



Employees working at full pace at the factory premises

Qualitex Group

Delivering class, crafting success

Sustainability

Sustainability, from an environmental standpoint, is at the heart of Qualitex Group's business blueprint. Some highlights include:

- Constructing waste water treatment plants which process 3,100 cubic metres of water per hour.
- Introducing educational stipends for children of employees.
- Harvesting rain water for usage in production process.
- Introducing adult literacy programmes for employees.
- Investing in energy saving projects.

Champions of quality and excellence

Winner of HSBC Export Excellence Awards 2011

Built on the strengths of teamwork, commitment and innovation, Qualitex Group is one of the leading exporters operating in the Export Processing Zones (EPZ) of Bangladesh. The world-class terry towels produced by Qualitex reaches around the world with the proud 'Made in Bangladesh' mark.

'Besides business volume and operational results, the excellence achieved by Qualitex Group has come from our fair and ethical business conduct. This has instilled confidence in our customers and also our suppliers,' comments Mohammad Sulaiman, Managing Director of Qualitex Group, acknowledging the contribution of his

proud team. Keen focus on customer preferences and relentless endeavours in improving the production process have helped Qualitex Group win the confidence and trust of buyers worldwide.

Qualitex Group started its operation in 1986 at the Chittagong EPZ and is a part of its parent company 1888 Mills. The passionate team of over 6,000 employees at Qualitex Group drives the

enterprise in being the leading exporter of terry towels from Bangladesh.

For its commendable contribution to the national exports of Bangladesh, Qualitex Group has been awarded as the 'Exporter of the Year' in the EPZ Enterprise category at the HSBC Export Excellence Awards 2011.

"Our success is largely due to the dedication of all our employees, from the production floor up to senior management."

Mohammad Sulaiman, Managing Director



Qualitex Group

Established: 1985

Main Products: Diverse range of terry towel products

Major Export destinations: Europe, Canada and the USA

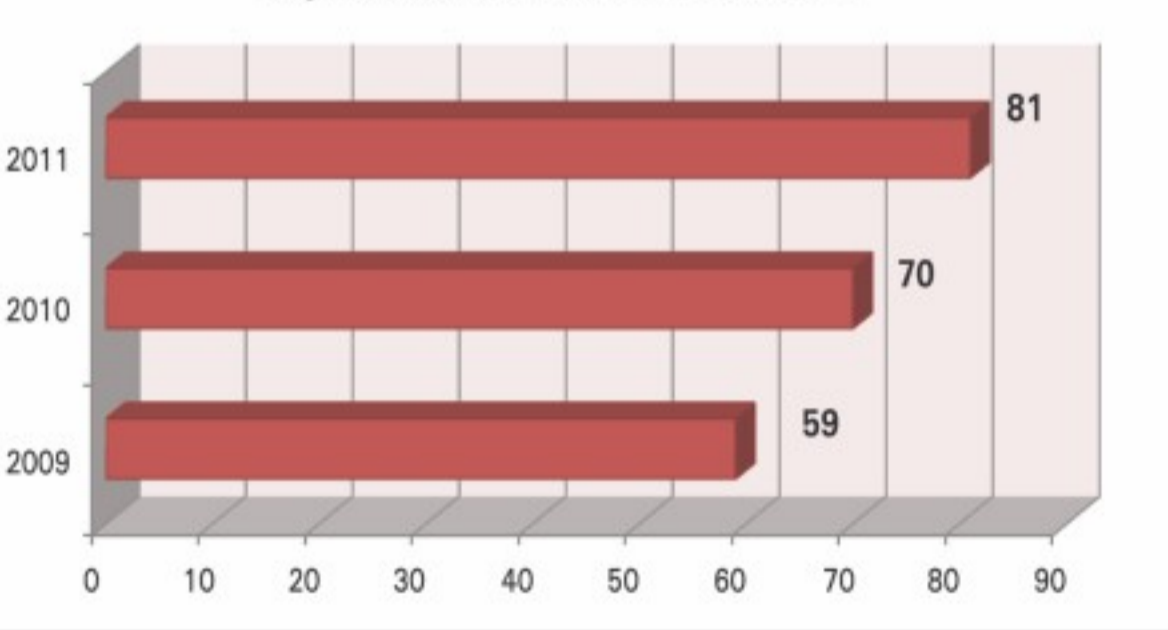


Finance Minister A M A Muhith hands over the 'HSBC Export Excellence Awards 2011' to Md Altaf Awan, General Manager of Qualitex Group



World-class terry towel products exported by Qualitex Group

Export revenue (in USD million)



Terry towels - reaching far and wide

From bath towels, kitchen towels to embroidered towels, Qualitex Group is primarily a manufacturer and exporter of terry towel products that ship across the globe. The Group produces high quality towels for a diverse range of customer segments. By strategically aligning its marketing wing with that of their parent company, 1888 Mills,

Qualitex Group can ensure that the products it exports will meet the specific needs of its end consumer. Qualitex Group currently exports towels to world renowned brands such as Wal-Mart, Target, IKEA, Dollar General and Tesco. In fact, the Group has won numerous awards for product quality from a number of international organisations.



A diverse product portfolio - suitable for a wide range of needs



Technological innovation - the core of Qualitex Group's excellence

Export Destinations

Exports to countries including Sweden, France, Canada, Australia, Japan, the USA and the UK



A close-knit team

Qualitex Group is currently the number one exporter of terry towel products in Bangladesh and exports mainly to North America and Europe. With full compliance to quality control standards, Qualitex Group sources a large portion of its raw materials locally. Furthermore, a major success has been its ability to adapt to industry trends by regularly tracking changing needs and changing its operations accordingly. With a 6,000 strong employee base, the Group's relentless commitment towards technological innovation coupled with progressive HR practices has made Qualitex Group a rising player in the international terry towel market.

