

MODATRIC

COMPANY PROFILE

**Adress: 1077, Route d'EL JADIDA - Lissasfa -
Casablanca**



MODATRIC OFFICE



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CONTACTS

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HISTORY

The company was established in 1975 by Mr Lahlou, Textile Engineer, from the National School of Textile of Epinal.

Specialized in pullover (GG 14 to 1,5), the company owes its start to the trail wholesalers until 1980.

The distribution of the figure is realized as follows: 60% with the woman, 20% with the man, knowing that the will is to make in the future 30% with the man and 20% with the child.

From 1980 to 1990, the emergence of specialist chains and the boom in mail order sales, oriented the company in a new manufacturing strategy, on a larger scale and gave it a more industrial dimension in the manufacture of products. His clients become NAF NAF, GERARD DAREL, WHITE DOOR, QUELLE, 3 SWISS, THE REDOUTE.

HISTORY

From 1990 to 2003, it is the full boom of the specialized trade, the company manufactures more and more for the networks, such as CAMAIEU, PROMOD, ETAM, CACHE CACHE, PIMKIE.

At the same time, in the French market, the company is manufacturing more and more for the German market, but also for the Spanish market with the ZARA group, as well as Italian, in order to diversify its activity, on different niches, Mass market, The middle range, the high-end medium, as well as a real know-how on small niches top of the range.

2003, it is the year of innovation at MODATRIC, because in addition to making our own collections to the networks, we started creating three collections per year, with the creation of a stylisme department, which is mainly composed of 4 stylists working in freelance.

HISTORY

The objective is to offer to our customers an alternative or a complement to their collection with a real know-how on trend, fashion and one shot.

Thanks to this strategy, MODATRIC has succeeded in diversifying its activity, while retaining its historical know-how, in the qualitative manufacture of the pullover.

New clients also such as networks like KIABI, GEMO, Jacqueline RIU, SCOTTAGE, DEVIANNE.

Today, MODATRIC, has 38 different customers, distributed mainly in 4 countries, France, Germany, Spain, Italy.

OUR MAIN CUSTOMERS

**bon
prix**
it's me!

SEIT  2004
Herrlicher
MANUFAKTUR FEINSTEN TEXTILS
BLAUSTOFF HERRLICHER

KLINGEL

WITT
international

Blancheporte 

otto group

 **DAMART**

OUR MAIN CUSTOMERS

KIABI
la mode à petits prix


Carrefour



 **Besnard** 1923
Créateur & distributeur
Chaussure & Textile

DeFacto

VENUS

OUR NEW CUSTOMERS



Jennyfer

ASOS

OUR SUPPLIERS OF MATERIAL

UTT

RAUMER

E MIROGLIO

GITIBI

BOYAR

ULUSOY

KETEN

CALIGARIS

BELDA

ETOL

FILOTEX

AKER

KAPLAN

OUR SUPPLIERS OF MATERIAL

We have set up several partnerships with our suppliers, in order to have a reactivity on the rapid supply of materials and the development of samples.

We have a stock of samples of about 4 tones, from our different suppliers.

SHOWROOM



SHOWROOM



➤ SAMPLES



➤ SAMPLES



➤ SAMPLES



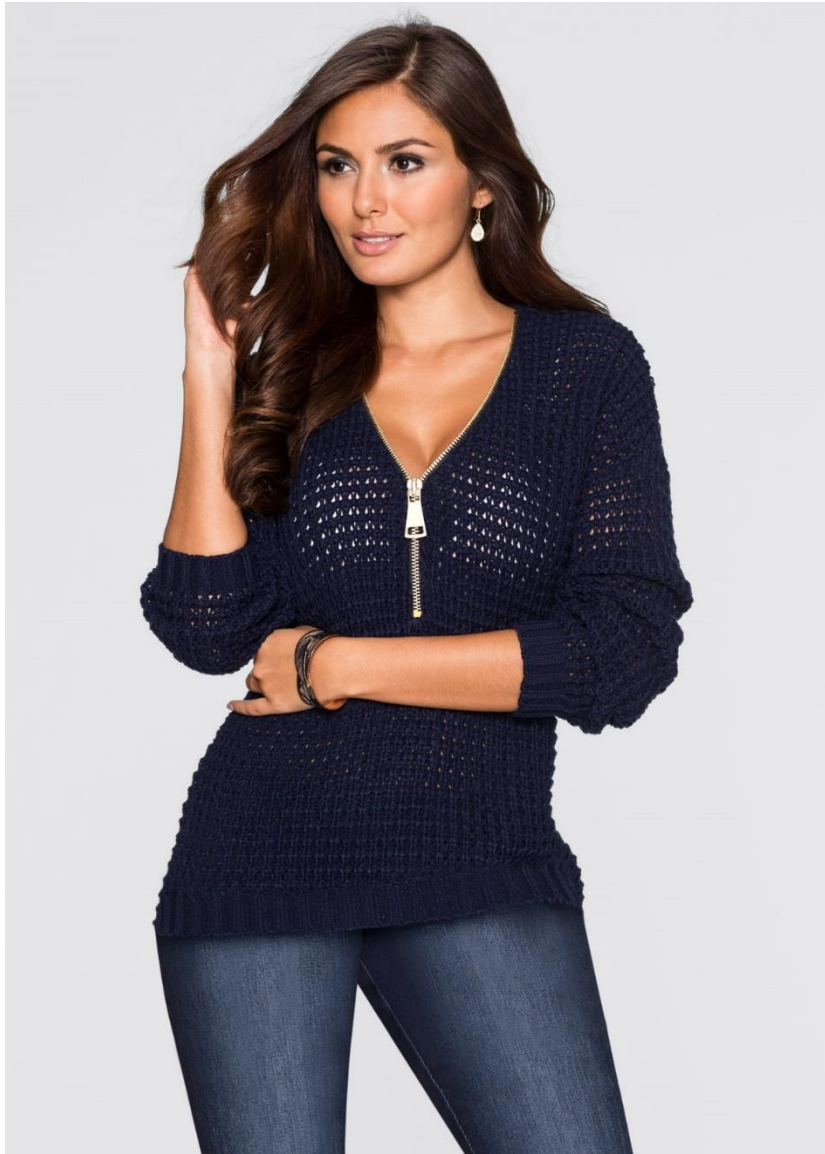
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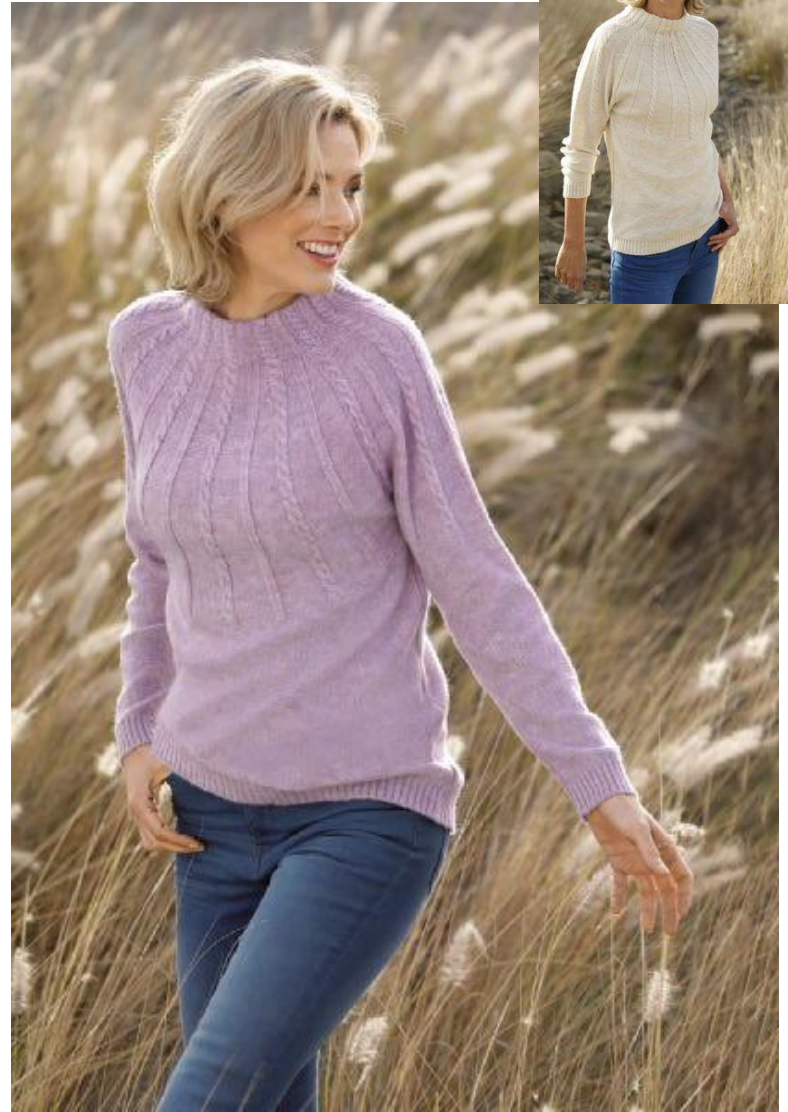
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➤ SAMPLES



➤ SAMPLES



MODATRIC COLLECTIONS

4 stylists in free-lance , are in charge of developing the collection.

3 collections per year

600 styles created per collection

DETAILS

Employees number: 250 persons

- 210 workers
- 25 technical staff
- 2 sales executives
- 3 designers
- 6 administrative
- 4 freelance stylists

Site area: 4500 m²

Annual production: 960 000 pcs

Minimum order quantity: flexible, from 300 pcs to 1000 pcs
, following MOQ of materiel

LEADTIMES

Sample leadtime:	7 days
Repetition order leadtime :	44 days
Doublage order leadtime:	54 days
Initial order leadtime:	60 jours

EDI/B2B

We use EDI/B2B with all of our customers

PLANIFICATION OF PRODUCTION



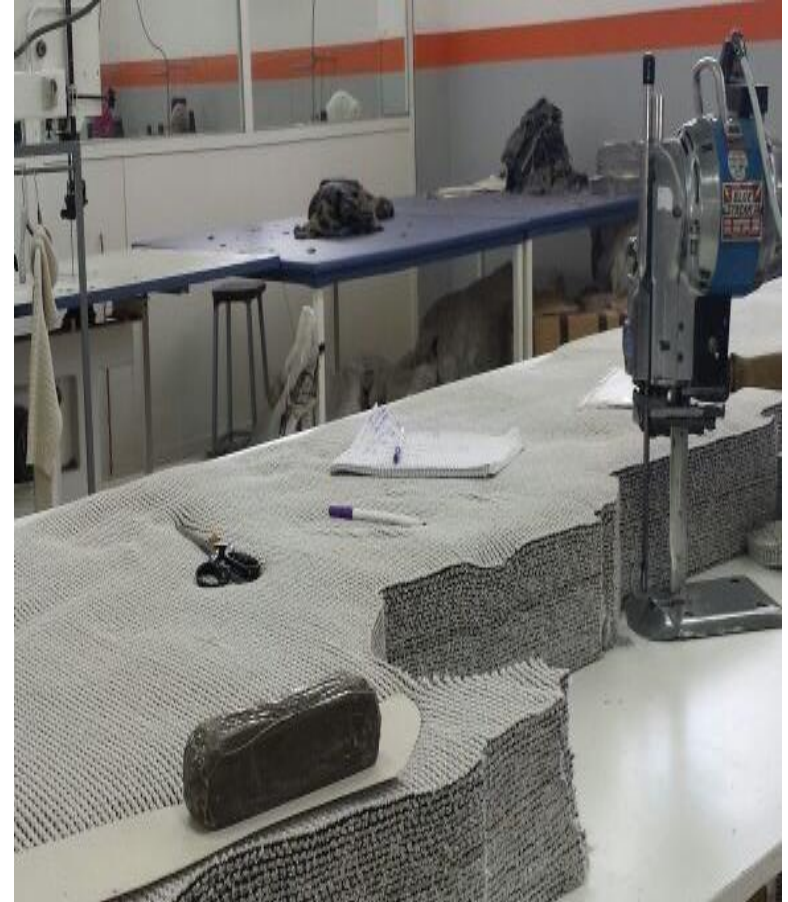
AREA OF PRODUCTION



SAMPLING



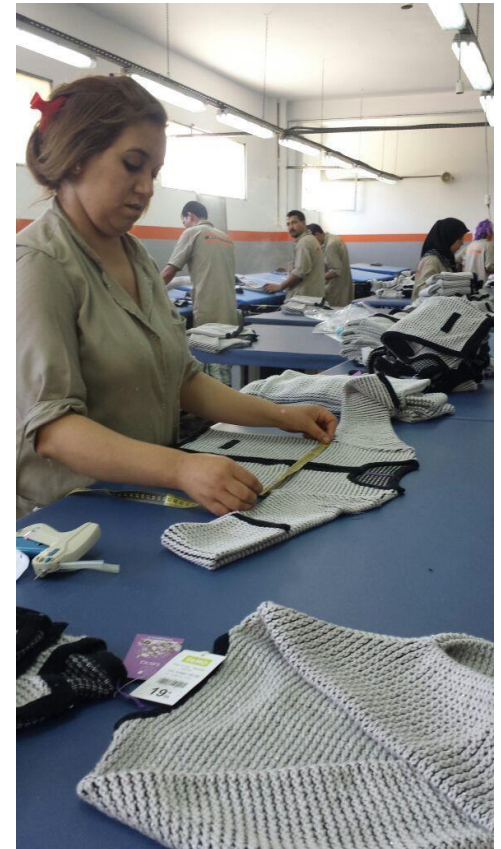
CUTTING



SEWING



QUALITY CONTROL



PACKAGING



CERTIFICATIONS



CERTIFICATIONS

Moroccan Customs Certification: 3 years

It should be noted that the Moroccan Customs Certification facilitate and accelerate the process.

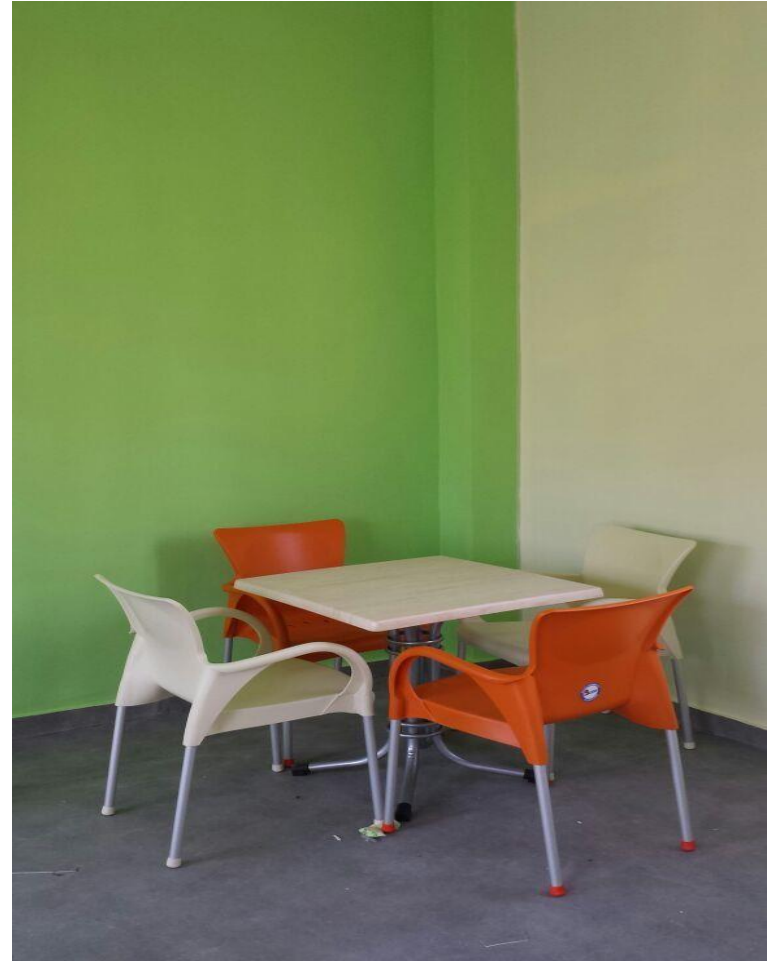
SOCIAL NORMS

Last social audit: Septembre 2020

Organism: SGS

Results: Verry Good

SOCIAL NORMS



Rest rooms for factory staff