



**VELVET LAB** s.a.r.l

COMPANY PROFILE



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# ABOUT

**Velvet Lab** is a company founded by people with extreme passion and immense expertise in the clothing & textile industries. From professional uniforms for companies and service-providers to on-demand fulfillment services for online businesses, our team is relentlessly working on developing premium products and avant-garde services.

Since **1985**, our company has been servicing hundreds of customers in various Middle-Eastern and African countries, providing companies and organizations with custom-manufactured uniforms, workwear and promotional items from our 2,000+ square meters of manufacturing and storage facilities located in Chekka, North Lebanon.





## **1.1 MISSION STATEMENT**

Our mission is to help individuals and organizations reflect their authentic image through creative designs and premium-quality clothing.

## **1.2 VISION**

We envision a world where people and companies foster self-expression and identity reinforcement by being eco-friendly and using sustainable products.

## **1.3 CORE VALUES**

- PASSION
- SERVICE CONSISTENCY
- EFFECTIVE CREATIVITY
- CONTINUOUS IMPROVEMENT



# OBJECTIVES

## SALES VOLUME GROWTH

By retaining existing customers, increasing their total order volumes and acquiring new clients.

## PROFIT MAXIMIZATION

By replacing legacy machineries with contemporary systems, contracting with new service providers, decreasing production line costs and updating the company's product mix.

## IMPROVED PRODUCT QUALITY

- \* By investing in preventive maintenance, personnel training and quality control procedures.
- \* By decreasing costs and defect rates.



## INCREASED PRODUCTIVITY

- \* By efficiently and effectively managing our resources.
- \* Increasing productivity decreases our cost per unit, which allows us to offer lower prices and be more competitive in our market.
- \* Implementing ultra-modern equipment and renewable energy solutions

## ENHANCED CUSTOMER SATISFACTION

- \* **our most important goal**
- This is why we focus on: the swift delivery of products, correct fulfillment of orders, prompt resolution of issues and continuous improvements in product functionality and service quality.



# PRODUCTS & SERVICES

We custom/design and manufacture uniforms and work wear, including all related services from printing and embroidery to packaging and shipping.

Our clients include but are not limited to:

- SCHOOLS AND NURSERIES  
مدارس و حضانات
- RESTAURANTS AND CAFES  
مطاعم و مقاهي
- HOTELS AND RESORTS  
فنادق و منتجعات
- CLUBS  
أندية
- MANUFACTURING FACILITIES  
مصانع
- ORGANIZATIONS  
مكاتب خدمات
- SERVICES PROVIDERS  
جمعيات



“

**Customers are more inclined to do business with employees who wear uniforms because they stand out as professionals and are seen as being more competent and knowledgeable.**

- results from a survey conducted by  
J.D. Power and Associates



# BENEFITS OF UNIFORMS

## **| CREATE AN ATTRACTIVE BUSINESS IMAGE**

Society tends to judge people by how they dress. Choosing an appropriate employee uniform can establish a professional business image that attracts and retains customers.

## **| PREVENT PRODUCT CROSS- CONTAMINATION**

Uniforms designed specifically for the food or healthcare industries can help reduce cross-contamination threats.

## **| CREATE TEAM SPIRIT**

Work uniforms promote a sense of team spirit and a sense of belonging. This, in turn, can improve worker productivity.

## **| IMPROVE SECURITY**

Company uniforms featuring specific styles or colors quickly identify who does or does not belong in specific work areas or on job sites.

## **| EMPLOYEE BENEFIT**

Company-provided uniforms save employees money, and when provided as part of a rental program, eliminate employee laundering time and expense.

## **| PROTECT WORKERS**

Uniforms deliver functional benefits, like wearer safety. For example, high visibility uniforms can help protect workers from being struck by vehicles.

## **| FREE ADVERTISING**

Well-designed work uniforms worn in public display and promote a company's products and services "for free".

## **| PROMOTE A BRAND**

When employees wear uniforms displaying corporate logos and colors, they help differentiate their business in the markets they serve.



# UNLIMITED CUSTOMIZATION

7+  
MILLION  
EMBROIDERY  
STITCHES DAILY

With numerous decoration techniques, our inhouse embroidery and printing departments ensure meticulous finishing and full garment customization.



# < PROMOTIONAL ITEMS

Our partnerships with leading manufacturers and suppliers across Europe, China and the USA, allow us to provide quality promotional items and personalized business gifts in a professional and timely manner.

We have partnered with top shipping companies to provide fast and secure delivery across the globe.

## UMBRELLAS & RAIN GARMENT\_



## TECHNOLOGY & ACCESSORIES\_



## BAGS & TRAVEL\_



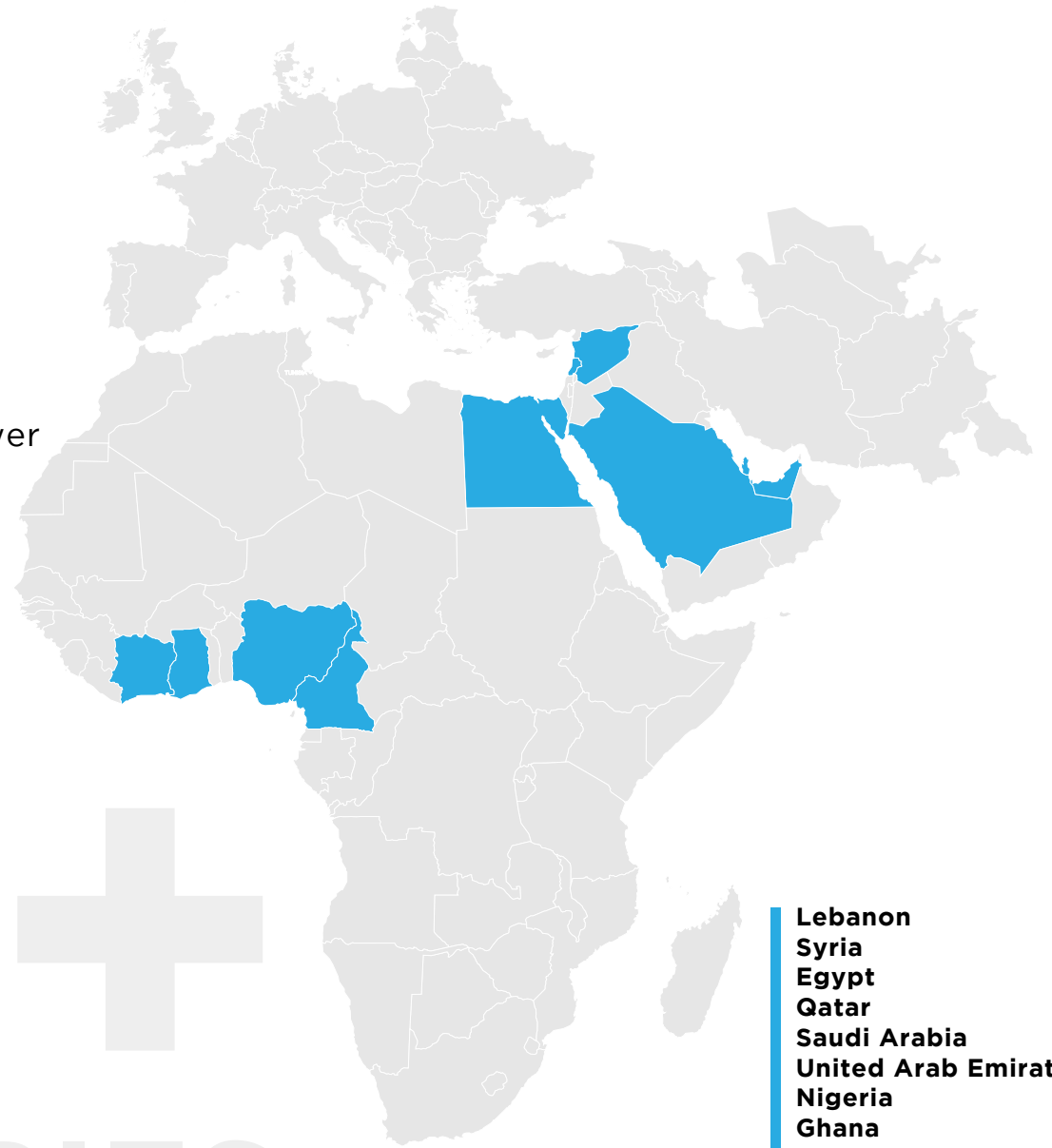
## OFFICE & DESK ACCESSORIES\_





# < GLOBAL PRESENCE

Our **global** presence in culturally-diverse markets with industry-specific requirements enabled us to design customized products that fulfill the needs of our valued customers and empower their corporate identities.



10+  
COUNTRIES

- Lebanon
- Syria
- Egypt
- Qatar
- Saudi Arabia
- United Arab Emirates
- Nigeria
- Ghana
- Ivory Coast
- Cameroon



# CONTACT US

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