

“Investment in Goller Mercerizing machine has reduced our energy costs by 40%”

Mr. Avais Waris, Vice President Operations, Crescent Textile Mills (Crestex).



How has been your experience with Goller? Are you satisfied with your investment and what advantages does this machine provides?

Our experience with Goller mercerizing is very good. Goller represents the best of European textile technology. Despite being more expensive than Chinese or other countries, European machines are very sturdy and longer lasting with a life span of 15 to 20 years.

Yes, we are pretty much satisfied with the mercerizing plant from Goller. Previously we had a machine from China and we had serious quality issues with the production. For example, if we go above 300 thread counts there were issues of creasing and higher energy consumption in terms of water, electricity, and steam. So after installing the new Goller machine, we reduced our variable cost by around 40%. The maximum benefit we get from the machine is in the steam that

is the most expensive utility in processing. We have been consuming around 7,500 tonnes of steam in a month and now it has shown a reduction of 20 to 25% with this new machine. This amounts to about 20 million Rupees (140,000 US\$) savings per month.

We are also now in the process of buying new digital printing machines, some special effects machines, like the bulk production in sampling.



some workshops, we attended on behalf of our suppliers.

What kind of technical textiles do you produce?

We started working on technical textiles since last two years and within those two years, we had a major breakthrough in the automobile sector for producing highly specialised fabrics for seat covers for a US-based company. Since that was a special product, it took us 7 to 8 months to develop it as per the specifications of our customer. We started from a special fiber used in those seat covers with together with FDA approved clay. Even after driving for hours the driver won't feel fatigued sitting on that special seat cover. It is our first project in technical textiles as it takes a long time and extensive research to produce such product. However our philosophy is that If you want to be the leader you will have to think out of the box. We are now working with the best partners in the world, who expect quality from us and with them we are developing new products.

Have you been satisfied with the services of Al-Ameen Trading Corporation?

The machines may be very good but the real test is when a problem may occur and how quickly and effectively it is addressed. We have long term and continued relations with Al-Ameen Trading

What is your total capacity?

Our total capacity is 3.6 million meters a month. This is not very huge, as our emphasis is on the highest quality rather than quantities. As a matter of fact, we know that it is not possible for us to work with price sensitive customers because of our higher quality and the subsequent higher price. So most of the mass retailers are very price sensitive. And then it's no fun to produce millions of

meters and earning nothing out of it. So the stores and brands such as Debenhams, Dunelm, Tchibo that are our major customers.

In Pakistan we are probably the leaders in implementation of DETOX, we are now in a process of achieving their last step that is the progressive step. We have already achieved their first two steps. For that we are working for all the Crescent Customers, we had some meetings had

Corporation and Goller. We bought the first machine from them in 1988 and the machine is still running to our satisfaction.

In your opinion, what are the new directions of the textile industry?

Adaptability is very important nowadays. If you don't adapt fast to the new situations you will be no more. You will have to learn and adapt. For that, you will have to spend first on human resources & then on the machines.

Crescent is probably one of the highest spending companies in human training. We attend a large number of exhibitions throughout the world for the training purposes and for seeking knowledge. Besides the technical training, there are regular training sessions at all levels such as management training, leadership training, pressure management, time management and more. Crescent is probably one of the best companies to invest in the human resources.

What about the hands-on training?

We do not induct any people or any helper, who does not know the basic concepts. We do not allow any person to work with the machine until we give him a basic one-week in-house training. Then there are operators' training, supervisors' training and management training. We

keep on spending on our human resources and then on the machines and technology.

How would you describe the key to the success of Crescent Group as you are among the oldest and the best performing textile groups in country.

The key to success is a positive attitude and the clarity of the goals. There is no ambiguity and right from the CEO to the helper, all of them know what their vision is, what our goals are and how to achieve them.

All things are very clearly defined, written out and available with everybody. And at every level, we also know what our targets are. We all have our agreed targets that are not imposed upon us. Last, but not least is the intent at every level. We think human resources as not our expense but as an invaluable asset. That's the reason some people are working with us in the footsteps of their fathers and grandfathers who have devotedly worked with the company.

We certainly have some issues like power and for that, we have our own power generation unit working to meet our energy requirements. Any surplus energy that the system generates goes

into the main grid of WAPDA contributing towards meeting the shortage of energy. We have got 110,000 spindles, 130 looms, and 400 stitching machines, and we convert 1.8 million meters stitched every month. We produce more than a million meter in our own weaving mill. In the future, we are planning to have some machines for automatic cutting and sewing.

In Pakistan domestic market where do you find yourself in future?

We are a country of more than 200 million people so there is a huge market for textiles. In the world, if any country has more than 50 million population it is least bothered with exporting if they are good with their finances. And if you are not good with the finances then there is a huge untapped market for export. Moving towards the technical textiles was a choice previously, but this is not the choice now. If you do not diversify do you will not exist anymore. Similarly cotton was previously 80% of the total textiles and now globally cotton is just a small fraction of the total textile trade. Since the fibers are manmade and are regenerated, the entire textile supply has shifted and you can't keep your eyes closed. I believe Crescent is well poised to meet the challenges of the future. ♦





Crescent Textile Mills Limited

Crescent Textile Mills (Crestex) was founded in 1950. It is a vertically integrated composite textile unit engaged in supreme quality manufacturing of yarn, greige/processed fabrics, home textile and institutional garments. For more than sixty years since its inception, the name of Crestex is known for its quality, innovation and reliability all over the world.

Being a socially responsible corporate entity Crestex is an equal opportunity employer, with nearly 5,000 employees consisting of workmen, staff and executives. The company strictly adheres to its policy of non-hiring of children and reserves a special place for candidates with physical limitations. Crestex encourages female candidates and these inductions spread from worker to senior management level.

Crescent takes pride in their CSR activities which include: Go green initiatives (carbon neutralization, Water treatment, waste management & Paper recycling), housing community services, power generation for industrial & community use, state of the art schooling system, philanthropy, welfare support to needy families and TCF (The Citizens Foundation School).◆