

EXCLUSIVE



Creative Textiles is a well-known player in India for producing bed sheets. It had its process house with conventional machines. When the management of Creative Textiles decided to make investment for modernisation and expansion of production, Mr. K.N. Singh, Executive Director, started interacting with A.T.E. His main attraction towards A.T.E. was to get the latest technology available in the global market. His idea was to buy from one shop all his requirements, and A.T.E. supplied a complete package of machinery for its process house which includes ETP.

The real challenge for A.T.E. was to install the machines one by one without stopping their production. We made a proper plan on board and the same was implemented with the help of our engineers. Goller has supplied bleaching, mercerising, pad-steam and washing ranges which started giving the desired results right from day one. Also the customer had similar experience with other machines like Osthoff singeing, Monforts' E Control/shrinker, Monfongs stenters/curing range, Guarneri Technology's Nipco calender, Color Service dispensing system and ETP from A.T.E. Envirotech. We have now the satisfaction of successfully executing a bed sheeting project, and now the market has further gained confidence in A.T.E. as a one-stop solution provider.



Mr. S. Rajendran, Senior Vice President,
Processing Division, A.T.E. Enterprises

uct's reach and penetrate into Indian households. Today reputed designers like Manish Arora, Neeta & Nishka Lulla and others have also contributed to the in-house design capabilities of Portico New York making the brand reach all segments of the retail market.

Creative's Textile Division has a strong footing, though the real challenge is to keep up with the changing fashion trends in any market they are present. The Creative Group is well equipped to adapt and adjust to the changing trends and needs of the consumers.

With 350 MT yarn processing capacity per month, weaving capacity of one lakh meters per day, 15,000 bed sets export per day for just US market, bleaching and dyeing capacity of 40 million meters of wider width fabrics dyeing and printing facilities to support, 300 MT of polyester carpet yarns capacity per month, with facilities for yarn dyeing, fabric weaving, processing, made-ups stitching with over 8,000 skilled employees directly/indirectly; with around 14 plants across India, Creative's textile division is fully integrated and fundamentally strong in any manner one looks at it.

Big time modernization of their plants at Vapi, Daman, Mumbai and Bengaluru is on cards and ongoing seamlessly without affecting the daily production numbers. The old processing machines are being replaced