the water consumption in a sustainable manner, 65 new water optimizers have been installed in sBU USA, Unit 5. It will help in saving up to 80% of water as compared to a standard tap. Generally, a standard tap consumes 12 liters, with the help of this new installation, around 1.8 liters of water will be consumed per minute.



Usman Ghani,
Supervisor,
PD Sewing



Connecting at the sBU USA Town Hall

Town hall meetings are a way for Company's management to meet and connect with their employees. sBU USA has organized its first ever town hall meeting including Deputy Manager & above employees. Almost 160 employees were in attendance in this town hall led by Imran Malik, MD sBU USA.

“ I believe, taking out time and engaging with people is the best way to ensure achievement of business goals, improvements in processes, and changing mindsets. So, the purpose behind conducting this townhall was building strong connectivity with my team as it helped people to voice their concerns, better understand each other's thought processes, and then appropriately respond to differences in opinion. I am looking forward to explore more channels and platforms to engage with my team.”

Imran Malik,
Managing Director,
sBU USA.



Learning finance with Happy Smarty

sBU USA conducted a training session on the online financial course "Finance is a child's play". It was delivered by Fawad Saeed, Director of Marketing, sBU USA, to a group of 50 employees, covering 100 training hours. The objective of the session was to help employees understand the basics of financial management and how to examine the financial performance of a business. Be smart financially with Happy Smarty!



Welcoming students from GIFT University, Gujranwala

It is always a pleasure for US Apparel & Textiles to host students at our premises and engage with them. A group of 32 students from the School of Fine Arts, Design and Architecture (SFADA) of GIFT University, Gujranwala, visited our plant site at sBU USA. This visit included a comprehensive introduction to the manufacturing techniques and procedures by Allahdad Ahmed (Senior Manager HR), and Hira Khan (MTO HR).



Fair Trade ration bags distribution

Fair Trade USA and US Apparel and Textiles have collaborated together to promote prosperity of society as a whole. Under the Fair Trade scheme in April 2022, Imran Malik, Managing Director, sBU USA distributed approximately 6,753 ration bags worth PKR 16 million among workers & supervisors. The purpose of this activity is to uplift the social and economic development of employees and to nurture sustainable living.

Eid Greetings to all MTOs

We always promote a culture of respect and inclusion for everyone associated with US! The new batch of MTOs at sBU UK/EU were in for a treat for the Eid ul Fitar celebration, where they spent quality time with their seniors and received gifts as a token of good will gesture.



sBU UK



Decision Making & Problem Solving

An interactive session for the Quality Team at sBU UK/EU was conducted by Awais Mehmood Butt, General Manager Quality. The purpose of the session was to enlighten the participants on prompt decision-making and problem-solving in case of complex and hefty situations. This productive activity was an opportunity for the employees to enhance their managerial skills.



US 1R is taking on more departments

Business operations and requirements keep changing from time to time. Our US 1R facility recently made a move to a new location at plot 16 & 17. Some of the departments of US 1R, sBU UK/EU have been shifted, including Fabric Store, Cutting, and Sewing got operational after the inauguration ceremony.



Session on Mammography and Vitamin D deficiency – Chughtai Lab

sBU UK/EU has partnered with Chughtai Lab to conduct an interactive session on health. In this session, Dr. Huma discussed about females' health issues and focused on Mammography and Vitamin D deficiency. She also emphasized on the symptoms and significance of timely taken precautionary measures.

The females of all departments of sBU UK/EU were included. This session was graciously appreciated by all female colleagues as it directed and encouraged them to make certain of their mental health.



Promote Paperless Environment; Promote Automation Processes

US Apparel and Textiles strives on finding different innovative ways when it comes to incorporating the **Sustainable Mindset** and lifestyle. sBU UK/EU is now operating Automating Systems by making corrections in "IN/OUT" time, attendance of employees, and statutory issuance. As well as, some other processes that required approvals on paper before. Therefore, a detailed awareness session was held with the Payment Supervisors to explicate the automation processes where all these steps will now be done through a software, to promote "Paperless Environment" and to support "Sustainability".

Get Work Ready with US!

sBU UK/EU has achieved another milestone by launching US Workwear under the business diversification agenda of US Apparel and Textiles. US Workwear has taken the leap with its exciting workwear range, known for longevity, durable quality, and craftsmanship.

US Workwear brings the right clothing solutions to ensure daily safety and comfort. After all, we believe in making your worktime a happy time. Feel safe and protected with US Workwear!



Better together, now and always

Promoting gender diversity, mutual respect, and emotional intelligence are a pre-requisite for everyone at USAT. With constant reminders, awareness sessions, and including newcomers, sBU UK/EU is ensuring the utmost effectiveness of our company values and compliance of our sustainability targets. The HR department of sBU UK/EU arranged yet another amazing session on "Mindfulness" for the employees to promote equality, mental wellbeing, and diversity. The aim of this session was to encourage employees to create an environment that supports and embraces acceptance of each other.

GET WORK READY WITH US!



ACCREDITED



CERTIFIED



Straight from the OR Show!

To promote business opportunities and customer networking within the workwear industry, sBU UK/EU showcased the US Workwear in all its glory - premium quality, diverse, and innovative workwear collection at the OUTDOOR RETAILER SHOW from 9-11 June 2022 at booth # 51070-UL, in Denver. The range manifests the latest sustainable manufacturing techniques and diverse style options. The epic visitors' response and positive connotations have encouraged the team to thrive and better serve its customers. Looking professional has never been this easy before!

Workwear at Techtextil Show!

US Workwear is launched with a bang! After OR, the dedicated team of US Workwear participated in the esteemed Techtextil Show held at Frankfurt am Main from June 21 to 24, 2022. It is a great forum that represents high-tech products and offers a display of the latest process technologies. The latest US Workwear range manifested the most sustainable manufacturing techniques and diverse style options at the show. Have a look!



US DENIM Mills

Upgradation of transport fleet; a wellbeing initiative

Management of US Denim Mills is committed to provide maximal facilities to its employees. This time, the transport fleet for the management employees has been upgraded by replacing old vehicles with new ones. This elevation in the transport facility under the agenda of employee wellbeing will provide ease and comfort to employees in their daily commute.



CSR & Sustainability initiative at Govt Primary School Khizarabad

Considering the significance of our sustainability agenda and its principles, HR and Compliance teams of US Denim Mills conducted two awareness sessions on three principles from our Sustainability Agenda in April and May 2022, with a focus on Health, Safety & Wellbeing and Waste & Water Management.

The schools were also provided first-aid kits, fire extinguishers, bulk water bottles, stationery material, denim pouches for stationery materials, water dispensers, lunch boxes, and dust bins. Our team also took care of small repair needs of the existing electric cooler and ceiling fans. This initiative was well admired by kids and school management. Our employees also enjoyed this value-added experience, as well as the community welfare.



Eid Greetings from US Denim Mills

Eid is all about sharing happiness with each other. For the same, Eid cakes were distributed among employees to celebrate the meethi eid. It was a wonderful sight to see the employees sharing eid happiness and greetings with each other.

Trainings at US Denim Mills

Session on Factories (Amendment) Act

IR trainings are a continuous learning intervention for the Senior Managers and above. They not only serve as a refresher but also help all concerned stakeholders to ensure legal compliance in their respective departments.

Training Workshop on Finance for Non-Finance Managers

The HR and Finance departments of US Denim Mills collaborated to develop an in-house training workshop for its Non-Finance Managers. The training was delivered by Syed Farrukh Ali, GM Finance and Muhammad Ibrahim, Senior Manager Accounts & Finance. This workshop aimed to enable a comprehensive understanding of the key concepts of business finance for non-finance managers. This will help in effective decision making and get them closer to achieving their goals.

Incident/Accident Investigation Training

Incidents/Accidents can happen anytime anywhere, prevention is the only way to avoid major disasters. Safety is everyone's responsibility at US Apparel & Textiles, a well-known HSE trainer, Ibrahim Arif, conducted another awareness session on Accident Investigation at sBU Denim Mills. This full-day workshop has helped our employees in enhancing their knowledge about the essential tools and techniques used for a proper incident/accident investigation.

Day or Night, Safety is Primary

sBU Denim Mills conducted an Emergency Evacuation drill and awareness session on CPR (Cardiac Pulmonary resuscitation) for employees working in the evening shift, on June 15, 2022, with a purpose to train them on how to cope with the emergency situations and ensure the health & safety of both workforce and infrastructure. The employees were also given a live demonstration of preventive and corrective measures to avoid emergency situations.

Audiometry and Spirometry Tests

The Health, Safety & Wellbeing of our employees takes priority in everything. sBU Denim Mills conducted Audiometry and Spirometry Tests on June 17, 2022. Our HR/IR and Compliance teams in collaboration with CIWCE (Centre for the Improvement of Working Conditions and Environment) organized this activity for the workers working in high noise and wet processing areas. The purpose was to guide workers to stay vigilant and take necessary actions to make our workplace safe and secure.



We got Featured in Rivet, Summer 2022 edition!

Sourcing Journal Media, LLC, a leader in B2B trade media, produces publications and events under the Sourcing Journal and Rivet brands. One of the top-notch platforms offering essential news, expert commentary and in-depth analysis. Click on this link https://lnkd.in/d/v3_fYN to read the expert opinion and forecasts by Moen Akram, Director Marketing (US Denim Mills). It is delightful to read about how US Apparel & Textiles encourages a conducive work culture, how the diversity has helped to improve our processes, and infuse sustainability into everything we do.



BESTSELLER and Mills Week Collection

Bestseller group joined our US Denim Mills' Research & Development Team for the seasonal collection. Every customer has a specific mood board which they share with their suppliers. As our seasonal collections are always innovative and artistic, we hand-picked from our in-house collection to offer our customers as per their directions and mood boards.

PRIMARK Quality Team at US Apparel & Textiles

Always happy to offer our hospitality and have our valued customers with us in Pakistan. Primark, one of our valued customers visits us frequently for business – strategic meetings. The Quality Manager and Product Technologist from Primark visited US Apparel and Textiles. They also visited US Denim Mills to see the facilities and quality of services and products.



Kontoor Brands Annual Assessment

US Denim Mills managed to successfully passed Kontoor Annual Assessment conducted by Bureau Veritas Pakistan team on June 16, 2022. In this assessment, social, health & safety, and environmental requirements as per Kontoor Brands have been verified. Processing, Utilities, Engineering, and compliance teams have participated in this assessment.

Only One Earth; World Environment Day

World Environment Day 2022 was celebrated at sBU Denim Mills with zeal and zest, to focus on promoting sustainable life choices, highlighting the significance and the need to live sustainably in harmony with nature, making environment friendly policies and choices towards a cleaner and greener earth. For the same, several awareness sessions were conducted in different departments. Also, denim grocery bags made of recycled/reusable fabric were distributed among employees and in the neighborhood community (Khizr Abad) to promote sustainable choices and stop the usage of plastic bags. A plantation drive was also conducted where our female employees planted trees.



Higg FEM 3.0 Verification

US Denim Mills successfully completed the Higg FEM 3.0, third party verification with 81.1 % score conducted by ELEVATE Pakistan.

The Higg Facility Environmental Module (Higg FEM) is a sustainability assessment tool that standardizes how facilities measure and evaluate their environmental performance, year over year. In this assessment, Legal Permits, Environmental Management System, GHG Emissions, Water, Waste Water, Waste and Chemical Management were verified. Processing, Supply Chain, Utilities, Engineering, and Compliance teams participated in this assessment.



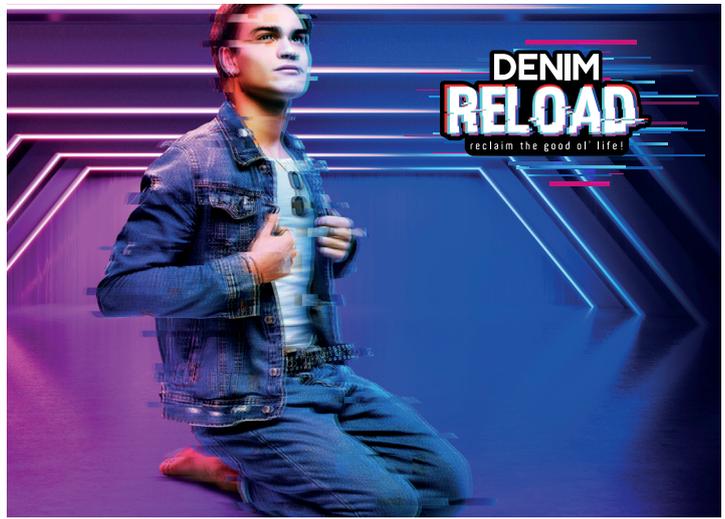
Let's take you to the Kingpins Amsterdam Show

US Denim Mills' Denim Reload Collection Fall/Winter 23-24 took Amsterdam by storm! Our colleagues attending the Kingpins Show were gushing about the phenomenal response of those in attendance to this one-of-a-kind display. This diverse collection is all about the authenticity of denim blended with sustainable manufacturing techniques and fabric construction. We surely managed to rejuvenate the spirit and spark in the fashion world – post pandemic.

Our category lineup included:

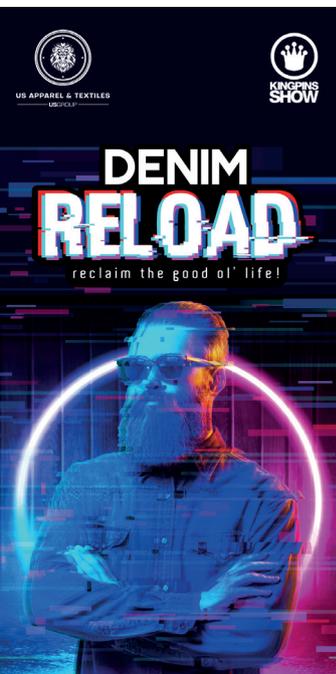
- > *Authentic Appeal*
- > *Denim 2.0*
- > *Flexdomme*
- > *Modern Era*
- > *Green Steps*
- > *IntelliJeans*

Taking you all down memory lane, our COLAB with Beaconhouse National University (BNU) for the OFFBEAT SS 23 Collection, we got the chance to exhibit the garments of the winners at Kingpins along with Denim Reload Collection AW 23/24. This collaboration gave us a chance to work with young fashion students and promote their talent on this prestigious platform.



Another highlight of the great Kingpin Show Amsterdam was US Denim Mills receiving an award for Champions of Sustainability 2019 by one of our valued Suppliers, Unifi.

We have been a trendsetter always. For the trend area selection at the KP Show, our "Monster Oversized Zero Waste Jacket" was selected and displayed in its full glory. A fashion moment to relive!



Our Workwear range at the Outdoor Retailer Show Summer – Denver, CO

A fun fact about Denver: It's easy being "green" in Denver. From global warming and renewable energy to environmental cleanup, Denver is emerging as a model for sustainable cities. The Colorado Convention Center is green through and through. It was an amazing experience for our team to display in the exhibition there. Showcasing our brand-new US Workwear range was a splendid experience for us and the overwhelming response of the visitors made it worth all the hard work behind curating this range.



Expanding the local ventures

US Denim Mills relishes a global clientele of top fashion brands, being one of the prime manufacturers and exporters of selvedge fabric in Pakistan, we enjoy a good reputation locally as well. Now with a keener focus on the home ground, we are strategically penetrating the local market and expanding the client portfolio with our good prices and higher volumes.

Our team of experts also met with the Interloop USA team to discuss business. Interloop is one of our premium customers at US Denim Mill. Based on our strategic business partnership, both teams met to broaden the business horizons between US Denim Mills and Interloop USA. It was a productive meeting regarding product range, sustainable initiatives, and business trends.



Collaboration with Qasim Ali Shah Foundation

sBU Denim Mills arranged a three-day training workshop for the Managers and above cadre employees in collaboration with Qasim Ali Shah Foundation. The workshop covered three critical topics: Ego Management and How to Develop Empathy (led by Qasim Ali Shah), Attitude & Work Ethics (led by Kamran Saeed) MBTI & Personality Types (led by Dr. Qamar Ul Hassan). These relevant topics by the above-mentioned charismatic trainers kept the audience hooked for 3 days during these interactive sessions.



All the Best Ghulam Mohiyuddin!

One of our colleagues Ghulam Mohiyuddin (DGM Costing) after being associated with sBU Denim Mills for 15 long years, has been transferred to sBU UK/EU located at Ferozpur Road, Lahore. We thank him for his immense contribution in our achievements and we look forward to seeing him continue doing it at our other business unit. To honor his graceful time spent at sBU Denim Mills, Irfan Nazir (MD, sBU Denim Mills) along with the Senior Management, came together to bid him farewell and wish him luck in his new role.



World Health Day '22

World Health Day was celebrated at sBU Denim Mills on April 7, 2022. This year's theme "Our Planet-Our Health" urges the need to focus on health of both the humans and planet for a sustainable future. Our Compliance team helped to raise awareness among employees on taking care of their health by adopting a healthy lifestyle. Eat Healthy, Live Healthy!