

BUILT FOR: TRADING HOUSE / SOURCING AGENCY

# A Supplier You Can Hand a Brief To

*You need a supplier who can be handed a brief and come back with the right answer, not just a lower number.*

You're not our end customer, and we both know it. What you need is a supplier who can take a brief with half the context missing, ask the right two or three questions, and come back with something you can hand to your client without a second round of edits. Here's how we scope it, what ships with the order, and what to send us on day one.

## 01How we scope an unnamed end-client brief

What we actually need to quote accurately, without your client's name or brand context:

- **End-use** — retail, hospitality, gifting, or private label for a specific channel.
- **A rough construction direction** if your client has one, even loosely — "soft" and "absorbent" as competing priorities already points us toward zero-twist vs. ring-spun.
- **A target GSM range**, or a reference sample / competitor SKU.
- **Quantity**, and whether it's a test order or the first tranche of a program.
- **Destination market** — it tells us which duty and compliance regime applies before pricing lands.
- **A timeline.**

### What we don't need on day one

Your client's brand name, their internal margin structure, or their retail price. That's genuinely not necessary to build an accurate technical quote — we don't ask for it as a screening tactic, and we won't hold a quote back until we get it.

## 02Certification and compliance package

What ships alongside production, and why each matters to your client's own intake process:

| Certification                  | What it covers                                                                                                                                                                                                 |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| OEKO-TEX Standard 100, Class I | Tested by the Hohenstein Institute, Germany. Class I is the strictest product class — the tier intended for babies and infants — so every line qualifies at the level required for the most sensitive end-use. |
| ISO 9001                       | Our quality-management-system certification — relevant to any client asking for supplier qualification as part of vendor approval.                                                                             |
| BSCI (B rating)                | Our social-compliance audit status — relevant to any client with a CSR or ethical-sourcing policy in their vendor requirements.                                                                                |
| TDAP / TMA                     | Registered with Pakistan's Trade Development Authority; member of the Towel Manufacturers Association — for country-of-origin and industry-standing documentation.                                             |

Tell us which of these your client's intake actually requires, and we prepare that documentation alongside production — not after your client asks for it at the last minute.

### 03 Communication and sampling turnaround, set honestly

**Bulk production lead time, once spec and deposit are confirmed: 60–75 days.** Sampling happens in stages before that clock starts — a proto against your brief, a counter-sample once revisions are agreed, then (for larger programs) a pre-shipment sample pulled from the actual approved bulk run.

#### *The honest version of this section*

Exact sample-stage timing varies by construction complexity — a plain terry sample turns faster than a jacquard or multi-shade dobby-border one — which is exactly the number worth confirming against your actual style before you commit a date to your client. We'd rather give you an accurate date once we've seen the brief than a generic one that slips. Every trading-house relationship we've kept for years is one where the intermediary set the honest date the first time.

### 04 Why your commission is safe with us

Every question we ask before quoting does double duty: it gets us to an accurate number faster, and it hands you something better to bring back to your client than a bare price — a scoped, considered answer makes you look like you did the work, not like you forwarded an email.

We're a family-owned factory, and that's not a brochure line — it's how we've run since 1998. **We don't go around our agents to reach their clients directly, and we don't renegotiate a long-standing relationship once it's making us money.**

- **Payment structure:** our standard terms are 30% deposit, 70% CAD — your client's bank releases the balance against shipping documents, lighter and faster than a full LC once trust is established.
- **Commission is paid once the order has shipped and payment has actually been realised** on our end — not before, which protects you as much as us. Neither side is exposed if something moves out of order.
- **A decade of evidence:** we've worked with some agents continuously since as far back as 2011. Ask any of them how commission has been handled across ten years of orders.
- **Cadence that scales with you:** most agents take commission order by order; those with more regular volume move to a quarterly or half-yearly cycle. Either works — tell us which fits how you operate.

---

The value you add isn't hiding what we need to know — it's making sure we get it before the quote, not after your client's already annoyed.

05What we need from you on day one

Send the brief exactly as messy as it actually is

1. Product type and approximate size — or a reference SKU / competitor listing.
2. Target GSM range, or "match this sample" as a reference point.
3. Fibre/construction preference if known (100% cotton, bamboo-cotton, Tencel blend) — or leave it open for us to recommend.
4. Quantity, and whether it's a test order or the first tranche of a program.
5. Destination country. GSP+ gives qualifying terry duty-free access to the EU, and UK DCTS Enhanced means zero duty into the UK — both change your client's landed-cost maths, worth raising early.
6. Which certifications your client's compliance process requires, from the list above.
7. The payment structure your client expects — so we can flag early whether it needs an LC, CAD, or export factoring on your side before cash flow gets tight mid-program.

We'd rather ask two sharp questions upfront than send you back a quote for the wrong towel.

Why buyers trust the spec, not just the price

|                                                                                                                                               |                                                                                                                         |                                                                                                                                              |                                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>25+ years, factory-direct</b></p> <p>Karachi-based, family-owned since 1998. No trading intermediary between your PO and our looms.</p> | <p><b>Certified to check</b></p> <p>OEKO-TEX Standard 100 Class I (Hohenstein, Germany), ISO 9001, BSCI (B rating).</p> | <p><b>Vertically integrated</b></p> <p>Own weaving, yarn dyeing (50,000kg/month), in-house confection — 10,000 towels + 1,000 robes/day.</p> | <p><b>15+ export markets</b></p> <p>UK, USA, EU, Australia, Japan, Dubai, Hong Kong, Philippines. GSP+ / UK DCTS duty advantages.</p> |
|-----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|

**Next step:** send the brief with whatever you have from the checklist above, even partially filled in. We'll flag what's missing and quote what we can from there — not wait for a complete brief before we're useful to you.