



SUMMARY

WHO WE ARE
page 4

**WHAT MAKES
US DIFFERENT**
page 5

OUR MISSION
page 6

OUR VISION
page 7

OUR GOALS
page 8

**OUR CORE
COMPETENCIES &
VALUES**
page 9

PARTNERS
page 10

**MARKET
REPARTITION**
page 11

**CROSSING
TIMELINE**
page 12

**HOW WE MAKE
IT HAPPEN**
page 13

WHO WE ARE



BEST IN CLASS RELIABLE
DENIM & SPORTWEAR
MANUFACTURER



600 EMPLOYEES &
3000 WORKFORCE



100% EXPORT

WHAT MAKES US DIFFERENT?



18 YEARS
INTERNATIONAL DENIM
EXPERIENCE & KNOW
HOW



VALUES BASED
CULTURE & STRONG
CORE COMPETENCIES



3 MILLION
GARMENTS / YEAR



IN HOUSE R&D
TEAM



32 MILLION
EUROS TO

OUR MISSION

Offer a unique customer experience through best in class service, products & innovation as a first choice denim supplier.

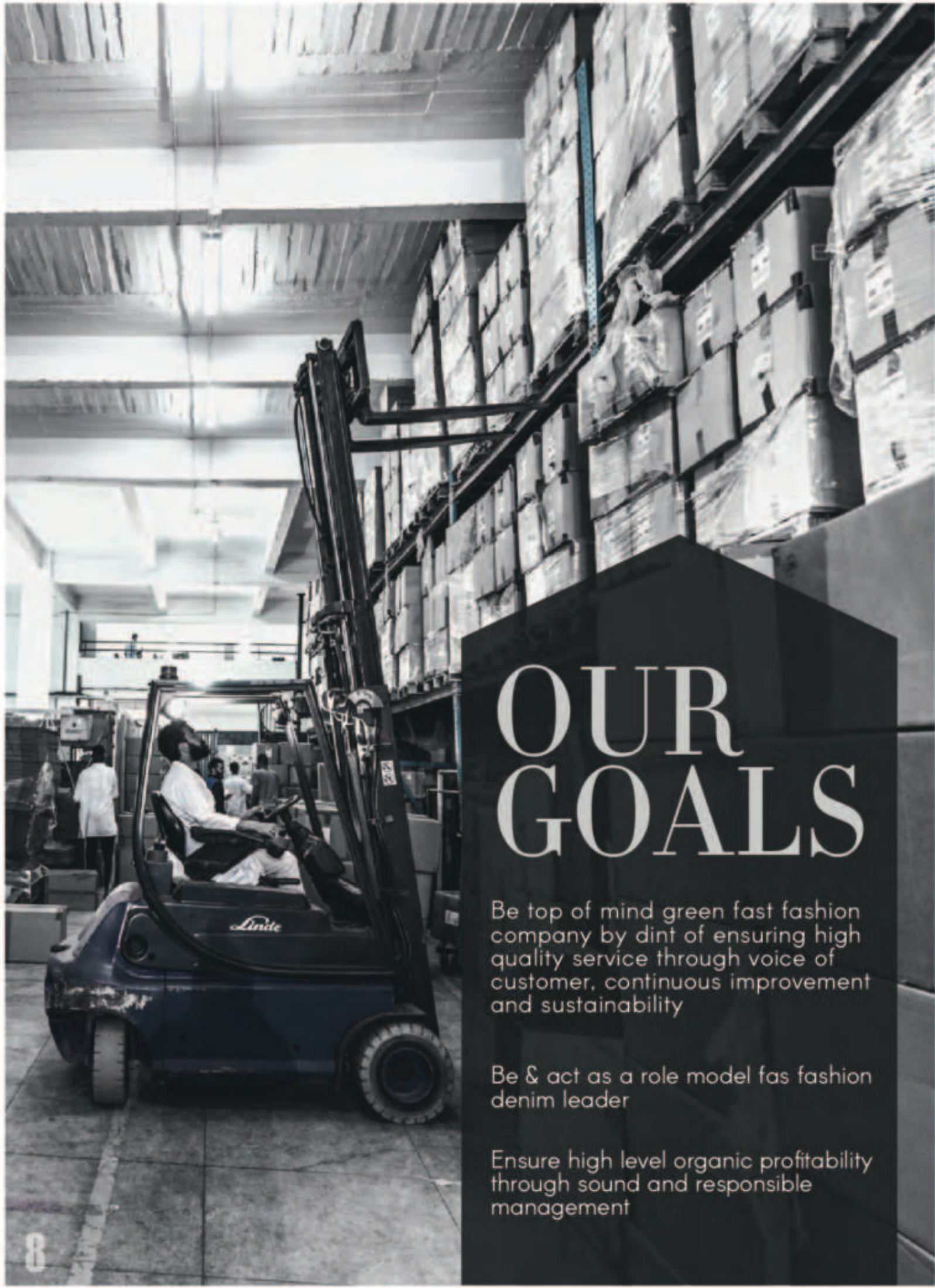
Jeanologia

Crossing Laser Lab

Jeanologia™
LASER

OUR VISION

Be the 1st choice fas fashion denim partner of the most sought after brands, end customers & talent by dint of excellence, creativity, perfect match, design and love for fashion.



OUR GOALS

Be top of mind green fast fashion company by dint of ensuring high quality service through voice of customer, continuous improvement and sustainability

Be & act as a role model fas fashion denim leader

Ensure high level organic profitability through sound and responsible management

OUR CORE VALUES

VITALITY

COMMITMENT TO EXCELL AS A TEAM . BE IN ACTION, BALANCE AND POSITIVE ENERGY.

SINCERITY

COMMITMENT TO BE OPEN, GIVE AND RECEIVE FEEDBACK, ACCEPT DIFERENCE AND REMAIN FREE OF PREJUDICE.

RESPONSABILITY

COMMITMENT TO TAKE ACCOUNTABILITY AND DELIVER BUSINESS VALUE IN A WIN WIN MINDSET.

GENEROSITY

COMMITMENT TO BE GENEROUS . SHARE KNOWLEDGE AND EXPERIENCE AND HELP EVERYONE ARROUND ACHIEVE HIS BEST.

OUR CORE COMPETENCIES



SOUND DECISION MAKING



INNOVATIVE THINKING



AGILITY & FLEXIBILITY



CUSTOMER FOCUSED & RESULTS ORIENTED



COLLABORATION & TEAM WORK



OWNERSHIP

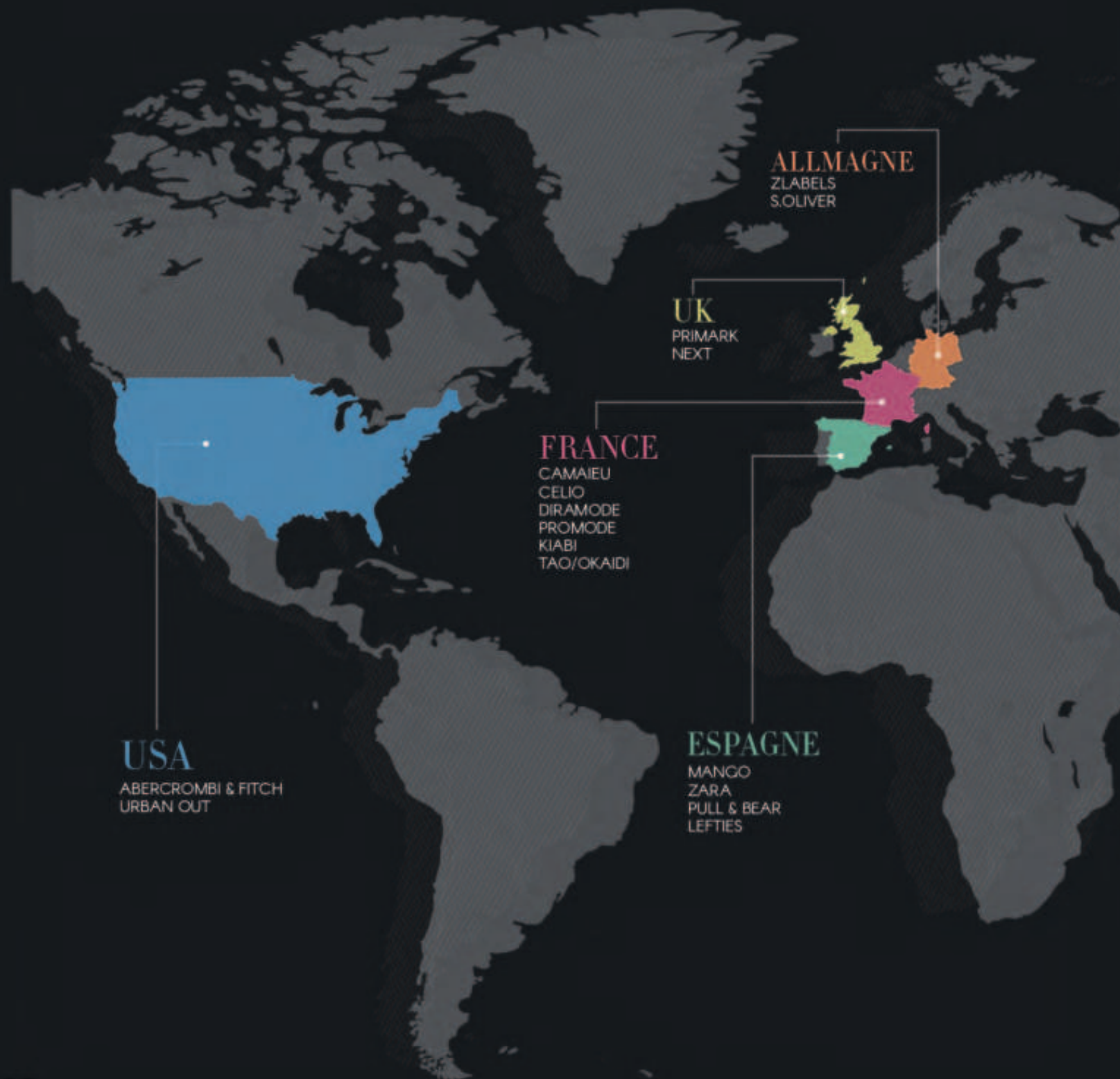


CONTINUOUS DEVELOPEMENT OF SELF & OTHERS

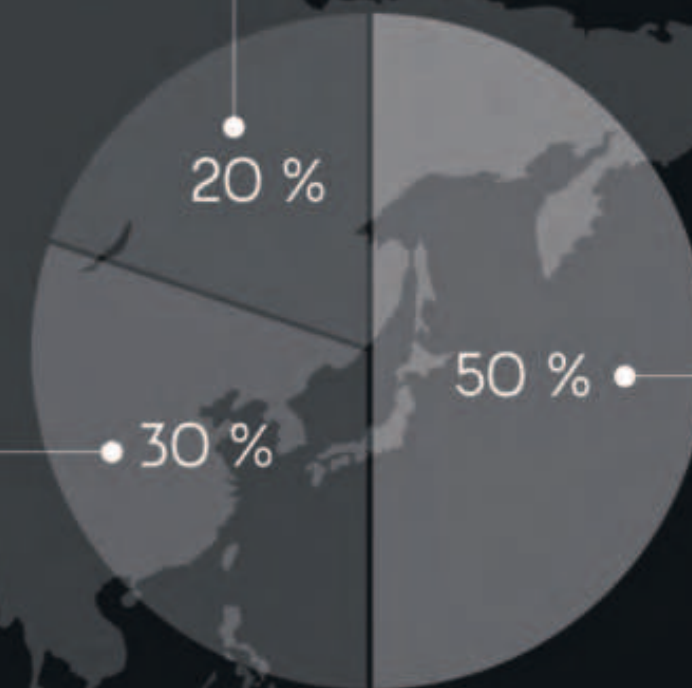


COMMUNICATION

MARKET REPARTITION



KIDS



LADIES

MEN

CROSSING TIMELINE

EVOLUTION NOT REVOLUTION



1998
CROSSING INCEPTION
AS A CMT



2005
FIRST ORDERS
AS A DIRECT SUPPLIER



2009/2010
▶ NEW MARKET
DEVELOPPEMENT
▶ IN HOUSE R&D
ENGLISH MARKET
▶ CONQUEST



2007/2008
FOR MORE
INDUSTRIALISATION
▶ QTY MANAGEMENT
SYSTEM
▶ ERP



2014
▶ SER MINDSET
▶ PARTNERS
▶ 3RD PARTIES...
▶ SUPPLIERS



2016
▶ STARTING THE
TRANSFORMATION
VISION & STRATEGY
▶ LEAN & IMPROVEMENT
▶ MIX IT, HR, PROCESS



2020
GLOBAL APPROACH
BEST IN EVERYTHING

HOW WE MAKE IT HAPPEN



FABRIC CAPACITY
LEAD TIME EXPERTISE
SPEED TO MARKET



FIT&FOCUS



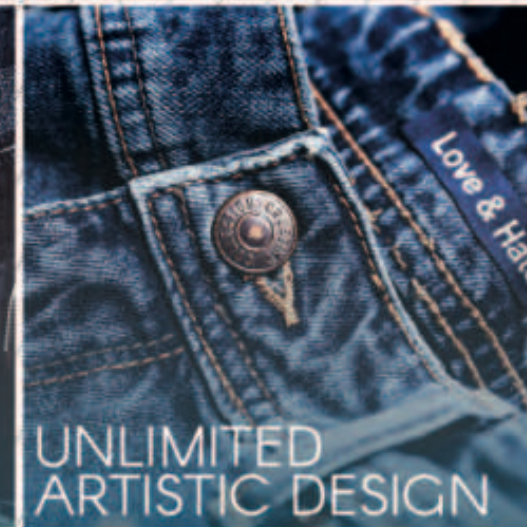
R&D INNOVATION



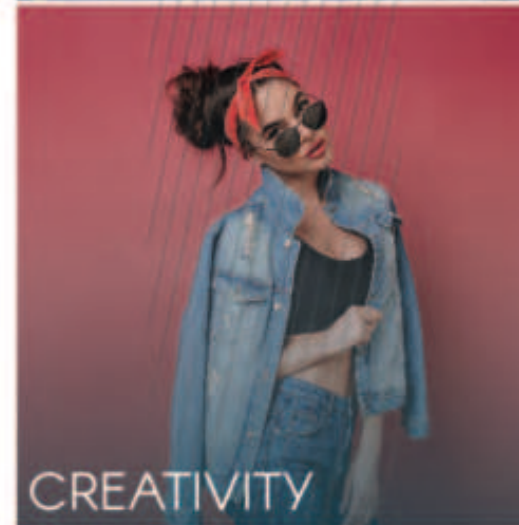
BUSINESS
CAPABILITIES



DEDICATED TEAMS



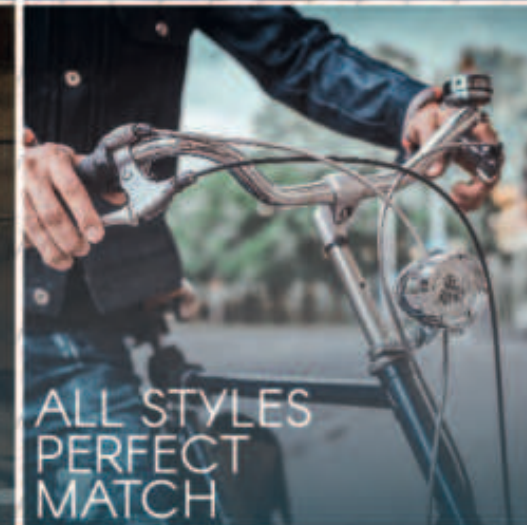
UNLIMITED
ARTISTIC DESIGN



CREATIVITY



DIVERSITY
IN FINISHING



ALL STYLES
PERFECT
MATCH

MAKE IT RAW MAKE IT TRENDY
MAKE IT FASHIONABLE MAKE IT FUN
MAKE IT SHINE MAKE IT PRO
MAKE IT MEANINGFUL **MAKE IT DEEP**
MAKE IT RIGHT MAKE IT COUNT
MAKE IT FAS **MAKE IT WORTH**
MAKE IT DENIM MAKE IT YOURS
MAKE IT INFINITE MAKE IT THE BEST
MAKE IT PRO MAKE IT CROSSING
MAKE IT SAFE **MAKE IT AUTHENTIC**
MAKE IT HAPPEN MAKE IT POSSIBLE
MAKE IT WONDERFUL **MAKE IT BIG**
MAKE IT WORK MAKE IT BOLD
MAKE IT FIT **MAKE IT LAST**





CROSSING


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CROSSING

TEXTILE MANUFACTURING