



**Supercrease**<sup>®</sup>

The **permanent crease** for **clothes**



# A Global Company

Founded in 1976, the company has a modern, purpose built office and distribution facility based in Leeds, United Kingdom. The business operates its own advanced, in-house production system to maintain consistent high quality control standards.

Strong on research and development, our commitment to continuous improvement has resulted in the company enjoying an enviable reputation for the quality of both the product and the service we provide to our expanding client base, at home and overseas.

We invest heavily in our most valuable asset, our people, who all know that customer satisfaction features top of the company's priorities. This has resulted in long standing partnerships across all sectors of our business.



SUPERCREASE UK



SUPERCREASE USA

**SUPERCREASE<sup>®</sup>  
ENJOYS ESTABLISHED  
BUSINESS IN THE UK,  
AMERICA AND EUROPE  
WITH AFRICA AND  
ASIA EMERGING AS  
KEY MARKETS.**



**THE SUPERCREASE®  
SYSTEM BRINGS LOW-  
COST CREASE RETENTION  
BENEFITS TO ALL CLOTH  
TYPES, SYNTHETIC  
OR NATURAL. THE  
APPLICATION IS FAST,  
USER FRIENDLY, LOW  
MAINTENANCE AND  
WORKS EQUALLY WELL IN  
SMALL SCALE OR HIGH-  
VOLUME APPLICATIONS.  
WE PROVIDE A  
COMPREHENSIVE SUPPORT  
PACKAGE TO OUR GLOBAL  
LICENSEES, INCLUDING  
OPERATOR TRAINING AND  
CERTIFICATION, SALES  
ADVICE, PROMOTIONAL  
MATERIAL AND A FULL  
AFTER-CARE PLAN.**



**SUPERCREASE®  
IS A HUGE PROFIT  
GENERATOR FOR  
YOUR BUSINESS**

# Why Supercrease®?

A British Innovation



Works on all fabrics,  
natural and man made

Waterproof, heat  
resistant and stays  
sharp through long  
periods of travel



Time saving innovation.  
No iron required

Proven to withstand  
over 150 wash and  
dry clean cycles



Certified non-toxic  
product

40 years serving the  
garment Industry



Unique patented  
system





**WE ARE THE FOUNDER OF  
THE PERMANENT CREASE.  
IT IS AN INNOVATIVE,  
UNIQUE AND GLOBALLY  
PATENTED PRODUCT.  
WE BELIEVE, FIRST  
IMPRESSIONS COUNT, SO  
WHY NOT MAKE YOURS  
PERMANENT?**

**50 MILLION  
GARMENTS  
PROCESSED EACH  
YEAR WITH  
SUPERCREESE®  
WORLDWIDE**

# Sectors



## MANUFACTURING

Our manufacturing base is growing year by year as retailers switch production to lower cost regions and individual countries. Our policy is to license the manufacturer with our technology, enabling them to offer our service worldwide to a variety of customers.



## RETAIL

One of our largest sectors, with more than 3000 outlets worldwide is the garment retail market, the product is offered as an add-on service, in store by the sales staff.



## MILITARY

Our product has been used in British, European and American Military uniforms since 1984 and it is now specified in most National and International uniform garments.



## DRY CLEANING

We have been involved in the Dry Cleaning Industry for more than 30 years. This is the original and most profitable 'add-on' service offered by dry cleaners!



## UNIFORMS & SCHOOLWEAR

In the last few years we have made massive inroads into the School Uniform, Security, Hospitality and Airline markets, in regions such as Europe, North America, and Asia.

# Retailers

In an increasingly competitive market place, fashion conscious consumers demand the best in quality and durability. The Supercrease® system provides both, adding value to business, fashion and formal clothing.

In addition to the obvious end user benefits, the Supercrease® system offers retailers, brands and manufacturers an excellent opportunity to increase their profits.

**MORE THAN  
5000 LICENSED  
TECHNICIANS  
WORLDWIDE**





# Uniforms

The Supercrease® system has been chosen by many of the worlds largest and leading uniform clothing manufacturers. It is their preferred and most affordable method of ensuring that creases remain as smart and sharp as the designer intended. Already specified by name in military, utility and corporate bodies, the Supercrease® System is applied to tens of millions of uniform garments annually worldwide, and this sector continues to enjoy significant year on year growth.



**SATISFIED USERS OF THE  
SUPERCREASE® SYSTEM ENJOY THE  
TWIN BENEFITS OF IMPROVED IMAGE  
AND GUARANTEED CREASE RETENTION  
IN THEIR GARMENTS, FOR BOTH  
WEARER AND GARMENT PROVIDER**





# Process

Originating from a close collaboration with the International Wool Secretariat, the Supercrease® system is a simple, affordable patented method of creating a permanent crease in garments.

Formulated to withstand washing, dry cleaning and normal wear and tear, processed creases stay as sharp and natural as the day they were pressed, for the life of the garment.

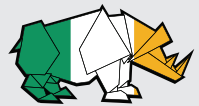
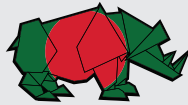
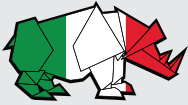
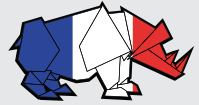
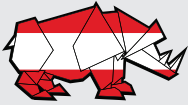
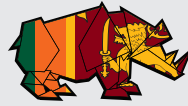
The operation is fast, using operator friendly, low maintenance and virtually energy free technology. It operates equally well in small scale or high volume applications.

We provide a support package to our customers, which is second to none, including operator training and expert advice and guidance.

Once applied by our simple delivery system, the process is complete with no further need to either press or apply.

**SUPERCREASE® OFFERS  
A UNIQUE PERMANENT  
CREASING SYSTEM  
APPLIED TO MILLIONS OF  
GARMENTS EACH YEAR**

# Supplying the world



# The Benefits of Supercrease®

## For your company

In an increasingly competitive market, fashion conscious consumers, business men and women demand the best in quality and durability. The Supercrease® system adds value to business, fashion and formal clothing.

In addition to obvious end user benefits, the Supercrease® system offers retailers, dry cleaners and manufacturers an excellent opportunity to increase profit and sales.

- ✓ **High Profit Generator**
- ✓ **Operator Friendly and Easy to Use**
- ✓ **Full Training and After Sales Support**
- ✓ **Low Cost Application**
- ✓ **Environmentally Safe**
- ✓ **Retail Marketing Opportunity**

## For the customer

Supercrease® is an affordable solution that eliminates creases dropping out due to travel and wet weather.

This permanent crease not only makes you look smarter and sharper, it also lasts the life of the garment!

In addition to a long list of benefits, Supercrease® has been tested as non-hazardous.

- ✓ **Saves Time**
- ✓ **Looks Smart**
- ✓ **Affordable**
- ✓ **Travel and Weatherproof Creases**
- ✓ **Lasts the Life of the Garment**
- ✓ **Non-hazardous**



For more information please contact us:

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The permanent crease for clothes

[www.supercrease.com](http://www.supercrease.com)