Brandix Projects To Double In Size In Four Years

Brandix, expects to double in size over the next four years even as it substantially reduces consumption of natural resources and shrinks its carbon footprint. Supply chain representatives from 15 countries, who were brought together by Brandix Apparel at a Vendor Summit ‘Winning Solutions’, were given a persuasive account of the growth of the Group over the past ten years and a thought-provoking visage of the opportunities and potential of the future. As a Group, Brandix has grown 47 percent year-on-year for the past ten years and doubled in size over the past four years despite the vicissitudes of global markets and economies, delegates to the summit learnt. This was the fourth such summit organised by Brandix for vendor partners.

Udena Wickremesooriya, Director, Brandix said, “Over just five years, companies in the Brandix Group have doubled, tripled and quadrupled, their volumes for top international labels. It’s customer positions that drive us, not just the numbers. The message behind all this is that there is substantial opportunity for further growth for Brandix and the Group’s vendor partners”.

Iresha Somaratne, Head of Environment and Energy Management at Brandix said, “The Group had reduced its Carbon Footprint by 22 percent since 2009 and was well on target in achieving a 30 percent reduction by 2012. Water consumption had been reduced by 47 percent from 2010 to 2011, and the target of zero solid waste to landfill has already been achieved”.

Ashroff Omar, CEO, Brandix, in his presentation identified rapidly shrinking lead times as one of the biggest challenges for the apparel industry. “The growing demand for ‘instant gratification’ by trend-driven consumers could result in manufacturers being given hours rather than days to deliver new designs within the next 18 to 24 months. In order to respond, the apparel industry would have to ‘redefine collaboration’ by finding ways to use the latest advances in information technology to completely integrate the multiple supply chains of vendors, manufacturers and retailers to create visibility and deliver flawlessly at high speed”.Brandix Group awarded its ‘Vendors of the Year’ at the summit. The ‘Vendor of the Year – Textiles’ award was conferred to Pacific Textiles, while Stretchline and

Seihoi were declared joint winners of the title ‘Vendor of the Year – Accessories’.