



CASA



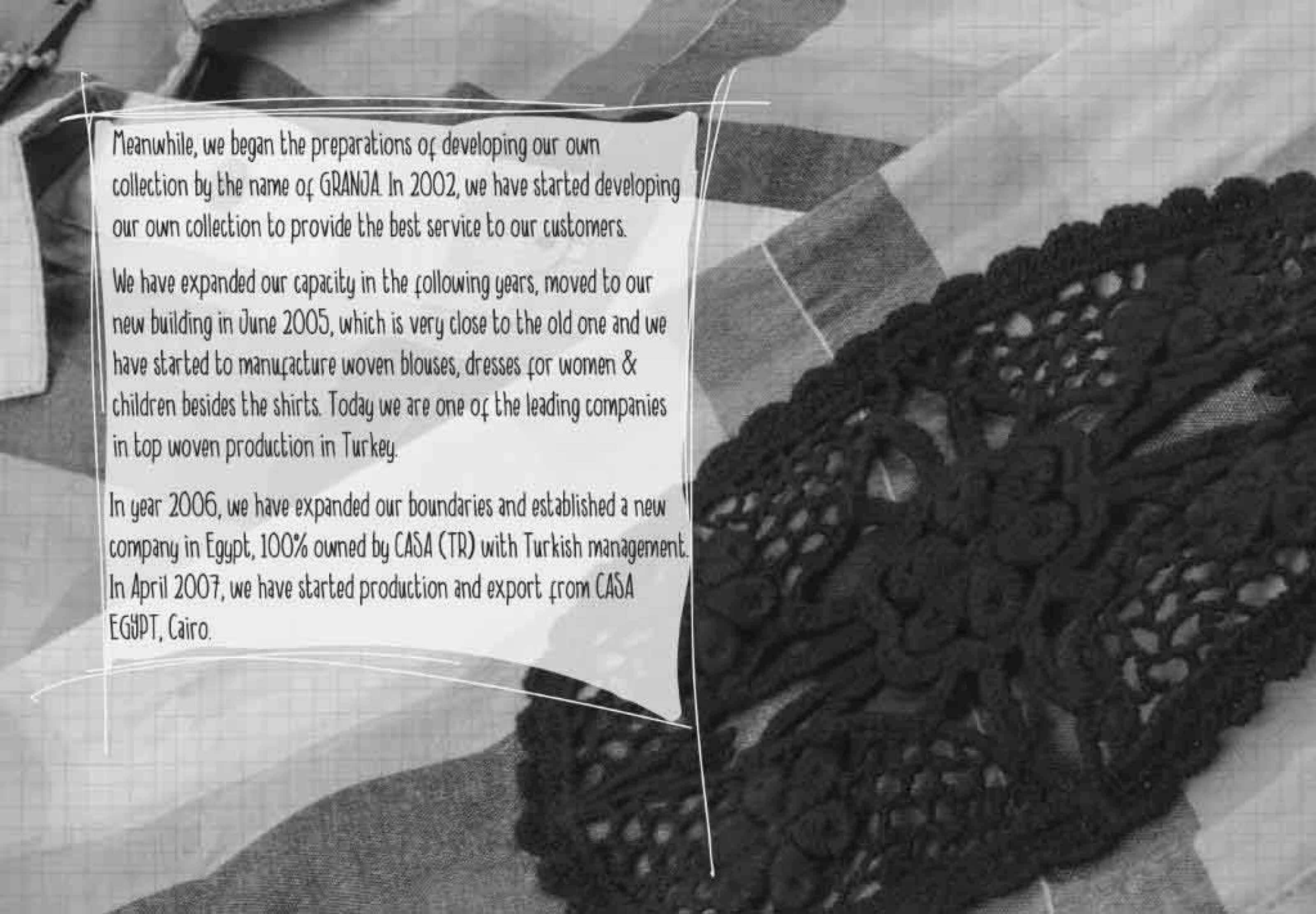


# HISTORY

CASA TURKEY has been established for domestic market in 1989 and started to export in 1996 to EUROPEAN countries as a shirt supplier. In June 2000 we moved to our facility in Buca which let us grow in the market by increasing our capacity.







Meanwhile, we began the preparations of developing our own collection by the name of GRANJA. In 2002, we have started developing our own collection to provide the best service to our customers.

We have expanded our capacity in the following years, moved to our new building in June 2005, which is very close to the old one and we have started to manufacture woven blouses, dresses for women & children besides the shirts. Today we are one of the leading companies in top woven production in Turkey.

In year 2006, we have expanded our boundaries and established a new company in Egypt, 100% owned by CASA (TR) with Turkish management. In April 2007, we have started production and export from CASA EGYPT, Cairo.





We have the advantages of using our know-how in Egypt with the same quality and service as in Turkey but with the most reasonable prices. We are currently producing and exporting to European companies as well as to US customer groups with the advantages of the QIZ agreement.

In 2011, because of the public revolution against the government in Egypt, we have stopped the production in our own factory, and continue our production with our approved subcontractors. Since 2011, we have added TUNISIA as the 2nd foreign country into our production range.

We also have approved subcontractors in this country. From these 2 countries, our lead times are only 2 weeks longer than they are in Turkey; however there is 15% - 30% price advantage with the same quality when compared to Turkey production.

CASA (TR) is in Buca, Izmir, 12 km from International Izmir Adnan Menderes Airport. Our total capacity is 300.000 pcs shirts/month.







# PROFILE OF CASA

We produce all types of woven shirts, blouses, skirts, dresses with a product scale of 40% women, 40% men and 20% Children. We are able to use all types of woven fabric such as 100% Cotton qualities, cotton mixtures, cotton-elastane, polyester, viscose, other fibre mixtures on yarn dyed, uni dyed, all over printed, jacquard, knits, laces and denim fabrics up to 7,5 oz.

Our products are exported to:

- Spain
- Germany
- Italy
- Sweden
- UK
- USA
- France
- Portugal
- Canada

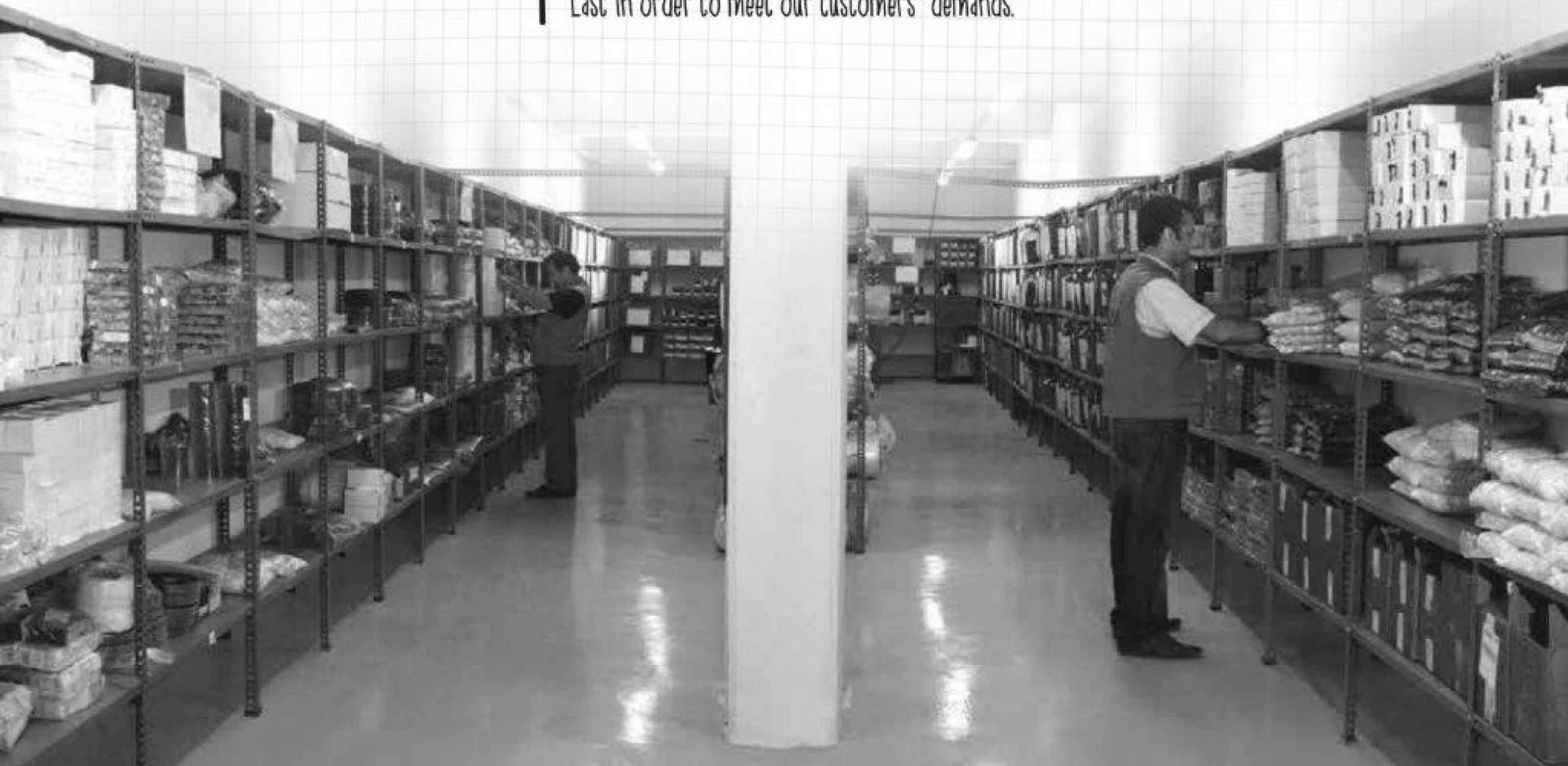




# OUR PHILOSOPHY

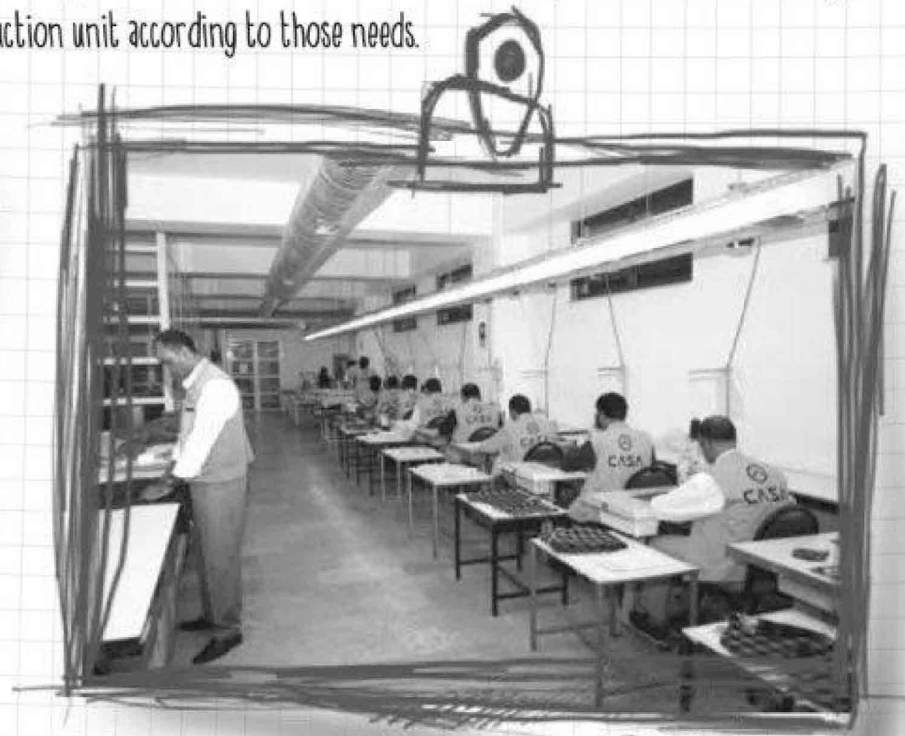
Our main target is customer satisfaction and having customer continuity. Our aim is to meet our customers' needs and to be the best for service, quality, price and design. To get the best result, our team works with all their experience on the workflow and quality.

We also have the big advantage of having a wide range of fabric research and working with the best suppliers. Fabrics used for our products can be sourced from local market, Europe or Far East in order to meet our customers' demands.



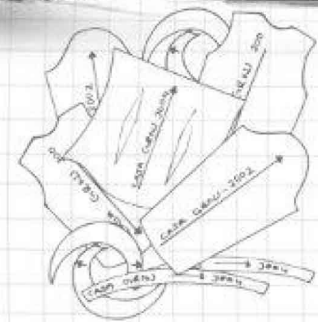


We are one of the few companies which can quote several options to the customer with using the advantage of having different production countries such as Turkey, Egypt and Tunisia. In order to give the best price and service, we evaluate the needs of our customers and assign the most suitable production unit according to those needs.



## SAMPLING

Samples and patterns are developed in our quality oriented sampling department. All making instructions & cutting layouts and approved samples are dispatched from this department.





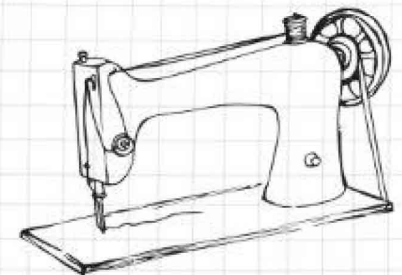
# PRODUCTION

Our subcontractors have been audited and approved by leading retail brands of Europe; including H&M, Marks&Spencer, Inditex. And they are also being audited & approved by third party organisations such as SGS.

We may manufacture organic products as well since some of our subcontractors have Organic Certification.

All of our subcontractors are following broken needle procedures.

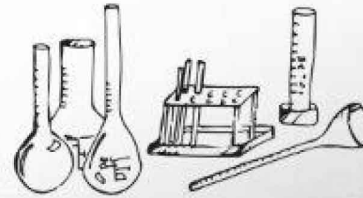
We also have a conveyor metal detector.







# LABORATORY



We have a laboratory which is accredited by H&M.  
We are making all physical tests such as;

- Dimensional Change
- Colour Fastness to Rubbing
- Colour Fastness to Washing
- Skewness
- Nickel Test
- Heat
- Interlining Bond Strength Test
- Button Pull Test

We are making all chemical tests such as;

- Colour fastness to water test
- Perspiration test
- PH Test
- Sublimation Test

Results are compared in a light box.



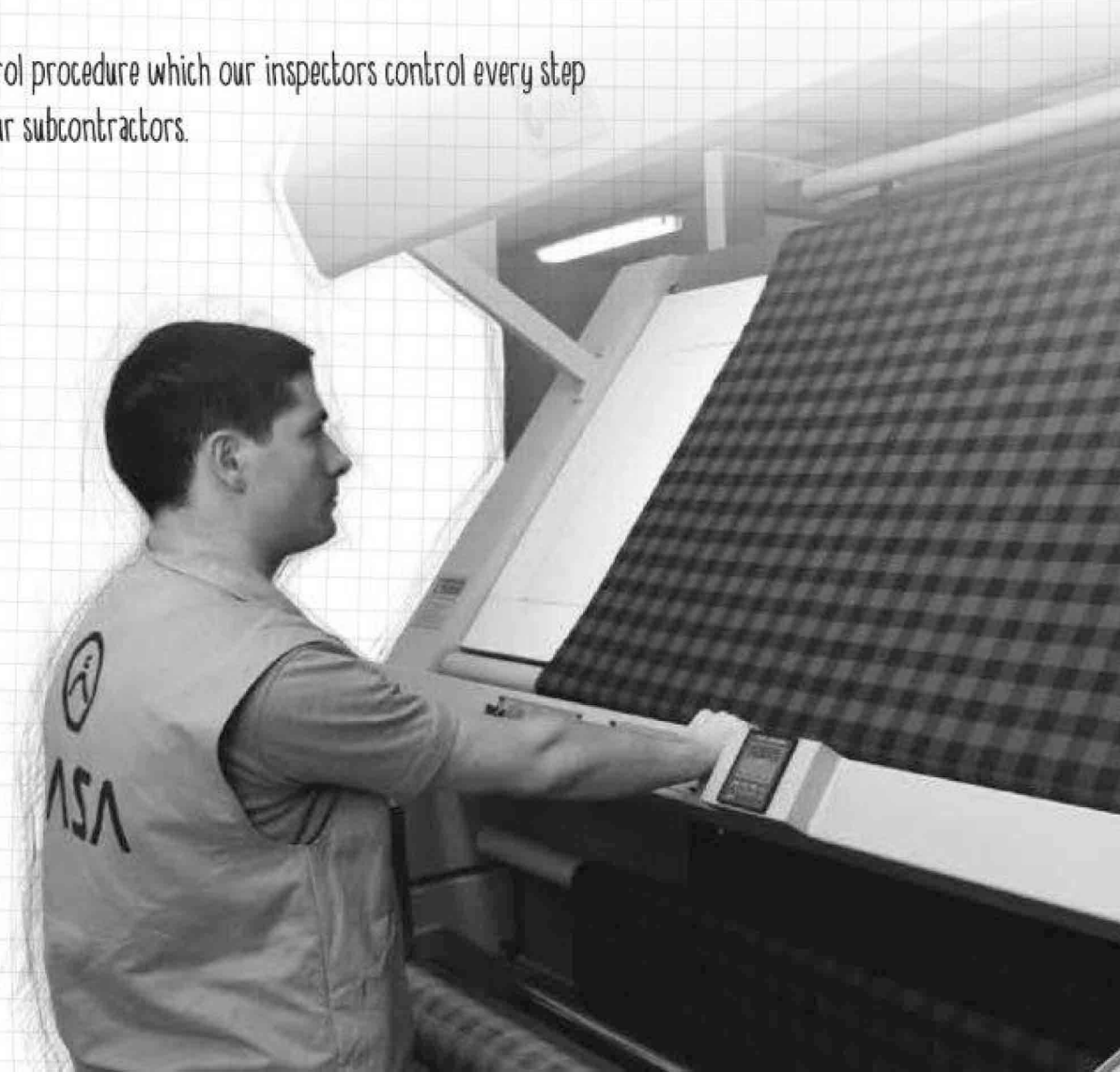
# INSPECTION

Finished fabrics are checked 10% prior to cutting by a fabric inspection machine. All fabric rolls are inspected 100% when some major faults are seen.

We have a process control procedure which our inspectors control every step of the production at our subcontractors.



When the products are ready for shipment, they are inspected by our quality control team according to AQL standards. The shipments take place only after the approval of our QC team.





# GRNJ

We are aware of the importance of being fast in fashion to be able to give the best service to our customers. For this reason, we have our own collection since 2002. You may see our brand name GRANJA, on the labels of our styles made with the latest design visions.

Our design team organizes visits to the fairs in Europe and USA on a regular basis. They have the up-to-date collections of our fabric suppliers.

Our design team is also supported by the worldwide well known fashion websites and magazines. We are always targeting to follow the latest trends and designs very closely and we accordingly update our collection every month to be able to present new ideas to our customers.







CASA

www.CASAtekstil.com.tr