



**THE BIG
BOOK OF
BRITANNIA
GARMENT
PACKAGING**

**We've been
supplying labels
and packaging
to garment
manufacturers
since 1976.**



Introduction

Britannia started life in the back of a shop in Leicester and it's now a global business, employing close to 500 people across eight locations.

In a fast-changing industry, we're proud that the Britannia name remains synonymous with flexibility, reliability and competitive pricing. We partner with leading retailers and brand owners to provide a secondary supply chain they can depend on.

We know that garment production is evolving rapidly. Supply chains have become complex, interdependent networks that cross international boundaries. Consumers around the world demand 'fast fashion', with the latest trends expected to move from catwalk to high street within weeks. At the same time, manufacturers are under growing pressure to meet the most stringent **ethical standards** and ensure every tier of their supply chain complies with international legislation.

Like many of our customers, we've chosen to address these challenges through investment and innovation. This strategy means we've invested in the three core strands of the business: **our technology, our global infrastructure and our people.**





Technology

To provide [greater transparency and order visibility](#) for our customers, we've created a unified platform for all ordering, invoicing and production workflows.

We've developed [strategic relationships](#) with innovative partners like [Segura](#) (online ordering solutions) and [Smartrac](#) (RFID ticketing). At the same time, ongoing investment in our ERP and MIS systems means we maintain our own ethical standards by closely monitoring the origins of all raw materials used in our factories.





**We want to
give customers
the ability to
find out where
their order is
at any time.**



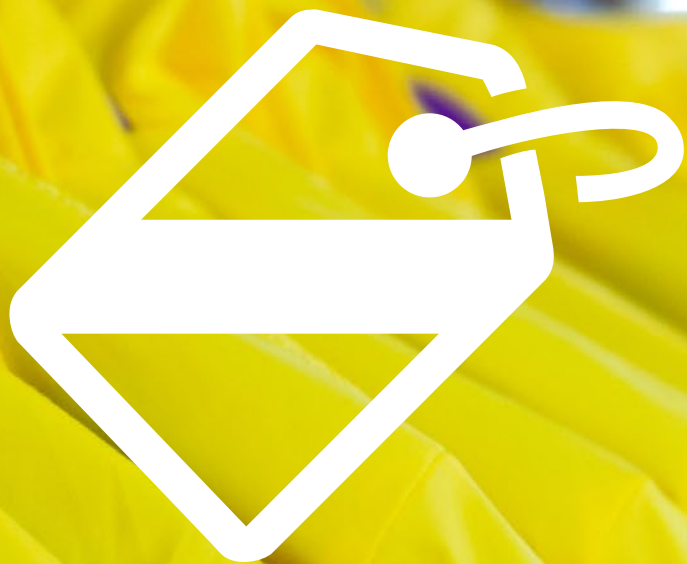
Infrastructure

Our global network of sales and production facilities means we're always close to key locations in the garment production process. We aim to provide our customers with a friendly and flexible local service, whether their manufacturing takes place in [Europe](#), [North Africa](#) or [South Asia](#).

In 2013, we strengthened our infrastructure by making significant investments at factories in Sri Lanka, Bangladesh and India, as well as opening new premises in Hong Kong.

Establishing our [own factories](#) in these locations, rather than simply partnering with local suppliers, means we're able to guarantee both [quality products](#) and [timely delivery](#) to our customers. It also allows us to enforce the highest ethical standards throughout our global production network.





Our new factories will give our customers a reliable, faster service, supplying consistently high quality products.



People

Britannia's success has been built on the hard work of our people. After nearly **40 years as a leading supplier** in the garment industry, we know the value of a well-informed, motivated team. Many of our employees have been with us for a long time and we're hugely proud of that fact.

Our policy is to continually invest in developing the skills and expertise of the Britannia workforce around the world.





Britannia succeeds because of the people we have and their desire to provide the service our customers are looking for.





Building for Success

Our technology, our global infrastructure and our people enable us to provide a high level of flexibility, reliability and responsiveness. **We're committed to providing the best possible service to our customers.**

We build successful relationships with leading retailers by delivering high-quality labels and packaging that arrives on time, every time. However, we don't just take an order and move on to the next task; **we partner with our customers to give them full visibility** over the production process and an assurance that their labels have been sourced ethically.





The pressure that fast fashion puts on the supply chain highlights the importance of getting it right first time.

Products

Our core product range encompasses all the packaging, [labels, badges and patches](#) required by today's garment manufacturers. We produce [brand embellishments and functional solutions](#) like variable data swing tickets and a full suite of intelligent packaging options that range from basic over-riders to high-end presentation boxes.

Recent additions to our product portfolio include [RFID ticketing and heat transfer technology](#). We expect to see great success with these offerings in the coming years.





**We're investing
in heat transfer
labelling in
Turkey, India and
Sri Lanka, and
woven label
capability in
Bangladesh.**

Locations

Britannia is a global business. Our sales and production facilities span Europe, North Africa, Asia and the Far East. We're situated wherever our customers need us.



Britannia today and tomorrow

2014 represents another key chapter in the Britannia story. We're very excited about new opportunities and the future of the business. We also feel it's important to acknowledge just how far the company has come since its foundation in 1976.

As well as strengthening our relationships with existing customers, we're expanding our reach to ensure retailers and brand owners in mainland Europe and North America also benefit from our services. [We're extending our global infrastructure, adding fresh capabilities](#) to our product range and investing in [innovative systems](#) that provide our customers with complete order visibility.

Our new company branding reflects these fluid circumstances, but it's more than just a symbol of change. It encapsulates the qualities that Britannia represents in today's global garment industry: [innovation, transparency and an unwavering commitment to customer satisfaction.](#)



The commitment I make to both our customers and our employees is to be the best we can.

I'm excited by the type of company Britannia is today: an innovative, respected global business with the ability to lead where others follow. Our mission is to further strengthen our position as a trusted partner to retailers and brand owners as the garment industry continues to evolve.



Paul Brownhill

Britannia Garment Packaging





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