

Started WITH NOTHING

SABU M. JACOB
MD Kitex Garments

At the helm of Kerala India's Kitex Garments – a \$175 million business – is Sabu M. Jacob, a man who's first role was to clean the factory's toilets. What's more, as Kitex grows, Sabu is taking everybody with him.

The company has grown year after year and is now the largest private employer in the Indian state of Kerala. Sabu describes it as a "recession-proof" business, manufacturing infants' wear. The company is the world's second-largest producer of clothing and sells to some of the world's biggest retailers including Amazon, Walmart, Target, and Mothercare amongst countless others. "It's unlikely that a kid in the US hasn't worn clothes made at our factory," says Sabu who runs his factory from Kizhakkambalam, a village in Kerala.

Kitex Garments Ltd, incorporated in 1992, is part of the larger, diversified Anna-Kitex Group, run by Sabu's older brother Bobby, and founded by their father. It is from Sabu's father that he got his start in business as he began working for the group at age 13 cleaning the factory's toilets. After

a year he was promoted to sweeping the factory floor. From there Sabu worked on the textile machines, then as the mechanic, then as supervisor, rung by rung making his way to the company's manager before starting the garment arm of the group.

All the way to the top

Sabu explains that seeing things from the bottom up made him hyper aware that the company operates as a holistic entity. "Even today I give pay raises first to our cleaners... our workers' comfort and morale is paramount." For example, he had LED lights installed in sewing machines to minimise eye strain and was one of the first factories in India to install air conditioning. Each upgrade and investment are made with the welfare of the workers as paramount, even more impressive when you consider that Kitex employs 11,000 people. →





The whole idea is to make the village one of the best in the country



“There are almost 9,500 employees in our factory’s campus housing, and our dormitories are the best in the world,” exclaims Sabu, “we also want the best food for our workers, we provide over 38,000 meals a day.” With equal importance placed on both the factory and the dorm, many in the industry would consider Sabu to have overinvested. “The solution is to look after the people who work for you.” It is paying off, as he estimates it returns back 20% better productivity and easier recruitment. “Ultimately, we are getting more from the facility, rather than maximising profit in the margins, we are maximising profit in the output.” And it is true, a typical day for Kitex sees them produce over 800,000 garments.

Striving for change

“When you don’t look to make profits and abuse power, you can make a change,” Sabu says. And improvements go well beyond the factory campus or even the CSR of Kitex. In 2015, Sabu began forming a political party to challenge local issues in Kizhakkambalam. “We have been brought up with a belief that when the business grows, the community and locality should grow too,” Sabu says, “it was my father’s vision that the village should grow along with

“In business it’s important to know whom to collaborate with in order to combine strengths and achieve success. Mr. Sabu M. Jacob, his team and Kitex Garments share common and clear goals with the RUDOLF GROUP. The long-lasting relationship is based on mutual understanding and trust”.

THOMAS HIPPE
Reg. Sales Manager Rudolf Group

the business.” With CSR funds, therefore, 1,100 houses for the poor have been built, alongside the high-quality factory dormitories that also house thousands of employees. Then, there are other initiatives to boost food security, farm-

ing, road and Infrastructure development, education and medical support, and water conservation. “The whole idea is to make the village one of the best in the country,” adds Sabu.

It is clear to see why with this aspiration to be the best in all respects that Kitex has been so successful over the last 27 years. Such ambition has been the foundation for the renowned quality of their clothing. Today, the brand is very well recognised catering to the fashion-conscious markets all across the world by a network of more than 7,000 outlets. For greater quality control Sabu has invested millions in new machinery, so they have the best technology available. “Name any machine, we have the best ones, from Germany, Japan, Switzerland, Austria; we import the best.” Every garment is made of 100% combed compact cotton, manufactured using cutting-edge German technology meeting the quality standards and customer demands. Further to this, Sabu also uses imported chemicals for this clothing, his ambition is not to be the same as other companies in India, but go beyond and hold himself to European standards. This has also proved great for business, as competition is limited when baby garments have high safety standards. “For working conditions, for →

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Not all plain sailing

But with all this, Sabu makes sure not forget where they started. “It was very hard in 1995,” he reminisces, “the first five years were a struggle.” Even when orders started to come they needed agents for export orders, and were only able to go into direct markets in 2000. Since then there has been a tough but upward trajectory for Kitex. It is no wonder it is easy to reminisce when they are still serving the same customers as 2000. Sabu explains “even when the company was worth \$5,000, we have some of the same customers today,” a consistency that has helped them develop trust with partners. “We provide them stability, and they provide us stability, we have created strong trust over the years, success-based trust”. Kitex as a brand does not compromise on quality and has never looked for quick wins like many other brands that have fallen by the wayside. Throughout



For working conditions, for chemicals, for machinery, I am number one



Name any machine, we have the best ones, from Germany, Japan, Switzerland, Austria



chemicals, for machinery, I am number one,” Sabu proudly says, “buyers are getting high value products with the same prices they are getting from China and Cambodia.” Being highly competitive on price is vital in an industry where Sabu is not just competing with Indian companies but with all the other nations also exporting to America. There are no plans of stopping either. Sabu plans to invest \$350 million into a new factory site on 450 acres, allowing the company to provide additional direct employment up to 22,000 people and indirect employment to another 18000. The goal is clear: to become number one. This is hugely exciting for Sabu, who delights in the prospect of being able to achieve productivity of circa 2.50 million units produced per day.

“We are proud to be a key strategic supplier to Kitex in the cutting room. This partnership is the perfect example of how customers and suppliers can grow together by writing a common success story”

FABRIZIO GIACHETTI
CEO of MorganTecnica.

they have sought to exceed delivery and quality expectations, and the result is trust based relationships. “Partially this is because I am so picky”, says Sabu, “I only pick the very top, I only chose buyers in the top 10. We don’t need 100 customers, we need the best customers.” The strategy is evident, some of the largest brands in the world purchase from Kitex, and having a smaller pool of bigger buyers has enabled Kitex to do more business.

When asked about his key business message, Sabu does not hesitate, “honesty” he says. “You should never compromise on anything because of profit, be honest, maintain your quality and you can have longevity. In turn, the profit takes care of itself” and Kitex has taken care of its hometown.



MorganTecnica style

The Giachetti family's vision to produce complete cutting room solutions has revolutionized the industry. In 14 years of history, MorganTecnica has faced epochal crises, reacting with investment. Now there are new challenges, to become a point of reference not only in the apparel industry but also in the furniture and automotive sectors

FEDERICA GIACHETTI / FABRIZIO GIACHETTI

PRESIDENT & CEO MorganTecnica SpA

Passion, courage and design dedicated to sustainability and performance. These are the values that have always characterized MorganTecnica, a company based in Franciacorta, in northern Italy, a leader in the production of cutting room machinery and software. It's a young company founded only in 2008, on the initiative of Fabrizio and Federica Giachetti with the collaboration of their father Franco, who boasts a vast professional background, having worked in the sector since the 1970s.

MorganTecnica has expanded to all global horizons, opening important branches (Hong Kong, India, United States, Canada, Vietnam), which represent a true continuum with the values of the company. "One of the most active and structured branches is certainly the Indian one", explains Fabrizio, "where, thanks to the work of Anandakumar Duraisamy and his collaborators, we not only provide pre-and post-sales assistance for our machinery and software but have also created a specific brand called "Essentials", which manufactures and sells basic products for the lively market in that geographical area.

Over the years, MorganTecnica has evolved

and perfected, creating increasingly high-performance solutions that today allow companies to optimize all processes in the cutting room, reduce waste and enormously improve the quality of the workers' daily job. In front of the new crisis caused by the pandemic, MorganTecnica has decided to innovate, speeding up investments rather than slowing them down: "We have faced two of the most serious crises in recent history", says Fabrizio, "the one in 2008 when we were born, and the one related to Covid-19, and we have never given up. We like to say that "if you learn to swim in the storm, you will never drown".

Today, MorganTecnica is a reference point at the world level: it offers products that meet every single requirement of the cutting room, not only in the apparel sector but also in the automotive and furniture ones.



Federica Giachetti is proud of the company's vision: "We make fast, precise, reliable machines. These are characteristics that guarantee our customers performance and great savings. Ours are premium products, which produce a rapid economic return for those who choose them". This efficiency has always been combined with the concepts of beauty, ergonomics and safety: "We thought about the workers, how many hours they have to interact with the machinery, and so it was spontaneous to study solutions that would make work more comfortable on a physical level".

All of MorganTecnica's choices are the result of the different but complementary personalities of Fabrizio and Federica: "The satisfaction of all MorganTecnica's stakeholders, from those who work in the company to those who buy our solutions, is what fuels our work, what drives our passion. We want the aesthetic-functional pleasure we have created to be perfectly embodied in the red line drawn on the MorganTecnica modules, and which unites them for the greatest possible output. That chromatic line defines us. It's our autograph", says Federica.

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TECOFIX MAGIC KRF dyes and LAVAN ESA soaping agent

Textilcolor AG, the innovative Swiss specialist for auxiliaries and dyes, has combined the strength of well-known TECOFIX MAGIC KRF dyes technology with the latest development in soaping agent to achieve the next level in reactive dyeing. **Shorter – Cheaper – more Efficient for a placement in pole position.**

The focus of the modern, sustainable Swiss Chemical Company Textilcolor AG is on individual customer care and the development, production and distribution of innovative and environmentally friendly textile auxiliaries, textile dyestuffs, pigments and optical brighteners. Passionately, competently and reliably, the high-tech company pursues the credo "We sure know textiles" and has been supporting customers all over the world for more than 40 years now with its premium products and an outstanding technical service as well as reliable delivery service.

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The TECOFIX Magic KRF dyeing process: Ecologically and economically revolutionary!

Dyeing with TECOFIX Magic KRF reactive dyes requires only about half the amount of dye for a saturated dyeing result compared to conventional standard products. This reduction in the used quantities leads to considerable savings in terms of water, energy and chemicals. Massively reduced process times in exhaust and continuous processes result from the unsurpassed washability and make TECOFIX Magic KRF an extremely sustainable and efficient dyeing process. You can learn more about this under +41 81 786 11 11 or www.textilcolor.ch

It is all about sustainability

Planet – People – Profit are the core topics for sustainable technologies. Since the first common reactive dyes, which came onto market in 1956, the technology has developed further up to TECOFIX MAGIC KRF. The innovative quality of the highly concentrated TECOFIX MAGIC KRF dyes delights right down the line. At the highest fixation rates, even in deep shades, this figure lies over 90%, while the enormous dyestuff strength leads to 57% less dye consumption than with comparable products. For example, a dark Bordeaux Red can be dyed either with 6.70% common reactive dyes or with 2.90% TECOFIX MAGIC KRF dyes. This impresses with an enormous additional saving of 38% salt and 54% caustic soda. Also the reduced amount of 5.8 times less hydrolysate support the washout effect. A promise to everyone with open-width-washing machine.

All the TECOFIX MAGIC KRF dyes are bluesign® approved and correspond with the sustainability goal of Textilcolor AG. This applies also to LAVAN ESA, the innovative soaping agent for reactive dyeings. A strongly dyestuff affine polymer with excellent dispersing action ensures that hydrolysed dyestuff is removed quickly and effectively and avoids backstaining, which is especially beneficial in soaping of reactive printings.

TECOFIX MAGIC KRF = shortens process time ✓

Less Dyestuff -57%	Less Salt -38%	Less Caustic Soda -43%	Less Dyestuff Hydrolysate 5,8x	Lower Soaping Temperature 60 – 80°C
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Processing time used better

With LAVAN ESA and considering the amount and type of dyestuff anchor, production can be carried out at lower soaping temperature of 50 to 80°C instead of 95°C. These factors lead to shortened process times and a higher level of productivity, and thus results in a sustainable and effective soaping process.

As a rule, Soaping Agents work in two ways. Once as a complexing agent, they increase the solubility of the liquor, which means that soiling has "more space" and can be removed. As a "dye-affine catcher", they detach the Hydrolysate from the fiber surface, keep it in the liquor and thus contribute to its removal. Soaping agents can often be found with both functions. The added value of LAVAN ESA cut the process time of aftertreatment into half and save energy, as well as water while increasing the wet fastness of dyeings and printings.

TECOFIX MAGIC KRF in combination with LAVAN ESA accelerate your production and improve quality while setting a new standard in sustainable reactive dyeing and printing on cellulose.

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Excellent Soaping Agent

Reduce your carbon footprint in soaping process of dyeings and prints by 56%!

NEW!

Your advantages:

- Energy savings through lower soaping temperature:
 - Less heating up
 - Less cooling down
- Shortened soaping time:
 - optimized washing behavior through earlier saturation of the liquor
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- Increased reproducibility:
 - Maximum performance even in salty liquors
 - pH-insensitive process
- Massive savings in process water by reducing the number of treatment baths

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	Water (-28%)
	Energy (-51%)
	CO₂-Footprint (-56%)
	Chemicals (-23%)

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