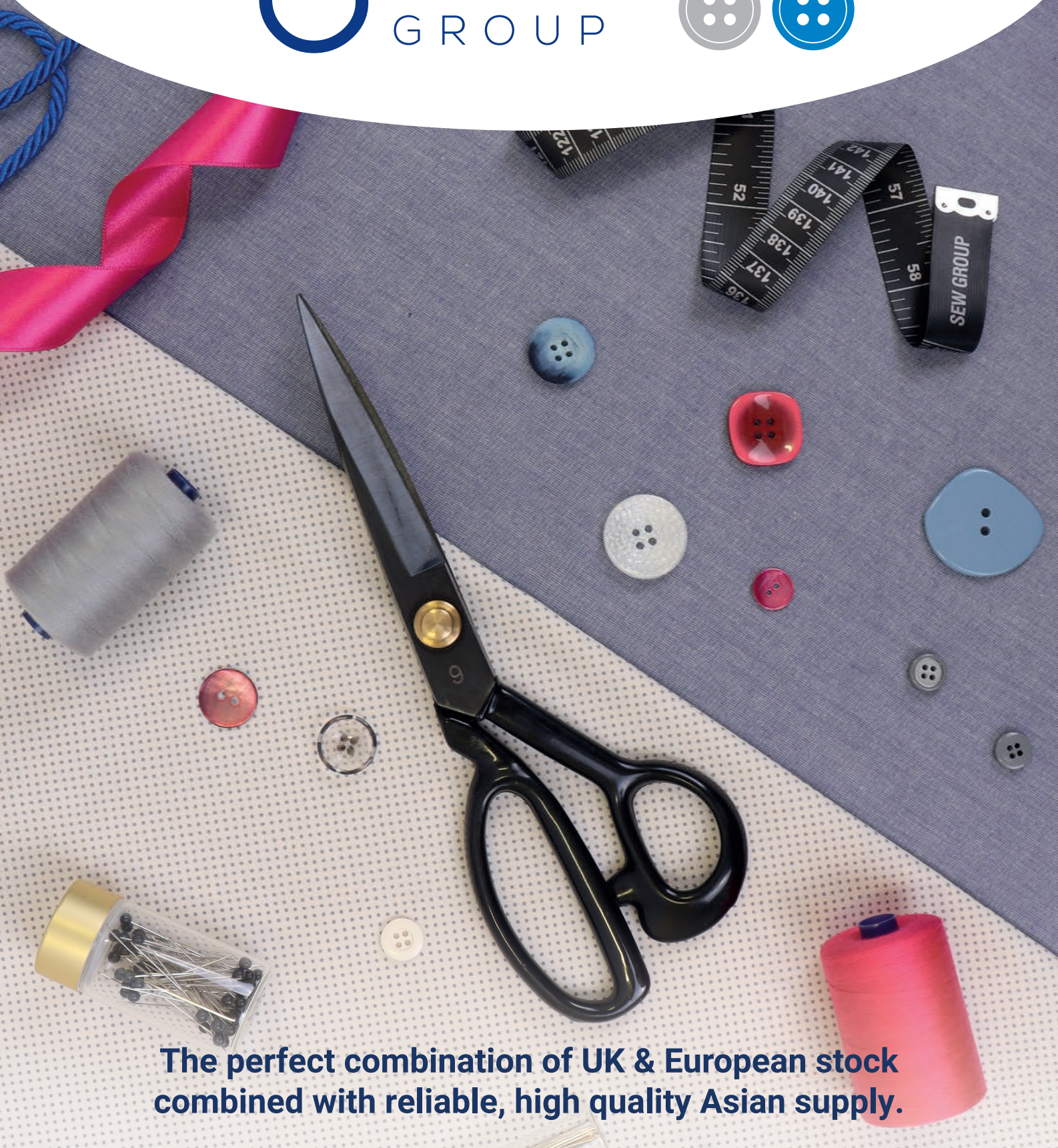
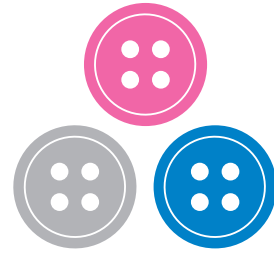


Sew

GROUP



The perfect combination of UK & European stock combined with reliable, high quality Asian supply.



GROVES

DISTRIFIL

adjustoform

TAILORMADE

Sewgroup Organisation

SewGroup

A group of companies dedicated to the Sewing and Craft Industry. Twelve companies make up this specialist, vertically integrated global organisation, owned and operated by six Directors with many years of industry experience. The key companies in the group are listed below.

HTL

Founded in 1991, our Hong Kong based product creation, production, quality control, shipping and logistics company. Employing around 75 staff, HTL produces and supplies product to key distributors in over 60 countries around the world. HTL gives the SewGroup organisation unique supply abilities.

Welltech - A major production, packaging and warehousing hub based in Southern China

Our own China factory for manufacturing and packaging product. Welltech has huge experience in producing injection moulded product and also enables us to consolidate and package goods from multiple vendors in China. It maintains very high standards in terms of product quality and presentation. Welltech employs over 250 dedicated staff solely focused on production. Welltech is situated in Southern China.

Groves - Stock in UK for supply to UK & Ireland markets

Founded in 1966, Groves has grown steadily to become the leading Distributor to the Sewing and Craft industry in the UK and Ireland. Groves combines supply of well known SewGroup brands such as Milward, Hemline, Sew Easy, Klasse, Hobbygift, Trimits, Purelite and more, with globally famous brands such as Gütermann, Fiskars, Pony, KnitPro, Clover, Madeira, Tilda Fabrics, DMC, Anchor, Vervaco, Diamond Dotz and many more.

Retailers of all sizes and all types, bricks and mortar and e-commerce specialists, love this reliable single source of supply, offering over 60,000 SKUs, a consistently high in stock position, 100% in stock guarantees on certain ranges, combined with rapid delivery via next day carrier.

Distrifil - Stock in France for supply to EU Markets

Founded in 1995, Distrifil is one of France's leading suppliers to the Haberdashery Knitting and Craft industry. Distrifil specialises in supply of haberdashery, knitting yarn, sewing threads, ribbons, embroidery, zips and creative hobby products.

Distrifil operates an almost identical model to Groves, by combining supply of well known SewGroup brands such as Milward, Hemline, Sew Easy, Klasse, Hobbygift, Purelite, Care & Create, Azurite and more, with globally famous brands such as Gütermann, Fiskars, KnitPro, Clover, DMC, and more.

Retailers love Distrifil's great reputation for reliable high in-stock position and a range of over 60,000 SKUs available for immediate delivery to all EU markets.

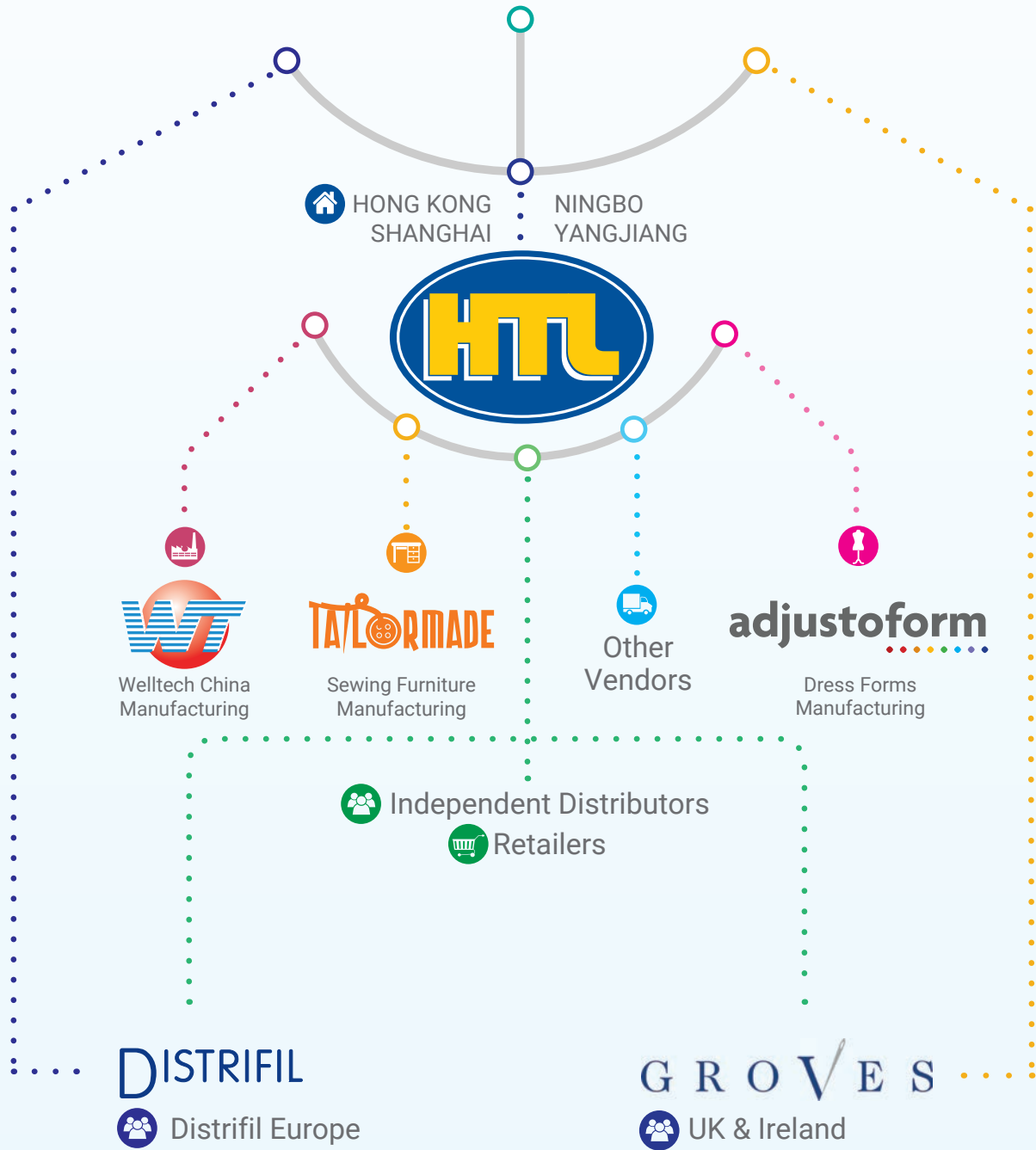
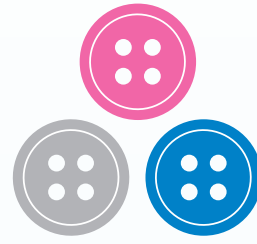
Adjustoform - A world class Dressform manufacturer with factories in UK and China.

Founded over 50 years ago, Adjustoform has grown to become the world leader in dress form manufacturing, constantly developing refining and improving their range to ensure that all customer expectations are met. All dress forms, branded and private label, are designed and built to last. A true quality manufacturer, with production facilities in Kent – UK for supply to UK and EU markets and mainland China for supply to US, Asian and Australasian markets.

Tailormade

Tailormade was founded in 1999 by SewGroup. Sewing machine furniture has always been in our blood. Our history in these products dates back to 1985, when Simon Castley (MD of HTL Limited) worked in his father's sewing cabinet business in Sydney, Australia. Simon's passion for these products and his in-depth knowledge of China manufacturers, enabled the perfect rebirth of a great range of sewing machine cabinets and craft furniture. Today, Tailormade sewing machine cabinets, craft furniture and accessories are exported globally to many countries, with stock held in the USA, United Kingdom, and our European warehouse. Tailormade has an extensive range of products, catering for hobby and home sewing enthusiasts at all levels, from beginner to expert.

Sew GROUP



www.sewgroup.com

HTL LIMITED



Managing Director **SIMON CASTLEY**

Simon has worked in our industry since 1985. Simon started his career at Sydney Sewing Supplies working firstly in the warehouse and then moving on to sales and then the buying office. In 1992 he moved to Hong Kong, founding the HTL company. HTL's mission – to become a world class supply source simplifying Asia sourcing for distributors and large retail chains worldwide. Over the years, Simon has travelled the world extensively for HTL, listening and learning from its customers.

EXTENSIVE HONG KONG SHOWROOM



MEETING ROOMS



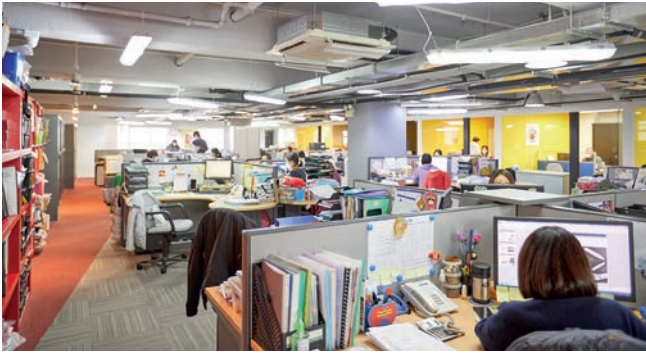
TEAM LEADERS



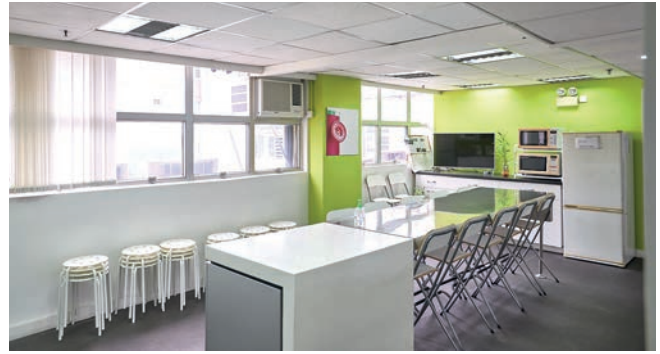
MANAGER OFFICES



SALES & LOGISTICS



MODERN STAFF FACILITIES



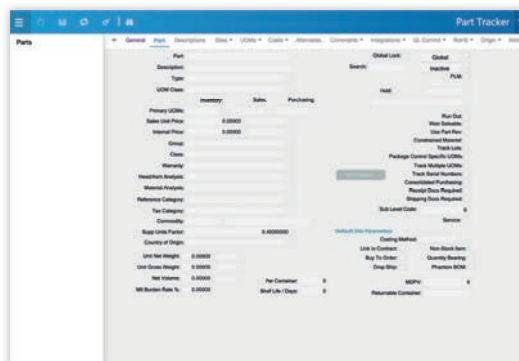
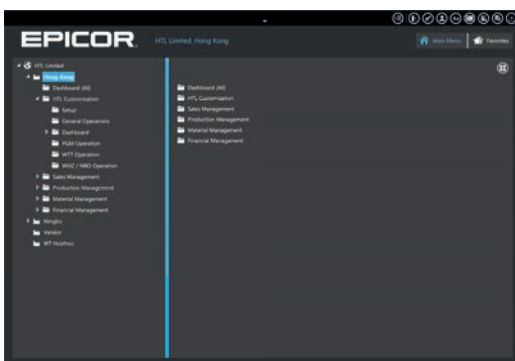
FAST FACTS

- Vendors – over 180 suppliers worldwide. (80% in Mainland China)
- Products transferred into our wholly owned facilities for IQC, packaging and shipment consolidation.
- Production Capacity – 80,000 products per day.
- Current Export Volume – over 400 containers per annum.
- ERP System – EPICOR ERP System (In multi currency, multi-language, full cycle operating system).
- Certified BSCI, SEDEX. ISO9002 (Safety & Social Audit).

ERP - EPICOR

HTL and its factories have every department fully integrated with the latest version of the ERP system - Epicor, featuring the most detailed multi-currency, multilingual, mobile app supported sales system, the most comprehensive QC and IQC systems, powered by designated leased data lines to our China operations and China support offices.

We can confidently say the ERP system we have at HTL is without question the most comprehensive, most tailored ERP system in our industry.

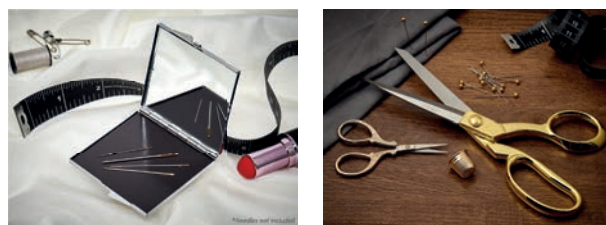


HTL - IN-HOUSE GRAPHICS

HTL has a dedicated team of eight experienced graphic designers. In addition to developing our own new products and undertaking huge amounts of work on development of new plastic free packaging for existing ranges, our team also follow brand style guidelines to create products for our International OEM clients.

CREATIVE PACKAGING DESIGN

PRODUCT PHOTOGRAPHY



PRODUCT CATALOGUES



HTL - PRODUCT DEVELOPMENT

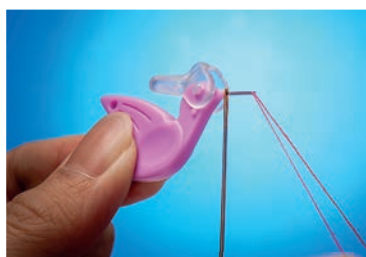
HTL has a dedicated in-house New Product Development (NPD) team. This team develops on average around 300 new products per year. HTL believes that it is vitally important to keep up with market and fashion trends and to have a steady flow of new products to keep ranges fresh. HTL's International Distributor partners, value highly this stream of creativity and newness.

At HTL, our passion and strength is innovation. We have the resources on-hand to respond quickly and efficiently to customer needs. We believe, that if we can develop and produce the very best tools, accessories and storage solutions, then success will follow for HTL and its key customers.

We are an International company, producing product for the world market. We are in a great position to share ideas and to learn from our business partners. Innovation is very often a two way street with ideas flowing backwards and forwards between partners during the year. We enjoy working in partnership with our long standing and valued customers.

HTL's senior salesteam travels the world regularly to gain inspiration and ideas when sourcing new product. Meeting key partners periodically face to face usually produces the best results. Feedback from customers often results in excellent new ideas and also improvements to existing product as a result of consumer feedback.

There is no doubt that HTL is truly on the front foot when it comes to NPD and innovation. We have extensive Design, R&D and Testing departments. Sample makers are on-hand in Hong Kong, China UK and Australia to bring new concepts and ideas from the drawing board to the prototype stage quickly and efficiently. Overall the HTL and SewGroup organisation have almost 30 staff around the world involved in NPD and creativity.



WELLTECH - CHINA

A major production, packaging and warehousing hub based in Southern China

HISTORY

1992

Mr. Lai and Mr Samuel Ho, both qualified engineers and ex-employees of a large southern China plastic factory joined forces to start their own small plastic injection factory named Welltech Plastic Limited Hong Kong, which later opened a small plastic injection factory in Shenzhen China.

1994

HTL was introduced to Samuel and from that day forward Welltech started to become a major supply partner of HTL.

2005

Welltech was now HTL's largest vendor, so the shareholders of HTL agreed to acquire the majority shareholding of Welltech by purchasing 52% of the shares. Simon Castley was appointed as the Managing Director.

2018

Mr. Lai retired from Welltech after 24 years of directorship and operation allowing HTL & Samuel to increase their perspective shareholding to 68% and 32% respectively.



HEAD OFFICE & FACILITIES

Large impressive building, covering 17,000 sqm. Featuring a 8,000 sqm production facility, 6,000 sqm warehouse and 3,000 sqm of offices, meeting rooms and showrooms.



INJECTION DEPARTMENT

A fully robotic injection department with 19 injection machines ranging from 50 to 450 tonnes injection, including various vertical injection machines.



LASER ETCHING & ENGRAVING DEPARTMENT

A modern facility with many laser cutters and etching machines.



PACKAGING DIVISION

Featuring many blister machines, double blister sealing, auto-stapling operations and a large inhouse label and barcoding printing division.



FULL PRINTING DIVISION

Full printing division including multi-head pad printing, various sized hand silk screen tables and many auto silk screen machines. This division is in a separated room equipped with modern approved exhaust systems.



WAREHOUSE DEPARTMENT

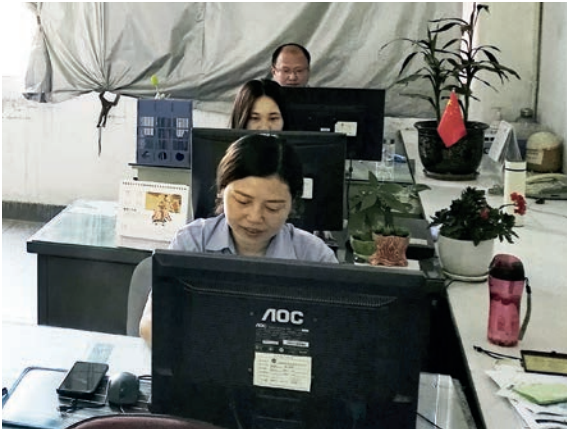
Our warehouse features a large 3,000 sqm incoming and pre-shipment warehouse, including incoming goods control, product imaging and a direct

Fixed line access to HTL's Epicor ERP Hong Kong based operating system.



IQC / QC DIVISION

Fully staffed department operating within Sedex and ISO standards, with direct real time link with the HTL Epicor ERP Hong Kong based QC software which is designed to handle complex haberdashery / sewing notions needs.



R&D DEPARTMENT

A five man team of industrial designers & engineers, with all the common engineering software Autocad & ProE etc. equipped with various size 3D printers for cosmetic and functionality studies.



TAILORMADE DIVISION

Welltech is also the production hub of our sewing furniture factory, which produces our famous Tailormade brand of Sewing Furniture.



HTL - EXCLUSIVE BRANDS

SGI / HTL is the creator and brand owner of many of the international recognized industry brands. Below we list most of these.

Hemline

Sew Easy

MILWARD

Klasse'

Triumph
Quality Homeware

Trimits*

HABEE\$avers

Hobby Gift

Celebrate

Boutique

adjustoform

TALORMADE

QA
THREAD

SewTasty

Classic Knit
Classic Knit
QUALITY AT AN AFFORDABLE PRICE

HTL - OEM BRANDS

The wealth of experience, our production skills, extensive creativity, product knowledge combined with competitive pricing has ensured HTL is the most trusted source for OEM production for our industry. We list just some of the brands we indeed produce for.

addi[®]
MADE IN GERMANY

DD
DIAMOND DOTZ[®]

Gütermann

hobbycraft

MADERA

YKK

STOFF & STIL[®]
STOFFSTIL.com

Pym

MILWARD

John Lewis

*Trendy
Trims*

UNIQUE[®]

KLEIBER

Couture Loisirs

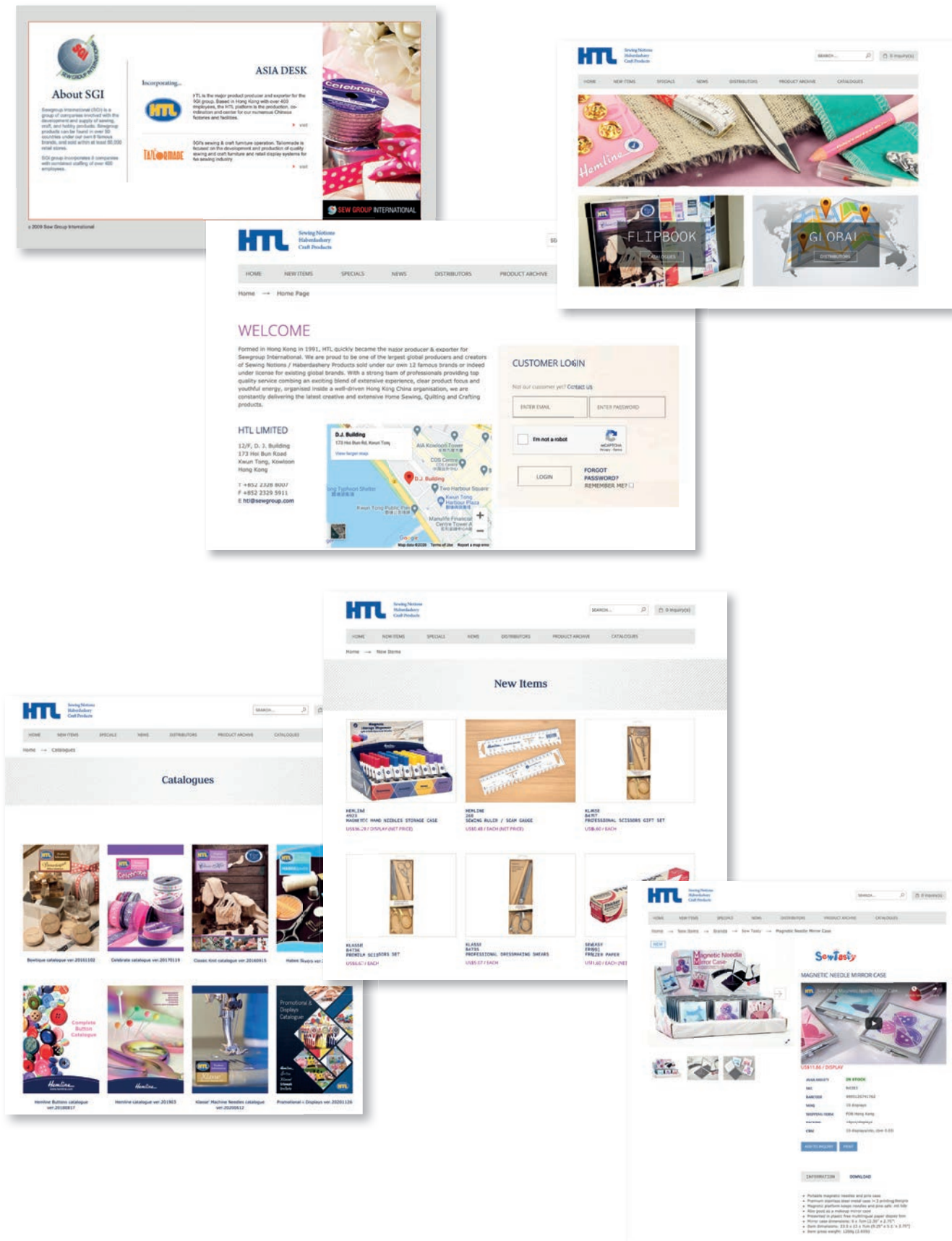
Dritz[®]

MT

D·M·C[®]
FONDÉE EN 1746

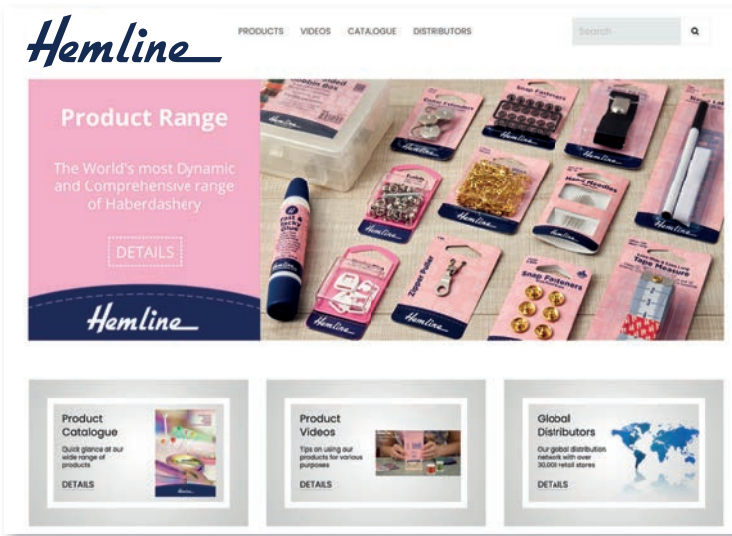
EXCLUSIVE WEBSITE - www.sewgroup.asia

Exclusively for HTL clients is www.sewgroup.asia, which is updated weekly with our new products and news etc. Download of catalogues, stock clearance specials and product photos are all downloadable on this site. Username & Password required.

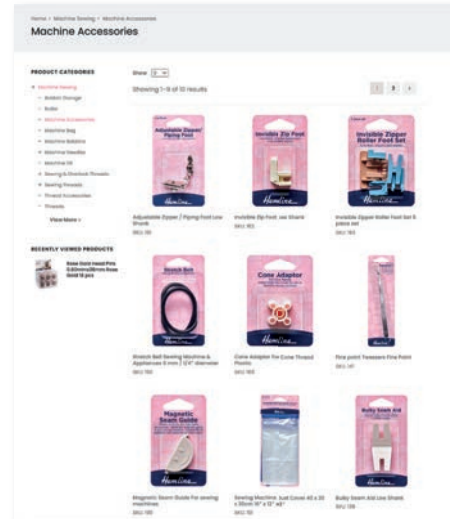


ONLINE PRESENCE - CONSUMER WEBSITES

HTL also supports its product ranges with four consumer websites all managed from the HTL offices.



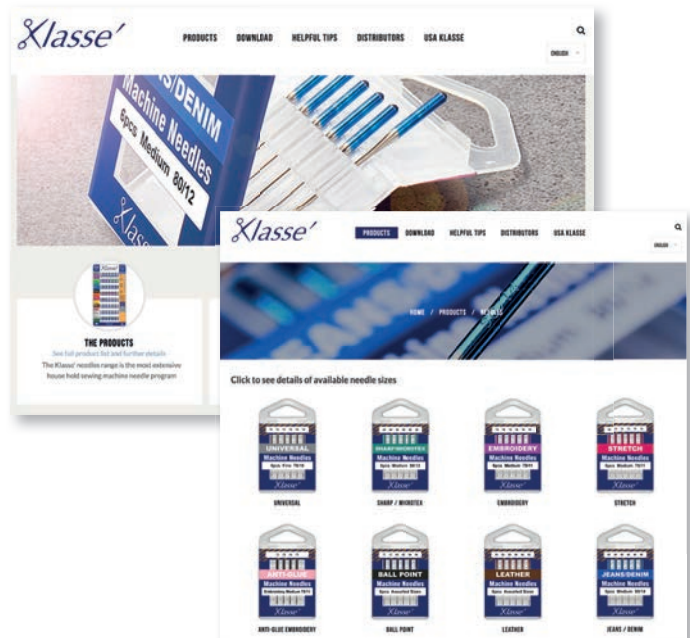
www.hemline.com



www.seweasy.com



www.tailormadecabinets.com



www.klasse.com

GROVES

Stock held in UK for immediate supply to UK and Ireland markets



ABOUT US

One of the UK's largest suppliers of sewing, knitting, quilting and needlecraft products. For over 50 years we have been providing sewing, knitting, quilting and needlecraft products to the retail trade.

WHAT MAKES US ONE OF UK'S LEADING SUPPLIERS?

- With over 60,000 products, we stock the widest selection of items in the industry. This includes leading brands, trend-led items and seasonal products for sewing, knitting, quilting and needlecraft.
- Worldwide sourcing ensures a varied and competitive product offering.
- Our products and supply chains are all carefully and ethically selected for quality, consistency and reliability.
- Our large customer base consists of independent retail shops, large multiples and e-commerce retailers.
- Advanced IT systems for easy ordering
- Next day turnaround for all orders.
- 98% order fulfillment.



Large showroom showcasing our latest products

13,000m² purpose built warehouse

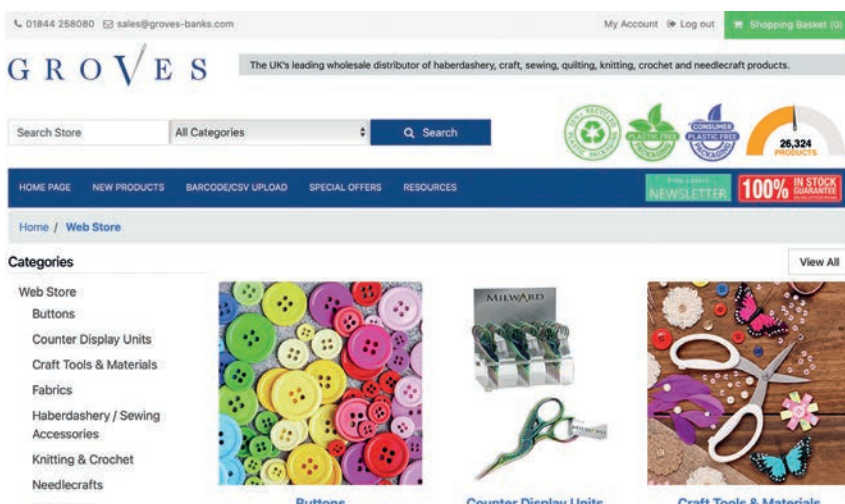


Knowledgeable sales staff to assist with any orders or questions

OUR SERVICE

- Our bespoke software system ensures maximum product availability - if we don't have 98% of our products on the shelves we're not happy!
- For selected brands we guarantee a 100% stock availability.
- Groves sales team can take orders and advise customers on product ranges, tailored shop display stands, promotions, merchandising and easy, reliable ordering methods.
- Ordering from us is simple - via our e-commerce website, Groves representatives, free-phone, EDI (Electronic Data Interchange), e-mail or post.
- We endeavour to dispatch all orders placed before noon on the same day. (Does not include orders placed on a Saturday or Sunday - these will be processed and dispatched on the following Monday).
- Customer orders are picked by trained staff using hand-held scanners. This ensures accuracy, and eliminates errors.
- Groves head office staff are available to answer customer queries.
- A Product Development team is in place creating new products and ranges every month.

OUR BRANDS & WEBSITE



DYLON®

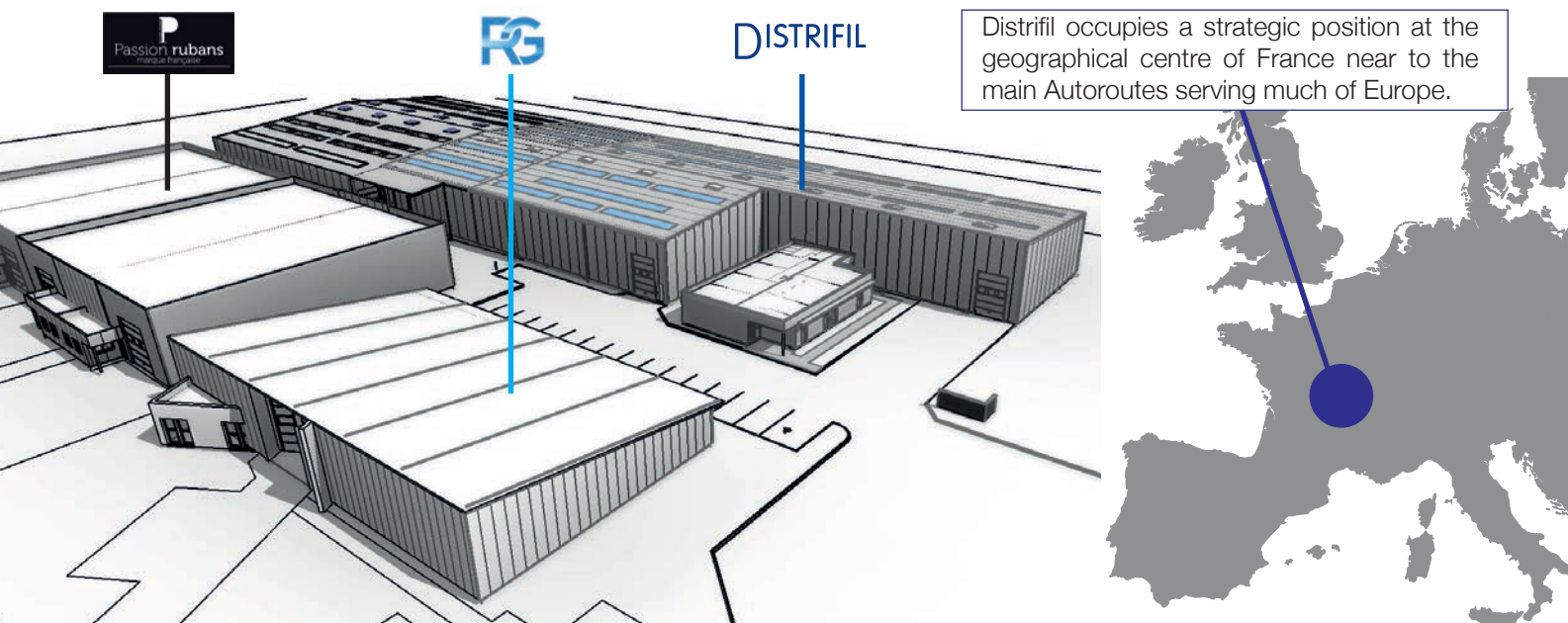
...and many more



The Opticon barcode scanner allows retailers to scan barcodes, upload and place orders via our website.

DISTRIFIL

Stock held in Europe for immediate supply to EU markets



ABOUT US

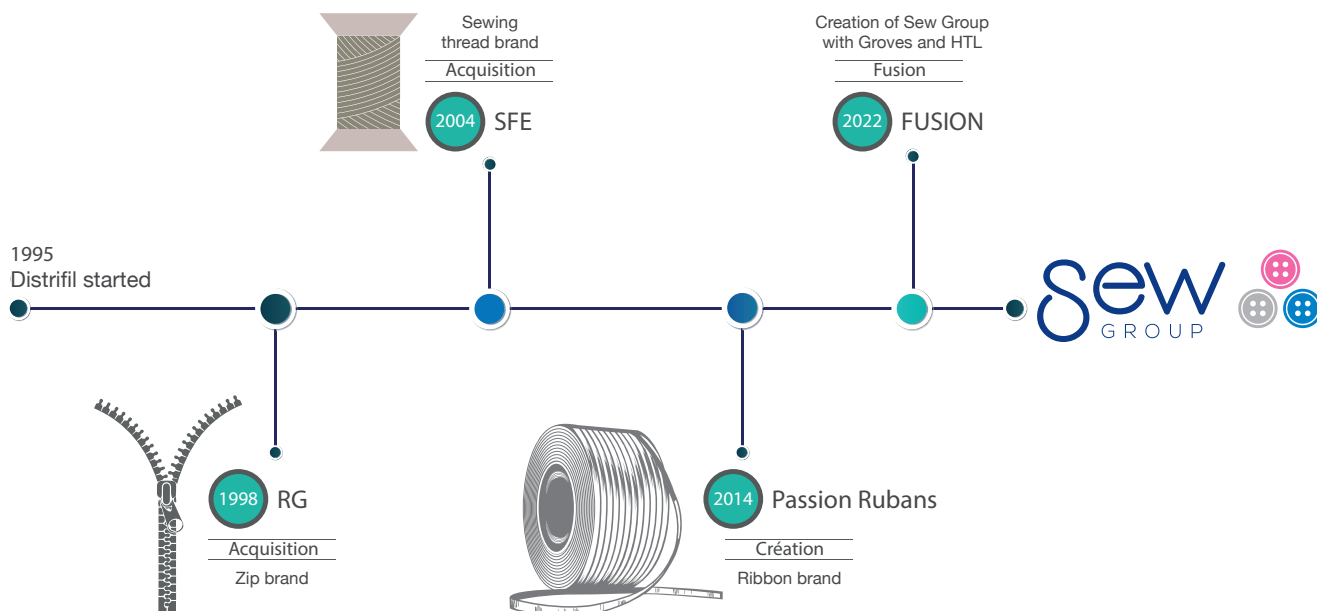
Specialist and distributors of:

- Haberdashery
- Ribbons
- Knitting & Crochet Yarns
- Sewing Threads
- Trimmings

- Buttons & Patches
- Embroidery & Needlework
- Patchwork
- Zips
- Storage

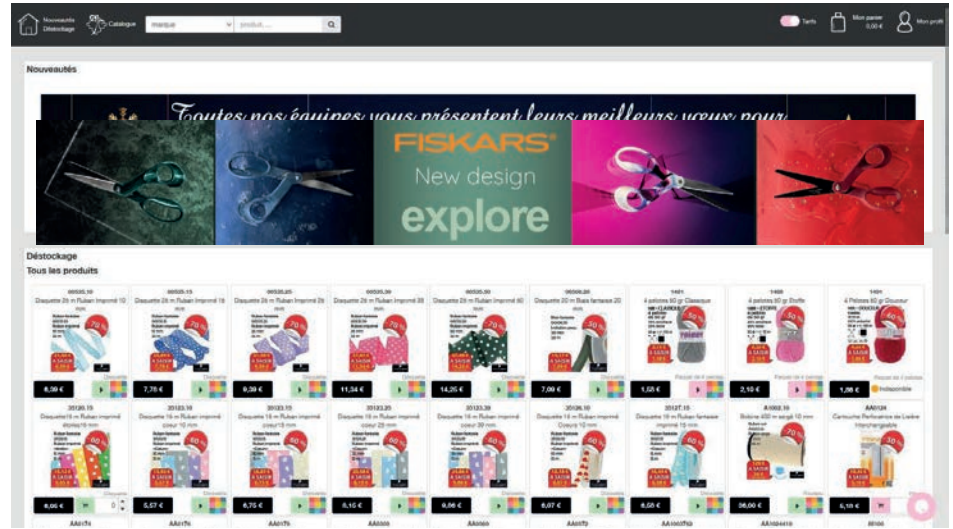


TIMELINE





10,000+ m² of storage
60,000+ products stocked



Website is individualised and has a private portal for each customers account

OUR SERVICES

The fastest possible delivery

Partnerships with the largest European carriers: DPD, Geodis and Schenker.

Delivering the best products to you

Our supply chains are chosen for their reliability

A strong field sales force

Our highly trained sales team will provide excellent advice and suggest solutions tailored to your retail store, your customer catchment area and the local competition.

Bringing the latest technology to your store

We provide our customers with a laser barcode scanner managed by our site, to facilitate your stock management and speed up the ordering process.

E-commerce solutions

We can provide everything that an e-commerce customer needs to make the running of the business simple and efficient. From provision of product images, to product data in the format you require, everything you need to add products to your database simply, accurately and quickly can be provided.

Order management

We are constantly evolving and updating our systems to make sure that we keep up with the changing needs of our customers.



OUR BRANDS



adjustoform



A world class Dress form manufacturer with factories in UK and China.

The world's leading manufacturer of adjustable dress forms for over 50 years. Adjustoform have grown to become the world leader in dress form manufacturing. Adjustoform are more than just a manufacturer; at the heart of their business are their customers, priding themselves on long-standing relationships, some fostered over decades.



Multiple ranges and sizes for different customer requirements



Over
50
years of excellence

● ● ● ● ● ● ● ●

Manufacturing facilities in both United Kingdom and China

European based sales support ensuring the very best knowledge and customer service.

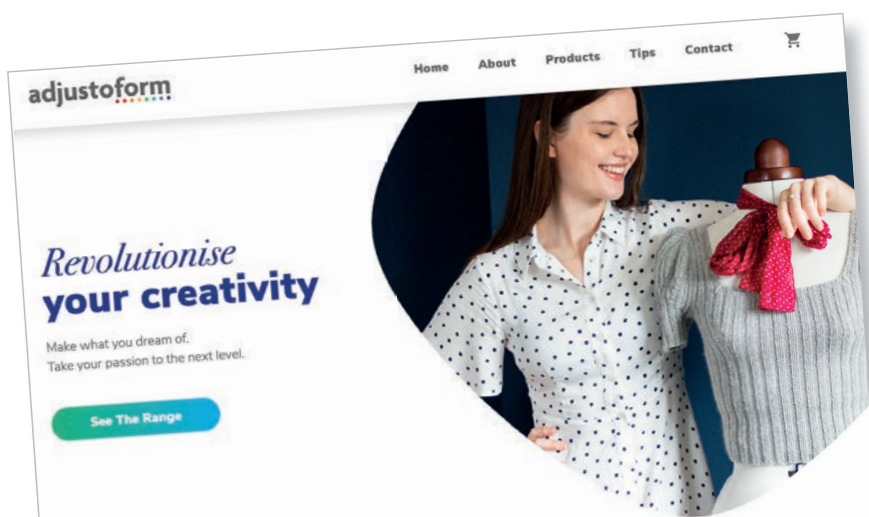


QUALITY

All our dress forms, branded and private label, are designed to last, with rigorous testing and quality control in both UK and China.



Products allow adjustment to the height, bust, waist, hips, neck and back



CONSTANTLY EVOLVING

Adjustoform are constantly developing, refining and improving products in the range to ensure that customer expectations are met and often exceeded.

CONSUMER WEBSITE

Adjustoform has an attractive and easy to use consumer website, highlighting all the ranges and dress form features, along with a complete product listing, information, tips and videos.



The world leading manufacturer of sewing cabinets and craft furniture.

Tailormade specialise in sewing furniture for any craft or sewing room. Tailormade furniture storage solutions use of specialised trays ideal for threads, bobbins, notions and even a place to hide your extra machine.

We know that having the right work station and configuration is important to every consumer, which is why we have designed our cabinets with consumers in mind. All of our cabinets are designed with functionality and comfort, providing a quality product with exceptional value.



PERFECT FOR ANY SPACE

Many of the cabinets fold down for easy storage - perfect for limited by space or wanting a multi-purpose room. The modular elements unit can be configured to create multiple set-ups and can be built upon to create your dream hobby room.



BUILT TO LAST

All of our cabinets are made of quality MDF with a wood grain melamine veneer to give a sturdy build whilst offering exceptional value. Available in 3 finishes including Teak, Beech and White.



FEATURES

- The cabinets feature:
- Recessed hinges for snag-free sewing
 - Lockable castors to easily move and store cabinets
 - Mechanical or gas lift sewing platforms
 - Specialised storage options



SOMETHING FOR EVERYONE

Tailormade has spent years developing the perfect furniture for your craft room, from sewing cabinets to cutting tables

CONSUMER WEBSITE

Tailormade website shows the full range of sewing and craft furniture and all available options.



SEWAID PROGRAM



SewAid is the charitable arm of SewGroup.

The SewAid program is primarily a teaching program for selected women in very poor countries. These women are given the opportunity to not only learn to sew, but are also provided with the sewing machines, equipment, fabrics, sewing supplies and skills they need to start a small home sewing business in order to escape from shocking poverty and make a better life for themselves and their families and allow them to contribute to the economies of their local communities.

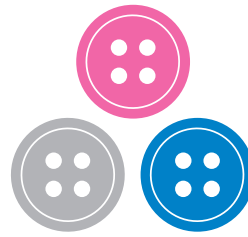
SewAid was initially set up and is now run by the founder of SewGroup, Mr Tony Castley, a past Governor of Rotary, and each SewAid program is administered in conjunction with Rotary International.

The SewAid Volunteer teachers donate their time & expertise, as well as fund their own travel, to participate in this experience of a lifetime. Consideration is given to their particular skills with regard to requirements needed to teach relevant sewing programmes, which to date have been run several times in Vanuatu, as well as in Indonesia, Mongolia, Porgera in Papua New Guinea, the Philippines, Madagascar, Cambodia, Tanzania and Uganda.

SewAid is funded by profits of the companies within the Group, with further donations of brand new sewing machines from some of the leading brands as well as parts and manuals for older donated machines. Pattern and fabric companies also support SewAid with donations of books, patterns and fabric.

For more information about the exciting work that Sewaid is doing, please visit the website www.sewaid.com





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