



Sermeh



Where Duality Matters

www.sermeh.co

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About Us

The largest manufacturer and supplier of furniture upholstery materials in Iran, Pouya Baft Abzar Arya Manufacturing and Trading Company started producing and supplying furniture upholstery materials as well as woven textiles (Narrow Fabrics) in 2003 under the brand 'Sermeh'.

Our mission is to produce and supply textiles using the state-of-the-art technologies and a vast supply chain. We are especially focused on manufacturing narrow-fabric products for furniture industry, improving elastic tapes in clothing industry qualitatively and quantitatively, and localizing dyeing processes. In line with this, we resolve to expand our product diversity in order to satisfy a great number of demands in the textile industry.

A remarkable production capacity, high quality, unrestricted access to local and foreign suppliers, and an exclusive distribution network with a nationwide coverage, have helped us accomplish our mission.

A continued emphasis identifying and satisfying customer requirements and securing their trust has always been among Pouya Baft Abzar Arya's values. For this reason, we always try to offer the best and highest quality products to our customers at the most appropriate price.



President Message

Ever since the establishment, we have endeavored to contribute to the prosperity of our customers from a global perspective.

Through our straight responses to the needs of our customers and by steadily honing our tried and tested technologies, we have consistently been at the forefront of the most challenging tasks in our industry over the years.

Based on our long history, customers' trust in our technologies and the knowledge we have gained through our experiences and achievements enable us to invest in new areas that may remain closed to others.

As a manufacturing company we are not afraid to dare the entry into new fields. We will persist in taking up new endeavors each day. And each of them marks the beginning of a next era of Sermeh.

M. J. Z Kalhor

Our Competencies

Diverse products portfolio

A competent R&D Team has enabled us to offer richly diverse products giving our customers the option to select a product according to their needs. So, we can safely say that we meet all demands in the furniture industry except for wood and fabric.



High-Quality Thailand rubber

Rubber is mainly manufactured in Thailand, Malaysia and China. Thailand produces the best quality rubber threads due to its climate. Based on quality objectives, we always use rubber threads made by Thai manufacturers for our products.



Accessibility to source of raw material

Petrochemical industries have turned Iran into a major supplier of polyester and polypropylene yarns. That is why we always have access to the highest-quality yarns as our raw material.



International Markets

We are proud to announce that SERMEH products have been able to find their place in the international markets in addition to the domestic market.

Our company currently exports its products to countries in the region including Iraq, Azerbaijan, Georgia, Armenia, Pakistan and Turkey.

We will always try to satisfy our customers. By maintaining the quality of our products and increasing its variety, in order to adapt to the taste and standards of other countries around the world, we can increase our exports and we will have the possibility that other countries in the world will experience the use of quality products.

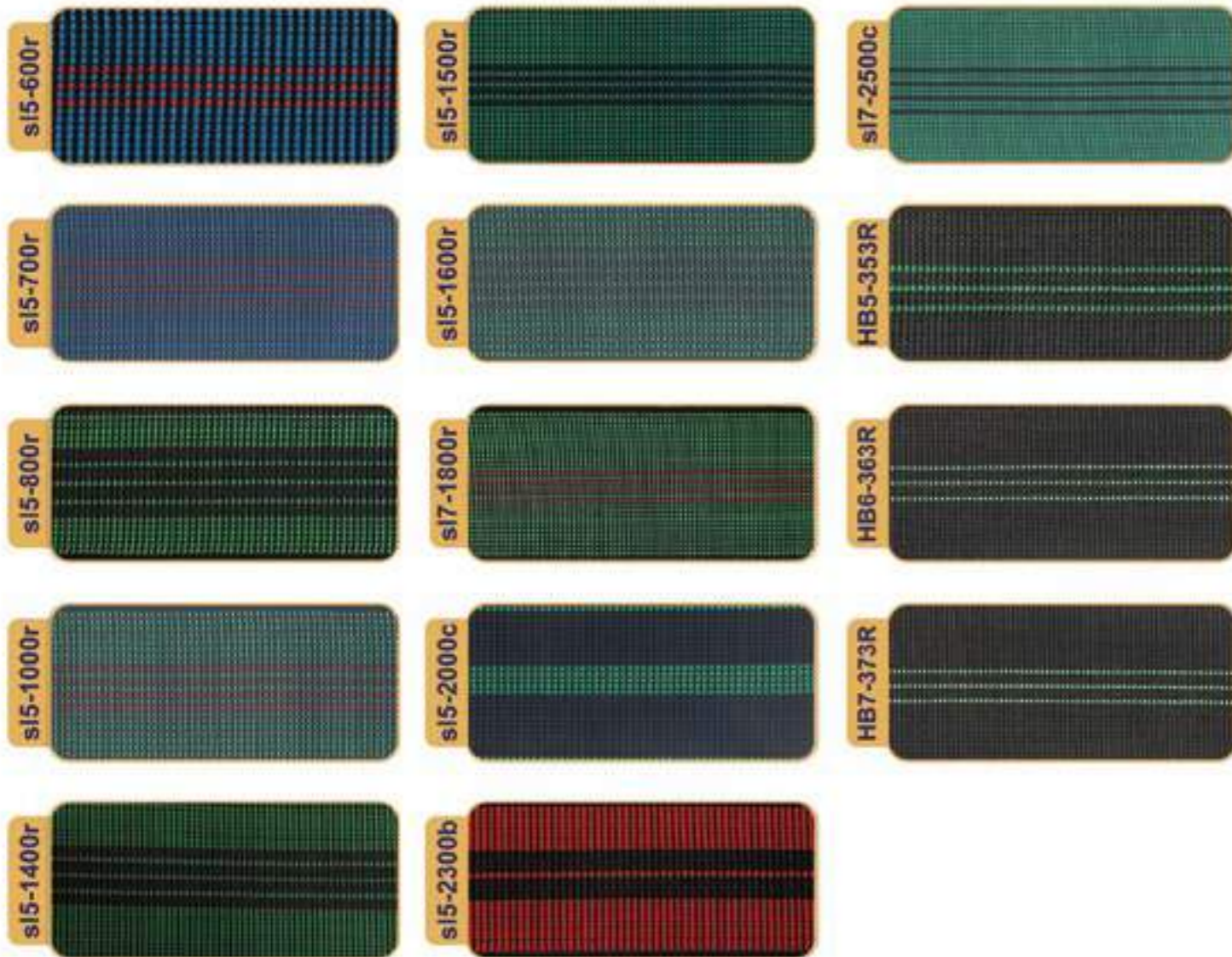
Furniture

Upholstery Manufacturer
& Supplier



Sofa Elastic Webbing

Sofa elastic webbing is provided for use on furniture frames or to support seat and back cushions. It has a unique structure which provides controlled longitudinal stretch to support heavy loads such as the weight of several adults simultaneously.



Sofa Webbing

Non-elastic furniture upholstery is provided for use on sofa frames or to support seat and back cushions.

It is a high-strength, woven, non-elastic band that can withstand heavy loads such as the weight of several adults at the same time.



Welting/Piping Cord

Ideal for filling the edges of furniture, seats, backs and cushion stitching, to create dimensions and for decorative purposes.

Twisted threads are available in different thicknesses and have high resistance and are durable.



PC 010



PC 020



PC 030



PC 040



PC 050



PC 060



**Curtains and decorative
supplies**



Gimp trim

Ideal for a decorative edge on furniture or soft furnishings, it can be layered on top of a wider gimp to create dimension! Gimp is a narrow ornamental trim used in sewing or embroidery. It is made of silk, wool, or cotton and is often stiffened with metallic wire or coarse cord running through it.



L GT - 400



A GT - 1100



Z GT - 1400



ZO GT - 2100



ZA GT - 2300



ZA GT - 2500



ZA GT - 2700



Tassel & Fringe

Decorative border with hanging tassel elements.

On making furniture, decoration should be carefully considered. Fringe and Ts-sels are decorative products that are used to decorate furniture and clothes.



Tassel & Fringe



Tassel & Fringe



Twisted cord

Decorations for curtains, home textiles, lampshades, furniture, etc. Top craftsmanship with durable braided knitted by advanced machines.



TC - 4 plies 100



Twisted cord

TC - 3 plies 200



TC - Asha 2900



Mattress

Edge Tape



Mattress Edge Tape

Mattress tape is an important part of creating a brand identity and helping the brand stand out from the crowd. Like a fashion trend is incomplete without jewellery, a mattress design is incomplete without mattress tape. The mattress tape edge serves as jewelry for the mattress that enhances the mattress's aesthetic design. Mattress tape is used as a finishing touch in mattress design.

Mattress woven tape is also known as mattress fabric tape, polyester mattress tape, mattress tape edge, and mattress webbing tape.

Woven mattress tape is made in the same way that textile fabric is. The warp and weft weaving technique is used to create an interwoven webbing that becomes a narrow fabric.



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