

Supercrease®

The **permanent crease** for clothes

A Global Company

Our business is built upon strong values of Innovation, Research, Integrity and Teamwork. These values have been at the heart of how we do business since 1976 when starting out in close collaboration with the International Wool Secretariat. We have a modern, purpose built office and distribution facility based in Leeds, United Kingdom.

The business operates its own advanced, in-house production system to maintain consistent high quality control standards. Strong on research and development, our commitment to continuous improvement has resulted in the company enjoying a reputation for the quality of both the product and the service we provide to our

expanding client base, at home and overseas. We invest heavily in our most valuable asset, our people, who all know that customer satisfaction features top of the company's priorities. This has resulted in long standing global partnerships across all sectors of our business.



SUPERCREASE UK



SUPERCREASE USA

**SUPERCREASE®
ENJOYS ESTABLISHED
BUSINESS IN THE UK,
AMERICA AND EUROPE
WITH AFRICA AND
ASIA EMERGING AS
KEY MARKETS.**

**WE ARE THE FOUNDERS OF
THE PERMANENT CREASE.
A SIMPLE SOLUTION ADDED
TO THE INSIDE CREASE
OF A PRESSED GARMENT,
OFFERING LIFELONG
RESULTS. SUPERCREASE®
IS A GLOBALLY PATENTED
AND INTERNATIONALLY
RECOGNISED PRODUCT.**



**SUPERCREASE®
IS A HUGE PROFIT
GENERATOR FOR
YOUR BUSINESS**

Why Supercrease®?

A British Innovation



Works on all fabrics,
natural and man made

Waterproof, heat
resistant and stays
sharp through long
periods of travel



Time saving innovation.
No iron required

Proven to withstand
over 150 wash and
dry clean cycles



Certified non-toxic
product

40 years serving the
garment industry



Unique patented
system

WE BELIEVE, FIRST
IMPRESSIONS COUNT,
SO WHY NOT MAKE
YOURS PERMANENT?

50 MILLION
GARMENTS
PROCESSED EACH
YEAR WITH
SUPERCREESE®
WORLDWIDE

Sectors



MANUFACTURING

Our manufacturing base is growing year by year as retailers switch production to lower cost regions and individual countries. Our policy is to license the manufacturer with our technology, enabling them to offer our service worldwide to a variety of customers.



RETAIL

One of our largest sectors, with more than 3000 outlets worldwide is the garment retail market, the product is offered as an add-on service, in store by the sales staff.



MILITARY

Our product has been used in British, European and American Military uniforms since 1984 and it is now specified in most National and International uniform garments.



DRY CLEANING

We have been involved in the Dry Cleaning Industry for more than 30 years. This is the original and most profitable 'add-on' service offered by dry cleaners!



UNIFORMS & SCHOOLWEAR

In the last few years we have made massive inroads into the School Uniform, Security, Hospitality and Airline markets, in regions such as Europe, North America, and Asia.

Retailers

In an increasingly competitive market place, fashion conscious consumers demand the best in quality and durability; the Supercrease® system provides both, adding value to business, fashion and formal clothing.

In addition to the obvious end user benefits, the Supercrease® system offers retailers, brands and manufacturers an excellent opportunity to increase their profits.



**MORE THAN
5000 LICENSED
TECHNICIANS
WORLDWIDE**

Uniforms

The Supercrease® system has been chosen by many of the worlds largest and leading uniform clothing manufacturers. It is their preferred and most affordable method of ensuring that creases remain as smart and sharp as the designer intended. Already specified by name in military, utility and corporate bodies, the Supercrease® System is applied to tens of millions of uniform garments annually worldwide, and this sector continues to enjoy significant year on year growth.



**SATISFIED USERS OF THE
SUPERCREASE® SYSTEM ENJOY THE
TWIN BENEFITS OF IMPROVED IMAGE
AND GUARANTEED CREASE RETENTION
IN THEIR GARMENTS, FOR BOTH
WEARER AND GARMENT PROVIDER**



Process

The Supercrease® application process is simple, user friendly, low maintenance and uses virtually energy free technology. We provide a comprehensive support package to our global licensees, including full operator training and certification, sales advice and a full after-care plan. Our system operates equally well on synthetic or natural cloth types and in small scale or high volume applications; once applied, the process is complete with no further need to press. Supercrease® is formulated to withstand washing, dry cleaning and normal wear and tear, thus processed creases stay as sharp and natural as the day they were first pressed, for the life of the garment.

**SUPERCREASE® OFFERS
A UNIQUE PERMANENT
CREASING SYSTEM
APPLIED TO MILLIONS OF
GARMENTS EACH YEAR**

**CONFIDENCE
IN TEXTILES**
Tested for harmful substances
according to Oeko-Tex Standard 100



Supplying the world



The Benefits of Supercrease®

For your company:

In an increasingly competitive market, fashion conscious consumers, business men and women demand the best in quality and durability. The Supercrease® system adds value to business, fashion and formal clothing.

In addition to obvious end user benefits, the Supercrease® system offers retailers, dry cleaners and manufacturers an excellent opportunity to increase profit and sales.

- ✓ High Profit Generator
- ✓ Operator Friendly and Easy to Use
- ✓ Full Training and After Sales Support
- ✓ Low Cost Application
- ✓ Environmentally Safe
- ✓ Retail Marketing Opportunity

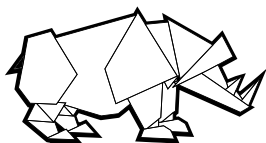
For the customer:

Supercrease® is an affordable solution that eliminates creases dropping out due to travel and wet weather.

This permanent crease not only makes you look smarter and sharper, it also lasts the life of the garment!

In addition to a long list of benefits, Supercrease® has been tested as non-hazardous.

- ✓ Saves Time
- ✓ Looks Smart
- ✓ Affordable
- ✓ Travel and Weatherproof Creases
- ✓ Lasts the Life of the Garment
- ✓ Non-hazardous



Supercrease®

The **permanent crease** for **clothes**

For more information please contact us:

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**SAVE TIME, MAKE MONEY
AND LOOK SHARP
WITH SUPERCREESE®**