



W. Brothers Apparel

COMPANY PROFILE



A journey to Perfection!



A journey to Perfection!

FROM FIBER TO FASHION

At W. Brothers Apparel, we understand that every clothing item picked from a store rack is the final expression of countless decisions, skilled hands, and coordinated processes. From fiber to fashion, each garment represents the work of thousands — from farmers and spinners to designers, technicians, and quality controllers. As a vertically integrated knitwear manufacturer, we take pride in streamlining this complex journey under one roof, delivering consistency, value, and craftsmanship at every stage. Our role goes beyond production; we help brands bring their vision to life, one stitch at a time.



A journey to Perfection!

TABLE OF CONTENTS

- About Our Company
- The Faces Behind The Vision
- The W. Brothers Way
- How We Work
- The Garment Process
- Certifications
- Get In Touch

DON'T ASPIRE TO
MAKE A LIVING
**ASPIRE TO MAKE
A DIFFERENCE**



A journey to Perfection!



A journey to Perfection!

ABOUT OUR COMPANY

From Two Machines to a Global Force:

Founded in 1991 with just two knitting machines and a bold vision, W. Brothers Apparel has grown into a globally trusted name in knitwear manufacturing. From humble beginnings in Gujranwala, Pakistan's industrial heart, we have evolved into a vertically integrated powerhouse delivering premium-quality apparel for some of the world's most discerning brands.

At W. Brothers, we believe that every garment tells a story — one of heritage, innovation, and craftsmanship. Our end-to-end process spans knitting, dyeing, finishing, stitching, and embellishment, all housed under one roof. This vertical integration ensures superior quality control, speed, and reliability at every stage — from fiber to fashion.

With a production capacity of up to 50,000 pieces per day, 2,000 dedicated professionals, and 1,500 advanced machines, we create high-performance, sustainable knitwear that reflects our commitment to both people and planet. We prioritize eco-conscious practices, working primarily with responsibly sourced cotton and pioneering textile innovations through our in-house R&D division.

Our legacy is built not just on efficiency but on care — for the thousands of lives involved in each piece, for the environment, and for the brands we partner with. Recognized with the Presidential Award for Export Excellence, W. Brothers is more than a manufacturer — we're your partner in quality, design, and growth.

Experience the W. Brothers difference — where tradition meets technology, and craftsmanship meets conscience.



A journey to Perfection!

FAMILY BUILT. FAMILY RUN. **FAMILY FOCUSED.**



Founder
Mr. Muhammad Afzal
(Late)



Chief Executive Officer
Mr. Muhammad Waqar



Chief Operating Officer
Mr. Waqas Afzal



Director
Mr. Ali Waqar



A journey to Perfection!

THE W.BROTHERS WAY

VISION

To lead the global knitwear industry by redefining excellence — blending innovation with sustainability, craftsmanship with automation, and tradition with progress.

We envision a future where every garment tells a story of responsibility. Where family values guide leadership, and where modern technology uplifts the human touch behind fashion.

As a family-built business, we strive to grow with integrity, empower communities, and inspire trust with every thread we produce.

MISSION

To deliver world-class knitwear through innovation, sustainability, and integrity — empowering our people, preserving the planet, and exceeding expectations.

At W. Brothers, we drive excellence by fusing advanced manufacturing with timeless family values, ensuring every product reflects purpose, quality, and care.

VALUES

At W. Brothers, our values are rooted in the belief that business is personal and every relationship matters. We treat our employees, clients, and partners like family, building trust through empathy, respect, and shared growth. We hold ourselves to the highest standards of quality and integrity, delivering excellence with transparency and purpose. Sustainability is not a trend for us it's a responsibility we embrace through conscious sourcing, eco-friendly innovation, and mindful production. We collaborate closely with our clients, listening and adapting to deliver products that reflect both vision and value. By combining cutting-edge technology with our unwavering human touch, we bring innovation that elevates without compromising craft. We take pride in every detail — because behind every garment is a story we're honored to help create.



A journey to Perfection!



HOW WE WORK



A journey to Perfection!

KNITTING

WHERE INNOVATION MEETS TRADITION

At W. Brothers Apparel, knitting is more than a manufacturing step—it's the heart of our craftsmanship. We transform approximately 25 metric tons of yarn into premium knitwear every day. This scale reflects not just our operational efficiency but our dedication to meeting global demand without compromising on quality.

Our knitting facility is equipped with state-of-the-art machinery, including advanced circular knitting machines and computerized flat knitting systems. These technologies enable us to produce a diverse range of fabrics, from lightweight jerseys to intricate textured knits, catering to various fashion needs.

Sustainability is knitted into every stitch. We prioritize eco-friendly practices by utilizing organic and recycled fibers, minimizing waste through precise production techniques, and optimizing energy consumption. Our commitment ensures that each fabric not only feels good but also aligns with our responsibility to the planet.

Our knitting division is capable of producing a wide spectrum of fabrications tailored to both fashion and performance markets. We specialize in fleece, single jersey, interlock, tricot polyester, rib, and loopback terry, along with elastane blends including spandex and lycra jersey. Our facility is optimized for both lightweight and heavy GSM fabrics, ensuring structural consistency, stretch recovery, and dimensional stability across all constructions. With stringent yarn sourcing protocols and in-line quality checks, we provide buyers with scalable, repeatable quality — ideal for activewear, loungewear, and premium casual collections.





A journey to Perfection!

DYEING

PRECISION AND RESPONSIBILITY

At WBrothers Apparel, dyeing is a meticulous art form where color meets conscience. With a daily dyeing capacity of 20 metric tons our commitment to excellence and sustainability.

Our dyeing facility is equipped with cutting-edge machinery, including jet dyeing machines capable of operating at low liquor ratios, significantly reducing water and energy consumption. We have integrated digital textile dyeing technologies, which offer cleaner, more sustainable alternatives to traditional methods, minimizing wastewater and chemical usage .

Embracing innovation, we are exploring nanocellulose-based dyeing technologies, which use one-tenth of the water compared to conventional techniques and eliminate the need for toxic chemicals. Additionally, we are investigating supercritical CO₂ dyeing methods, a waterless dyeing process that reduces waste, energy usage, and CO₂ emissions .

Our commitment to sustainability extends beyond technology. By integrating eco-friendly dyeing techniques, we strive to reduce our ecological footprint while delivering vibrant, long-lasting colors.





A journey to Perfection!

MERCHANDISING

INNOVATION, COLLABORATION & DEVELOPMENT

At W. Brothers Apparel, our Merchandising Department is the creative and operational engine that drives every collection. It's where ideas are transformed into tangible products—where client visions are translated into fabric swatches, trims, and prototypes. Our dedicated teams leads every stage of product development, from the earliest sketches to the delivery of finished samples, managing timelines and costs with precision.

We prioritize continuous innovation through in-house R&D, exploring the latest yarns, finishes, and garment technologies to create collections that inspire both new and existing clients. Whether developing exclusive fabrications or refining core styles, our merchandisers work closely with designers, production teams, and sustainable suppliers to ensure every element aligns with quality, performance, and environmental responsibility.

Our sustainable supply chain for trims, labels, and accessories ensures ethical sourcing, compliance with global standards, and full traceability—so every garment tells a responsible story from fiber to finish. Through proactive collaboration and meticulous planning, our merchandising team bridges creativity and execution, ensuring each product exceeds expectation in both style and substance.



THE GARMENT PROCESS

Every garment at W.Brothers Apparel begins with a meticulous fabric inspection, where state-of-the-art machines scan for flaws to ensure only premium materials proceed. The fabric is then expertly cut using automated systems, with each cut part undergoing a dedicated inspection to guarantee precision. Skilled hands assemble the pieces through refined stitching techniques, followed by a carefully controlled finishing process that perfects the garment's look and feel. Each piece is then rigorously quality-checked, thoughtfully packed, independently audited, and finally shipped—delivering not just a product, but a promise of craftsmanship, care, and a journey to perfection



A journey to Perfection!



A journey to Perfection!

CUTTING

PRECISION ENGINEERED FOR EXCELLENCE

At W. Brothers Apparel, quality begins long before the first cut. Every roll of fabric is first evaluated in our dedicated Fabric Inspection Department, where high-precision inspection machines meticulously scan for defects, ensuring that only flawless materials enter production.

Once approved, the fabric moves to our cutting facility, where over 25 metric tons of fabric are expertly processed each day. Utilizing Gerber Paragon® and Lectra Vector® automated cutting systems, we achieve precise, consistent patterns with exceptional material efficiency.

Yet even in a world of automation, we know that craftsmanship still has a place. For specialty fabrics, complex patterns, or bespoke projects, we complement technology with expert manual cutting by skilled artisans, ensuring unmatched precision where machine lines alone aren't enough. This thoughtful balance of innovation and human touch reflects our dedication to both quality and detail.

Following cutting, every component undergoes a detailed Cut Part Inspection to verify shape, size, and alignment, ensuring that every piece meets the exacting standards required for flawless assembly. This multi-layered approach guarantees that only the finest materials and workmanship move forward in the journey from fabric to fashion.

At W. Brothers, cutting isn't just the beginning of a garment's journey—it's the foundation of excellence.



A journey to Perfection!

STITCHING

EVERY SEAM CRAFTED

At W. Brothers Apparel, stitching is where design transforms into form—where every seam is an expression of craftsmanship. With 35 stitching lines and 1500 machines, operating in a carefully engineered production flow, we achieve the capacity to produce tens of thousands of garments daily without compromising attention to detail.

Each line is designed for optimal efficiency and control, combining automated machinery with expert craftsmanship. Quality isn't a checkpoint—it's embedded at every stage. From the first stitch to the last, dedicated quality controllers are stationed at every critical step, inspecting seams, reinforcements, and trims to ensure flawless construction.

Our stitching process balances scale with precision, leveraging standardized workflows while allowing flexibility for complex styles and custom finishes. This harmonious integration of technology, process design, and skilled hands ensures that every garment leaving our line reflects the highest standard of quality, consistency, and care.





A journey to Perfection!

QUALITY

EVERY STEP ACCOUNTABLE, EVERY STITCH ASSURED

At W. Brothers Apparel, quality is not a checkpoint—it's a continuous commitment embedded into every stage of production. Our dedicated quality assurance team follows a multi-layered inspection system, ensuring each garment exceeds expectations before it ever reaches a client.

Our In-Line QA and QC places trained inspectors directly on the sewing line, proactively monitoring every step to catch and correct issues early, safeguarding against defects before they develop. At the completion of stitching, each garment undergoes a thorough End Line QA and QC, verifying every seam, trim, and detail for precision.

Beyond individual checks, we implement Batch Audit QA, randomly reviewing completed lots to detect inconsistencies across larger groups. Finally, every piece passes through a rigorous Final Audit QA prior to packing and shipping—a last safeguard to ensure only garments meeting our highest standard leave our facility.

Through this meticulous process, quality is not left to chance; it's engineered into the very fabric of what we do.





A journey to Perfection!

FINISHING

WHERE EVERY DETAIL IS PERFECTED

Finishing is the final touch that transforms a well-made garment into an exceptional one. Our finishing department combines state-of-the-art equipment with experienced craftsmanship to enhance the garment's appearance, feel, and durability.

Steam tunnels, automated pressing machines, and specialized equipment for trimming, folding, and labeling work together in a carefully choreographed flow, ensuring every garment is professionally pressed, shaped, and prepared for packing. Every fold, button, and label placement is aligned with client specifications, maintaining consistency across thousands of units without sacrificing individuality.

Throughout finishing, quality control remains embedded—inspectors verify that each piece meets aesthetic and functional benchmarks before proceeding to packing. This seamless integration of technology and human oversight ensures every garment leaves us refined, elevated, and truly ready to wear.





A journey to Perfection!

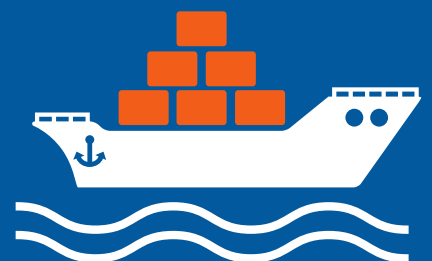
PACKING AND SHIPPING

DELIVERED WITH CARE, READY FOR THE WORLD

At W. Brothers Apparel, packing is not just about protection—it's about presentation. Every garment is folded, tagged, and packed to meet exact client specifications, using eco-friendly packaging materials whenever possible to reflect our commitment to sustainability. Whether destined for boutique displays or global retail chains, each piece is handled with precision to ensure it arrives in impeccable condition.

Before dispatch, every packed order undergoes a final audit, verifying size ratios, quantities, labeling, and packaging compliance. Only after passing this last quality checkpoint does an order proceed to shipping, where our logistics team coordinates timely, reliable delivery across global markets.

From concept to carton, WBrothers ensures every garment's journey is marked by care, consistency, and excellence—so that what leaves our doors is worthy of proudly carrying your brand's name.





A journey to Perfection!

GLOBAL EXCELLENCE, RECOGNIZED PARTNERSHIPS, PROVEN PERFORMANCE



mckenzie.



{BLANK}:

ESSENTIALS



DKNY
DONNA KARAN NEW YORK

MARCELLO
MARABOTTI

LPP

RESERVED



houre

SUPPLY & DEMAND
NEW YORK CITY



pierre cardin

M O H I T O

CROPP

sinsay



FOLIMESIA.

At W. Brothers Apparel, We proudly export premium knitwear to over 15 countries including the United Kingdom, USA, Netherlands, Belgium, Australia, Malaysia, Central Eastern Europe, Greece, Indonesia, South Korea, Thailand, Canada, Poland, and Sweden—delivering excellence across borders and markets.

Our commitment to excellence was formally recognized by the President of Pakistan through the prestigious Presidential Award for Pride of Performance—a testament to our leadership in manufacturing, export success, and contribution to the national economy.





A journey to Perfection!

CERTIFICATIONS

A COMMITMENT RECOGNIZED GLOBALLY



At W. Brothers Apparel, our commitment to excellence, ethical responsibility, and sustainable innovation is validated by globally recognized certifications. Each certification reflects our dedication to upholding the highest standards across every facet of our operations—ensuring that every garment we produce carries credibility, integrity, and care.



A journey to Perfection!

GET IN TOUCH

From humble beginnings, to a globally trusted partner, W. Brothers Apparel has been built on a foundation of family values, innovation, and uncompromising quality. Every fabric we inspect, every stitch we sew, and every garment we deliver carries our legacy of care, craftsmanship, and commitment to sustainability.

For brands seeking more than just a manufacturer—for those looking for a partner who understands the art, science, and responsibility of apparel—WBrothers stands ready. We don't just make clothes. We create value, trust, and enduring partnerships.

CONTACT US :



+92-300-8646222 | +92-316-1644444



www.wbrothers.com.pk



waqas@wbrothers.com.pk | ali@wbrothers.com.pk



Pakistan Office:

Plot# 85-A, PSIC S.I.E# 3, G.T. Road

Gujranwala, Pakistan, Post Code: 52250



Canada Office:

510 Curran PL, Mississauga, Ontario,
Canada

Post Code: L5B0J8

+1 (647)-806-4661