



Sermeh

**Manufacturer and Supplier of
Narrow Fabric**

Since **2003**

www.sermeh.co



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 specially 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.



Afra Abzar has become one of the few companies in supplying upholstery furniture material in a short period with its honest and principled trade policy.

In order to adapt to the developing and providing more professional service to its customers, it moved its center to Tehran Main furniture zone.

Afra Abzar supplies both Paya Batt Abzar's own products and the products of domestic and foreign manufacturers to many countries in the world through its export network.



About us

"Sermeh" is a group that has many stories from the choice of name to the birth and growth and maturity of its organization;

"Sermeh" was entered the field of industry since 2001 with a capital of youth and perseverance, and now it is about 2 decades formers.

The main focus of "Sermeh" is in the marketing and sales of textile and weaving products, a field that is known as "Narrow Fabric Industry" in the world, although a large volume of its final products is consumed in the furniture industry, but only for We are not limited to this market. Products that, if you haven't heard of their names, have probably caught your eyes several times, because they have the taste and smell of Iranian art. Gimp Trim, Tassels and Fringe, Twisted cord, pining cord and everything that is needed in the production and construction of a set of furniture can be seen in our product portfolio; Apart from wood and fabric. Meanwhile a vild type of

In recent years, the founder of "Sermeh" along with professional consultants and capable managers of different departments of the company are trying to turn the long leaps that have been taken in the field of organizational development into big steps in order to complete the process of organizational development and maturity.

Our hard-working colleagues in "Sermeh" collection, from factory and production to finance and human resources, textile engineers, etc., are about two hundred people who, together with their families, have formed the larger family of "Sermeh with a thousand people.

We have big and achievable goals in mind and we are working hard to bring our products to the cradle in our field of activity and export our products to countries such as China, Turkey, Italy and even Europe.



Organizational Values

S e r m e h

Stability

Efficient
behavior

Respect

Morality

Effect

Honor

Manager 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 for front 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.

Commercial products

In order to complete the product portfolio and respond to all the requirements of our customers, we decided to provide commercial products in the field of furniture equipment to meet a wide range of customer demands and provide them with quality products.



Products

Furniture Narrow webbings

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.

Meanwhile, 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.



Furniture decorations

Gimp Trims, braid, Tassel and Fringe and twisted cord are a kind of narrow ornamental trim used in decoration of furniture. It is made of silk, wool, polyester, or cotton and is often stiffened with metallic wire or coarse cord running through it.

Gimp is used as trimming for dresses, curtains, furniture, etc. Originally the term referred to a thread with a cord or wire in the center, but now is mainly used for a trimming braided or twisted from this thread.



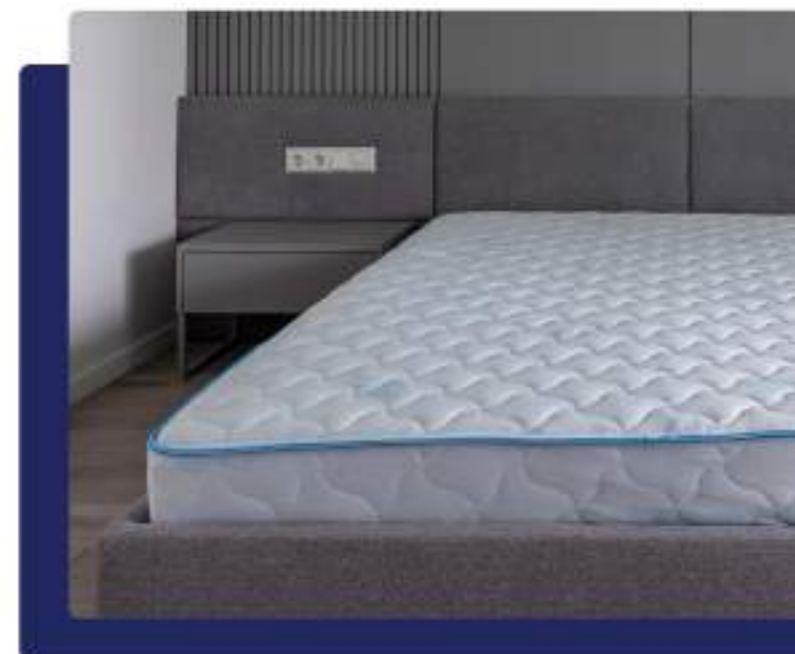
Product

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 jewelry, 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.



Elastic clothing Narrow Fabric

Narrow fabric elastic tapes are essential components in intimate apparel to provide support, hold the garment in the right position, create a finished edge, and give aesthetic effects. Applications include bra straps, elastic bands, foldover elastics, and wire channels. They can be produced by either weaving or warp knitting. Warp-knitted elastic tapes are also called crochet elastic tapes. Woven elastic tapes are usually smoother, finer, and flatter than crochet elastic tapes. Elongation, modulus, durability, hand feel, and aesthetics are the key criteria in the selection of narrow fabric elastic tapes for intimate apparel.



Products

Medical Narrow Fabric

Combination of textile technology and medical sciences has resulted into a new field called medical textiles.

The use of narrow fabrics as medical textiles is the properties which make them useful in this respect are analysed. Their use as bandages, wound dressings, blood filters, arterial replacements, operating theatre clothing, and implants is discussed.

Researchers have developed knee protection systems which help skiers and footballers how to survive falls without serious injury, eg torn ligaments. Useful properties include good dimensional stability, absorbency, good appearance and medical compatibility.



Narrow fabrics for bag and shoes

Narrow woven fabrics for bags and shoes are normally known as "Stramp".

The strap is commonly used in the packaging industry to secure or fasten items. It may be made from a wide range of materials, such as plastic, steel, paper, or fabric.

Thin straps are used as part of clothing or baggage, or shoes. A strap differs from a belt mainly in that a strap is usually integral to the item of clothing; either can be used in combination with buckles.



Production Capacity



our production capacity is one the important aspect of our production system. The capacity has to match all of our customer's demand.

Due to current facilities of the production line, machinery and manpower, our daily production capacity is more than 400,000 meters of several types of furniture narrow fabrics and 3,000 kg of all Elastic clothing Narrow Fabric.

It is hoped that this range of production will increase significantly in the near future and according to main target of our organization.

International Market



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, Poland, Russia, 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.

Mission

Our mission is to produce textile products using efficient technology and equipment. Our main focus is currently on the production of narrow fabrics in the furniture industry, the quantitative and qualitative development of elastic webbing, narrow fabrics in the clothing industry, and the internalization of dyeing processes. In this regard, we strongly seek to develop our product portfolio in the textile industry so that we can cover a wide range of industry requirements. Significant production capacity, high production quality, extensive access to domestic and foreign suppliers, and the use of an exclusive distribution network with nationwide envelopment, help us in fulfilling this mission. We intend to always respond to the demands of customers in a healthy environment alongside our domestic and foreign competitors.

Vission

- Becoming the first and largest textile supplier in the narrow fabric industry over the world
- The main producer of textile raw materials in the next 10 years
- Development of the clothing industry

Value

- Create positive feelings in the customer experience in using our products and services, which lies in the feeling of trust in the brand, and is the biggest factor in customer satisfaction and loyalty.
- An accurate set of approaches for implementing organizational programs and doing them right, These approaches focus on the optimal use of available resources with the least possible waste.
- Planning for the correct implementation of organizational approaches in the form of teamwork and not being afraid of challenges and facing them to achieve the goals, considering the internal and external environment of the organization



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whatsapp : +98 936 263 8687
linkdin : sermeh.co
mail : export@sermeh.co
web : www.sermeh.co