

A D D I N G V A L U E T O Y O U R B R A N D





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SALTY & SWEET

SALTY & SWEET
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Welcome to the world of Nilorn

Nilorn is a international company established in 1977, which is focused on adding value to its clients products by presenting branding and design in the form of labels, display packaging, trims and accessories. Our clients are principally from within the fashion and ready-to-wear sector. Nilorn offers an imaginative, innovative approach to branding, design, product development and logistics solutions. Satisfied customers are our principal asset, and it is therefore imperative that we establish, maintain and enhance customer relations through first-class service and attention to detail. Nilorn is the leading independent business serving this sector in Europe, with an annual turnover in excess of SEK 300 m.





BUSINESS CONCEPT, GOALS AND STRATEGY



Nilorn strategy is to offer a complete profiling concept to establish and enhance the image of our clients brands:

"Adding value to your brand"

VISION

To be recognised as Europe's leading label and branding company.

BUSINESS CONCEPT

Nilorn business concept is to offer a complete brand profiling service, from initial design through to presentation at point of sale, to establish, strengthen and promote the image of our clients brands. This process incorporates brand identity and differentiation through design, product development, integrated logistics and supply chain services. Nilorn business concept is summarised as "Adding value to your brand".

GOALS

To exceed our clients expectations in all aspects of our global operations.

STRATEGY

Nilorn provides services to clients that help them to grow their brand presence in international markets. Fundamentally, our success is tied to the success of our clients.

Nilorn's strategy is to achieve business growth through the process of continuous improvement in both product and service provision, coupled with an innovative approach to the introduction of new designs, products and services that add value and consumer appeal to our clients brands and products.

Through this endeavour, it is Nilorn's intention to become the partner of choice, for Europe's leading fashion and accessory brands.



CUSTOMER-UNIQUE





SOLUTIONS BASED ON A BROAD OFFERING

Nilorn offer the market's broadest range in respect of the design of labels, packaging and accessories. Nilorn also has brand development and design experience from working with a very diverse range of clients in the fashion and ready-to-wear industry. This enables us to offer appropriate solutions, at all levels in the market.

We also control and maintain a broad range of production, IT and logistics solutions in strategically important global locations. These enable customers to maintain control of inventory flow within their supply chain, in order to facilitate just-in-time delivery of labels, trims and packaging to their factories throughout the world.

IMPORTANCE OF A BRAND

Most customers of Nilorn are in the fashion and ready-to-wear industry, where branding reinforces the identity and image of the garment. Many would claim that the brand is the most important aspect of a garment. To be successful and sell well in stores, brands need to have a clear profile which stands out from the crowd.

Branding and marketing are more important than ever in a competitive, global market. Targeted marketing campaigns matched with innovative branding and design concepts, effectively promote products in store and create an opportunity to positively influence consumer choice through a strong brand image. This is one area where Nilorn stands out from its competitors. With specialist expertise in brand profiling on garments and in-store applications, our clients can be sure they have the backing they need.

If a brand is to remain ahead of its competitors, there is also a need for Nilorn to offer its clients better supply-chain processes, in order to simplify and improve the efficiency of their operations. Nilorn was forefront in developing complete solutions based on efficient IT systems. However, we will not rest on our laurels. Nilorn continues to gain the experience, expertise and growth required to lead development in the branding and design industry of the future.











Meetings between client and Nilorn results in a design brief.



Close cooperation with client to identify their needs and develop ideas for new concepts.



Unique design skills create tailor-made concepts for different customer segments.



Based on design and high quality technical solutions.



Own manufacturing combined with a network of partners in strategic markets throughout the world.



Electronic web-based ordering system allows delivery within 48 hours.



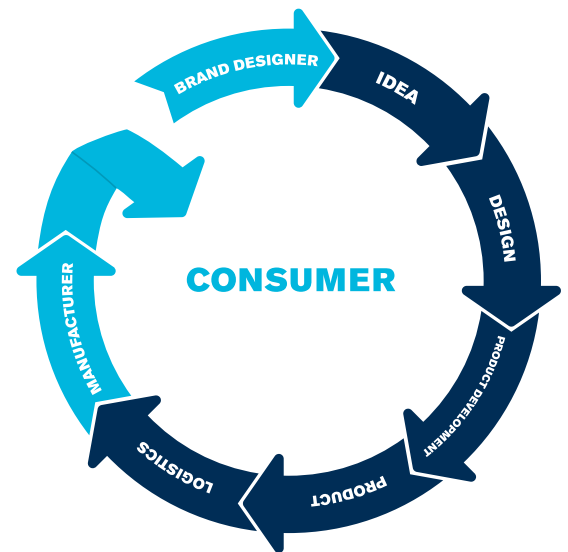
Production location where the labels are sewn into the garment.



End user of the long chain from idea to product.



DESIGN AND BRANDING PROCESS



NILORN COMPETITIVE ADVANTAGE

- Close collaboration with several of the world's leading brands.
- Expertise in branding, design and product development.
- Global Logistics and Integrated IT solutions.

To compete for large branding and design briefs it is necessary to be close to the customer, as decisions on strategic issues are usually taken at head offices. Labels, packaging and accessories are of ever-increasing significance to brands, and are therefore a matter of increasing importance for the senior management of our customers.

On the other hand, our clients manufacturing mostly takes place in low-cost countries, for example in Asia, India and Eastern Europe. The branding and design industry has become ever more global.

THE GROWING GLOBAL MARKET

We have to be located close to our clients and their suppliers to be able to provide just-in-time deliveries almost anywhere in the world.

Nilorn has access through owned subsidiaries and close cooperation with partner companies to high-quality production, in all significant international garment manufacturing locations. Of these Nilorn East Asia, based in Hong Kong, is a significant operating hub. A further product development function has recently been established in China to strengthen Nilorn's branding, design and product development offer.

Our aim is to offer efficient logistics services for all our clients, regardless of where in the world the customer produces their goods. For goods with a really strong element of fashion, which are bought in mid-season and must meet extreme demands for short lead times, Turkey and Portugal are an important purchasing market for European ready-to-wear companies. Nilorn has a modern production facility in Portugal and a sourcing and distribution centre in Turkey.

OWNED MANUFACTURING PLUS ALLIANCE PARTNERS

Having access to its own production, combined with production at partner companies, means Nilorn can maintain quality with flexibility and is able to adapt quickly to meet customer requirements at competitive prices. Access to its own manufacturing provides benefits in product development and sample management – what was still a concept a few days ago, can quickly be turned into reality.











Nilorn Worldwide Code of Conduct

Nilorn Code of Conduct established in 2004, is based on the United Nations Convention on the Rights (FN) and Conventions of the International Labour Organisation (ILO). This is in place to ensure that all our products are produced in good working conditions. No employees shall be denied human rights or suffer mental or physical harm. It is a non-negotiable requirement that all our suppliers and their subcontractors, without exception, follow this code.



Allstar Bkin
Size 36

anik

Branding has never been more important than it is today. The fact is that companies invest more and more in their brand profile today in order to overcome fierce competition and sustain margins. To have a unified profile, identity and image is the key to long term success and business development. Therefore, branding has become the instrument of the 21st century to differentiate successful brands from the mundane and ordinary.

BRANDING TRADEMARKS DESIGN AND MARKET TRENDS

THE TRADEMARK AS REALITY

Many successful brands will extend their reach across a wide range of product lines, in order to create additional revenue through licensing deals.

The goal is to create an environment where the consumer associates strongly with the values promoted by the brand and is therefore made more aware of the trademark.

We are already seeing traditionally wholesale-only brands, moving more and more into direct and online retailing, bringing together a broad range of "own-brand" product.

A brand's success will come from a strong, unified message, stimulation of the senses and the attraction of new consumer groups. One thing is certain, today's consumer has a higher level of expectation in respect of not just the presentation of the product but also the entire purchasing experience.

There has been a shift in fashion towards more focus on details. When the exterior of the garment no longer cries out for attention, it becomes important to sharpen up the sales arguments in other directions.

"Now the focus is on details that perhaps are not visible at first glance. A special lining, concealed buttons, fine pockets or the appearance of the label in the collar are

becoming important style markers that the consumer pays attention to" (Lotta Ahlvar, Swedish Design Council).

It is these small details that make a difference. Today's consumers quite simply have high expectations when shopping. A smart box with a tissue paper inlay, in which a white T-shirt is placed, undeniably lifts the buying experience. If the customer then finds a small personal note in the box containing care instructions and a greeting, it has transformed the white T-shirt into an exclusive shopping experience.

THE SIGNIFICANCE OF THE CARRIER BAG

When a customer buys an expensive item, it is important that the whole experience is imbued with the same class and style as the article, even extending to the carrier bag. Each element of the presentation is about creating a strong positive experience. When a customer carries a shopping bag, they become a walking advertisement for the brand. This is an important factor for a brand's trademark. The exclusive carrier bag is for many people a fetish, which reinforces their self-image and their standing within their peer-group. This is a demonstration that both the article and the person are important, with an exclusive taste and image.

Heat
OF LIFE™

...ic
protection,
and is twice
as comparable
fabrics. The fabric
contains silver yarn to
give a cooling effect and
suppresses odour.





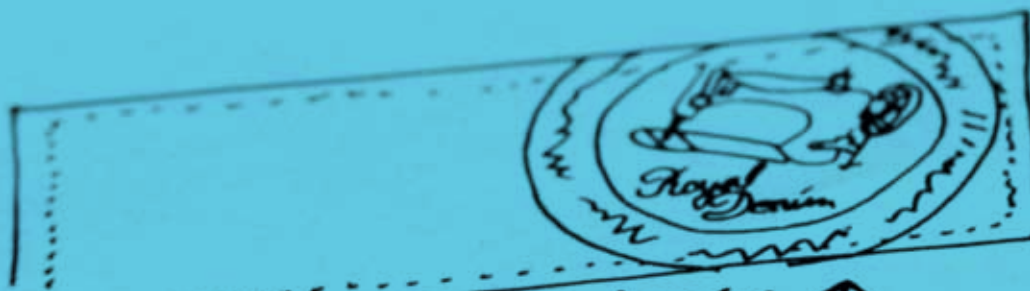
beat

beat
PULSE OF LIFE

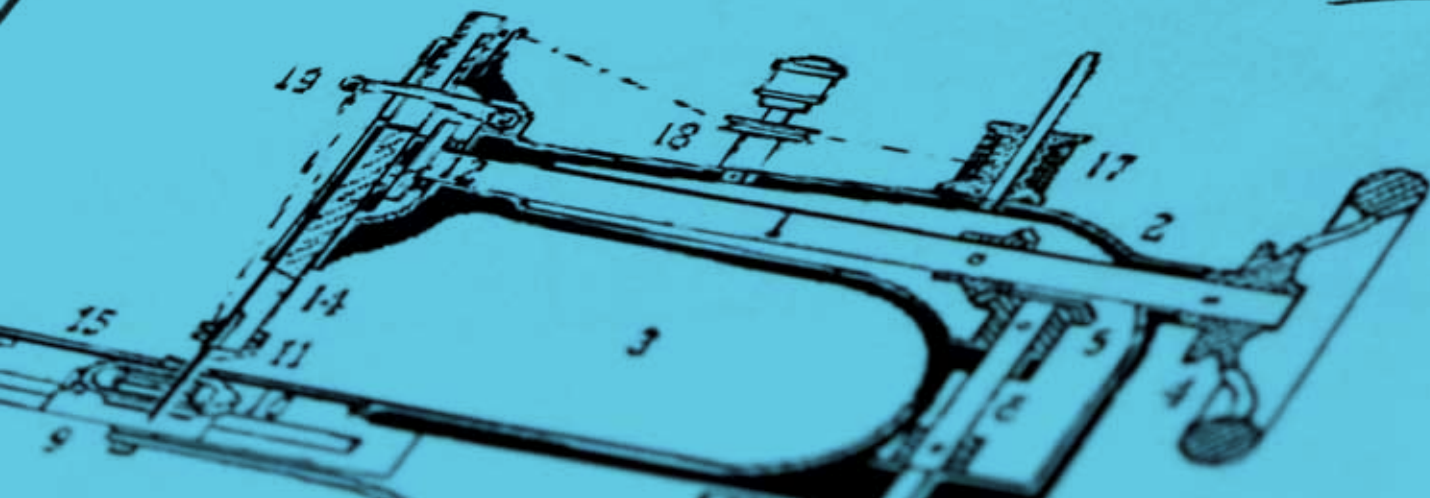
Design Department, Designers and brand consultants who specialize in the development of graphic concepts for fashion and fashion related products, work in the design offices of Nilorn in Sweden and United Kingdom. Nilorn offers expert assistance in finding a unique and distinctive brand appearance for their clients products through the design of labels, packaging and accessories.

As with all effective visual communication, it is important to attract attention. Moreover, labelling should also serve the function of conveying useful information; for example in sportswear, with high-performance textiles and multifunctional use.





iron base ↑



“Brands that can market themselves by adhering to ethical and environmental standards are more appealing to customers”
(Lotta Ahlvar, Swedish Design Council).

DESIGN AND BRANDING CONCEPT

DESIGN CONCEPTS

A concept may contain anything from a couple to well over one hundred labels, packaging and accessory ideas, with graphic details. There is a unifying theme running through all these elements. Logos, graphic forms of expression, colours, patterns and materials can be used to give a consistent impression, in a way that fosters strong communication. The most common elements in a concept are woven labels, tabs, leather labels and swing tags. These can be made of paper, plastic or textile materials; latex, metal, foam plastic and composite materials are also commonly used. Other important elements in a concept are packaging, boxes, wrapping, tissue paper and accessories. By deploying a variety of different printing techniques, material finishes, textures and embellishments, the options are limitless!

In addition, Nilorn Design also focuses on the placement of the labels. Innovative placements that surprise and create function are an important part of the concept. Our clients appreciate this expertise and often ask us to take part in their own design process from an early stage.

A good concept should work both as individual labels and when used together, in conjunction with the garment. Innovative graphic design combined with exciting materials must convey unique values that form an entity between the brand/trademark and the product. The thought of a consumer appreciating the label so much that it ends up on display, instead of the wastepaper basket, is something that gives impetus to all our designers.

ECOLOGICAL FACTORS

We are all now conscious of the environmental impact of our purchasing decisions, because of which choice of material and country of origin are subject to closer scrutiny. Consumers are purchasing with greater awareness. Fair trade has become a watchword. “Brands that can market themselves by adhering to ethical and environmental standards are more appealing to customers” (Lotta Ahlvar, Swedish Design Council). Nilorn endeavours to be in the forefront of ethical product development.



Royal Denim

No. 25878



L O G I S T I C S



The Nilorn web solution is a unique tool providing complete control of:

- Stock
- Order
- Distribution

THE NILORN GLOBAL PRESENCE

Nilorn has a philosophy of being close to our clients. By this means, we are always able to deliver labels within 48 hours, from local stock. Nilorn also offers an around-the-clock service. Thanks to our web-based solution for both the client and manufacturer, we can ensure deliveries and obtain updated information, in real time, anywhere in the world.

- Worldwide distribution
- Shipment within 48 hours
- Proximity to point of manufacture

THE NILORN AUTO ORDER SYSTEM

The Nilorn Auto Order System provides total control through the supply chain as well as huge labour savings. When a production order from the client is sent to the manufacturer, Nilorn simultaneously receives a label request from the client's system, via a fully automated process. The order is handled automatically by Nilorn and everything from woven labels to price and barcode labels are shipped to the manufacturer within 48 hours.

THE NILORN WEB SOLUTION

The Nilorn Web Solution is designed to be used by both the client and manufacturer. This unique tool provides a complete overview of inventory by location, order and distribution, allowing both the client and their manufacturer to order labels and check/control delivery.

This web solution is tailored to the needs of each client and serves as a tool for direct and continuous control. Real-time support is offered through the global presence that Nilorn provides. This system supports both internal and external communication handled by Nilorn's IT system. Our clients have the opportunity of integrating this service into their own systems, enabling clients and manufacturers to order and monitor order placement as well as controlling distribution.







Perfect Solution for Variable Data

One element of the Nilorn business concept is to simplify the handling of bar code labels for its customers. Nilorn's web-based order management system gives customers full control over current production, lead times and stock balance. As experts in handling labels, packaging and accessories, we offer customer solutions that promote lower cost, greater efficiency and improved control and security within global supply chains.

N I L O R N R E T A I L I N F O R

OUR SOLUTION IS UNIQUE

One of the most important aspects in the production of barcodes, care labels and RFID labels is that the label contains information which constantly varies. These labels have to be distributed to different production countries, often when time is of the essence. Hand this challenge over to Nilorn and let us, with our global network, deal with this awkward, time-consuming and otherwise expensive problem.

The process is simple for you as a customer. At the moment when you place a production order with a manufacturer, you can automatically generate details of what information is to be shown on the label, which can be sent to Nilorn by e-mail. We will produce the labels and distribute them directly to the manufacturer; alternatively we will inform your supplier that new labels and tags are available for call-off. Nilorn has an agreed price with you, the client so you have a known cost, which can be invoiced directly to the manufacturer.

All the information is available on our website, where you can follow the whole process in 6 languages, 24 hours a day. It's a brilliant solution both for you and your production partner, regardless of their location.

NILORN WEB-ORDER PROCESS

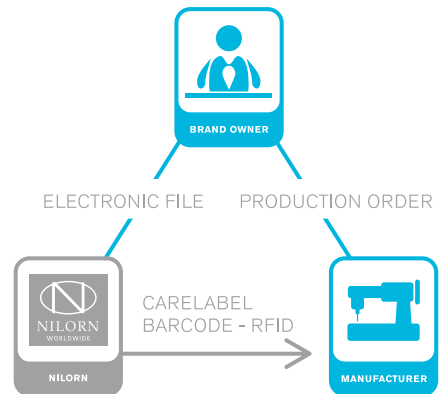
With our knowledge and experience of meeting production and distribution needs for both large global chains and smaller local brands, we can state with confidence that our solution is unique and that our customers are satisfied.

THE MOST COMMON TYPES OF LABELS ARE

- Self Adhesive Paper.
- Bar Code Tags.
- Fabric Care Labels.
- RFID labels.

MOST COMMONLY PRODUCTION PROCESS

- Auto order: Labels with variable information will be sent directly to the garment manufacturer, at the client's instigation.
- Pre loaded order: Labels will be placed on our online web-order system, for manufacturers to call-off.



M A T I O N S Y S T E M (R I S)







RADIO FREQUENCY IDENTIFICATION (RFID)



RADIO FREQUENCY IDENTIFICATION

RFID is a general term for a variety of devices that make use of radio frequency waves to automatically identify objects, without direct contact or line of sight. An RFID tag consists of a microchip equipped with an antenna. This chip can contain both a serial number (EPC code containing 96 bits) and customer programmable data, which identifies an object or event. When this antenna communicates with an interrogator, the code is read and can be transferred to a database, in which the object information is stored.

RFID OR BARCODE?

RFID is not necessarily better than a bar code, but can be used for different purposes and in many different types of applications. The greatest difference is that barcodes require each object to be scanned individually, whereas the RFID interrogator automatically scans all tags within a certain radius. In addition, barcodes can be damaged, which makes

RFID tags extremely useful in tougher environments. Another advantage is that RFID identifies each unique object, while the barcode only stores information on a product class. Smart RFID applications can also create intelligent systems that work with the minimum of human involvement.


SMART SOLUTIONS

Nilorn has developed smart solutions for retailing, in cooperation with leading suppliers in RFID technology. An example of this is the development of the self-checking store rack, which automatically carries out a stock-take of products every night and transmits this directly to the brand owner.

As a result, the brand owner is able to re-stock the fascia, without any store employee needing to carry out a stock-take. Sales and customer satisfaction are increased through improved availability, without incurring additional staff costs.


Dunmore Bros.
COUNTRY LIFESTYLE




Dunmore



DUNMORE
BROTHERS *Authentic*

Vintage Collection

COUNTRY LIFESTYLE
SINCE 1920



e Bros



Definition of Eco-friendly products

Terms such as green, natural and organic are frequently used without any qualification or clear definition. Nilorn believes in taking an overall view, not just of the materials selected, but that the whole design, manufacturing and supply chain be considered.

Our definition of environmentally friendly products covers recycling, sustainability of resources and carbon footprint.

We acknowledge our responsibility towards providing environmentally friendly products. At Nilorn, we believe this has to be achieved through focus on the complete supply process. We work constantly to find environmentally friendly alternatives which are commercially viable.

The aim of our Corporate Social Responsibility policy is to demonstrate our commitment towards ethical, environmental and social concerns in all our business decisions.

CORPORATE SOCIAL RESPONSIBILITY (CSR)

ETHICAL RESPONSIBILITY

All Nilorn businesses will follow national as well as international laws and business ethics. Nilorn will only co-operate with other parties which do the same.

We aim for customers and suppliers to see Nilorn as a reliable and responsible partner. Business relations will be built on honesty and mutual respect. Confidential information will always be treated as confidential and all agreements will be respected.

ENVIRONMENTAL RESPONSIBILITY

Nilorn believes it is important to take responsibility for the environment by reducing our impact on global resources. Our goal is to achieve this by advising our customers and by promoting materials from sustainable sources and manufacturing processes that are least harmful to the environment.

Our suppliers must have clear environmental programs and comply with these requirements, at all times, especially when new products are being developed.

SOCIAL RESPONSIBILITY

Nilorn Code of Conduct from 2004 is based on the United Nations Convention on the Rights (FN) and Conventions of the International Labour Organisation (ILO).

Nilorn audits suppliers on an annual basis in order to ensure compliance with all the above policies.

NILORN CORE VALUES

Passion - Innovation - Respect - Teamwork
Common Sense - Responsibility - Action











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