



# THE POWER OF APPEARANCE



## OUR MISSION

Joseph Dahdah & Co is committed to providing you with the highest quality apparel through an efficient, ethical and sustainable supply chain solution – Total Apparel Management.



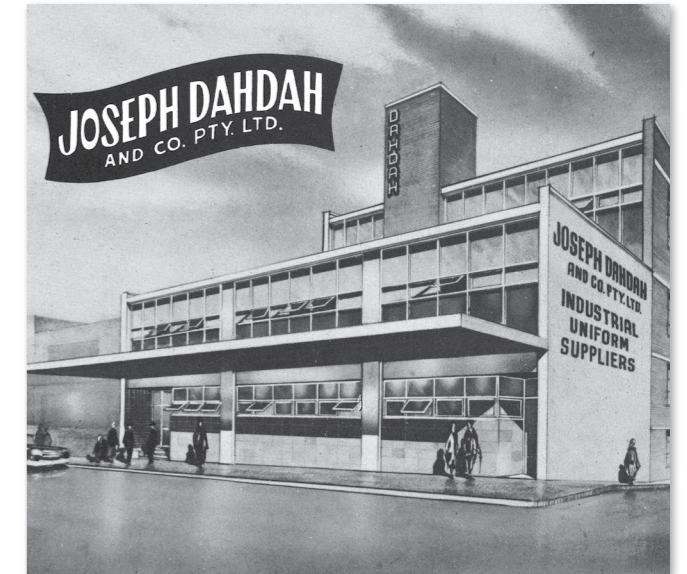
JOSEPH DAHDAH'S GLOBAL SUPPLY AND DISTRIBUTION NETWORK

## WHO WE ARE

Joseph Dahdah & Co is an Australian owned company with an unrivalled reputation for Total Apparel Management (TAM).

Established in 1936, we are a specialist in the Global Apparel Industry. As a market leader in Total Apparel Management, we consistently deliver client satisfaction through superior quality and innovation in our apparel offering.

We are committed to managing the evolving needs of our clients in the ever-changing environments in which they operate. In order to meet these needs, we are constantly enhancing our range of apparel through ongoing research and development.



## YOUR BUSINESS IS OUR BUSINESS

We pride ourselves on creating lasting partnerships with our clients and we are dedicated to the growth and development of their respective businesses. Our global network underpins our unique service offering and in turn, provides international support to our valued clients.

### Global distribution

- Major national and international distribution networks, supplying apparel to over 3,000 accounts both locally and overseas
- Door to door service, complete despatch, tracking and authenticated delivery systems
- Next day delivery via air to all major Australian cities
- Specialised deliveries in Sydney upon request

### Global sourcing and accreditations

- Long standing, secure and sustainable global supply chain
- Global network of quality accredited suppliers and manufacturers that are regularly reviewed and audited
- Raw materials tested regularly by independent laboratories both locally and globally
- Agile respondents to local and global government industry regulations
- Wide product range at internationally competitive prices
- Strict Quality Assurance procedures

# OUR HISTORY

## From humble beginnings...

In 1936, Joseph Dahdah embarked on his manufacturing journey by supplying the Australian Military with uniforms.

From its humble beginnings in Surry Hills, Sydney – a district still popular with the rag trade – the company Joseph founded is still owned and operated by his family today and is proud to remain 100% Australian owned.

The timeline below shows our extensive history and our commitment to our long-standing clients. It also outlines our successful partnerships with some of the world's leading corporations over the past 70 years.



# CORPORATE RESPONSIBILITY

Joseph Dahdah & Co is committed to social accountability, sustainability and ethical trading.

We achieve sustainable practices in a number of ways:

1. We select the most suitable raw materials to minimise the impact on the environment.
2. We consider the use of energy, water and resources and ensure that the latest technologies are applied to secure a sustainable consumption process.
3. We aim to supply garments that require little after-market care, for example, cold water wash, environmentally safe detergents, as well as drip dry and no-iron garments.
4. We manage the safe disposal, destruction, recycling and repurposing of apparel or fabric once its useful life has expired.
5. All our business practices are in line with ethical trading initiatives that support freedom from exploitation and discrimination, and promote respect for the human rights of workers around the world.



Established in Surry Hills



Started supplying military uniforms to the Australian Government



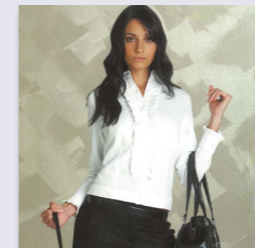
Supply government and petroleum industry



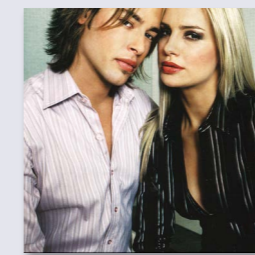
Growth of work wear range and medical apparel. Started to develop TAM



Introduction of flame-retardant and anti-static fabrics



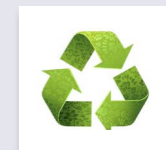
Leagues clubs and hospitality industry clients expand



Robbie Barmans established to supply hospitality and bar growth



Franchise industry clients expand



Recycled technology



Sustainability and blockchain

1930 1940 1950 1960 1970 1980 1990 2000 2010 2020 2030

# SOME OF OUR VALUED CLIENTS



Over 70 years

Over 35 years

Over 20 years

Over 50 years  
Australia + NZ

Over 10 years

# TOTAL APPAREL MANAGEMENT SYSTEM

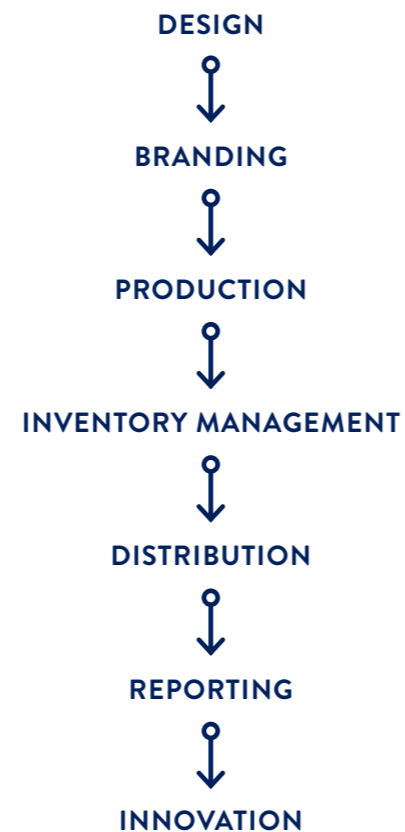
## What is Total Apparel Management?

Total Apparel Management (TAM) refers to the proprietary system we developed to meet the total apparel requirements of each of our valued clients.

We designed this unique system to undertake complete control of the uniform process from beginning to end, encompassing the initial brief, design development, fabrication, expenditure, distribution and performance analysis.

Also integrated into the Total Apparel Management system are proactive business planning elements and a robust quality assurance program.

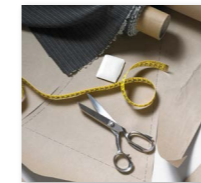
Joseph Dahdah & Co understands that every client has their own individual expectations and objectives for their corporate apparel. Our commitment to excellence ensures that each client receives quality, personalised service and quality product at all times.



Through our TAM system, the apparel process is streamlined, simple and cost effective, providing our clients with the framework to manage their wardrobe in the most competitive environment.

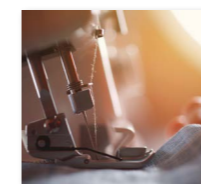


# KEY STAGES OF TOTAL APPAREL MANAGEMENT



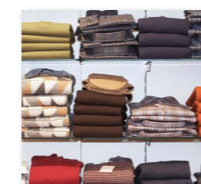
## DESIGN

Our experienced designers are committed to strengthening your brand by tailoring clothing solutions that suit your company's needs by researching fashion trends and developing creative concepts that enhance your company's image.



## PRODUCTION

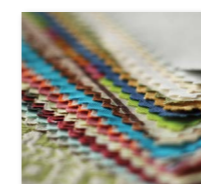
Having access to both local and global production gives you the advantage and flexibility to ensure your wardrobe is never short of options, especially when time is a factor.



## PRODUCT OFFERING

From corporate wear to workwear, we supply over 2,500 different items to complete your corporate wardrobe. We supply complete wardrobes for medical, food & hospitality, service sectors, workwear, corporate suiting and corporate & industrial industries.

*If you can wear it, we can supply it!*



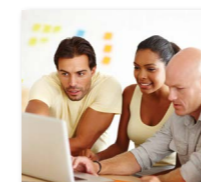
## ONLINE ORDERING, CATALOGUES AND BROCHURES

Our unique online ordering system can be tailored to your specific requirements. Features include secure login, unique product ranges, order history, and reporting facilities. We also develop information kits to help you to successfully implement your new apparel range in your business. These include Product Range, Grooming Policies, Product Care, Measurement Charts and Online Ordering Information.



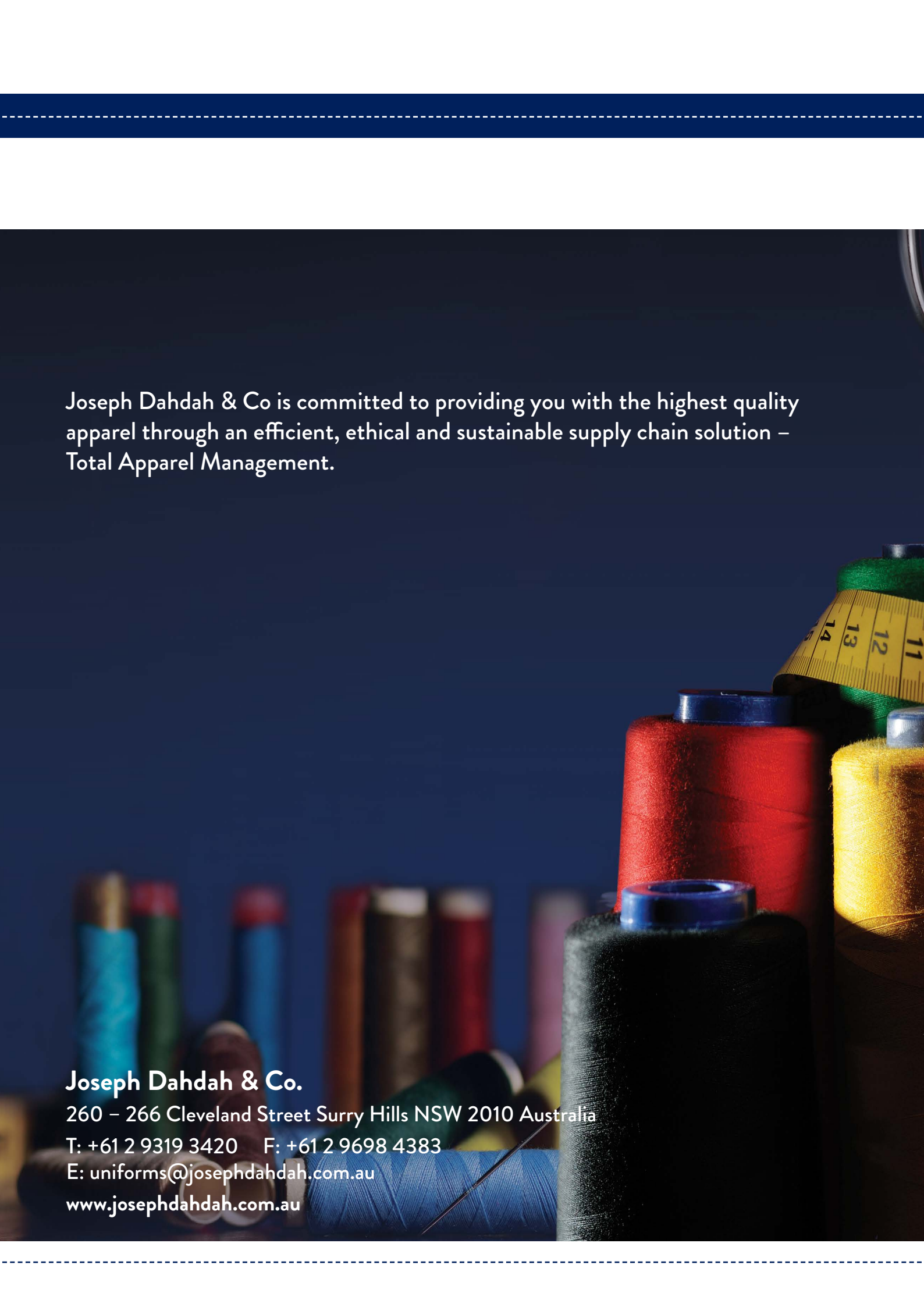
## MANAGEMENT REPORTING

Our TAM system also provides accurate and up-to-date information reporting, stock reviews, order status, and delivery performance. Joseph Dahdah & Co has a web-based electronic billing system which can also be personalised to suit your requirements.



## SALES TEAM AND CUSTOMER SERVICE REPRESENTATIVES

We have a large network of sales and customer support personnel. A customer service representative is dedicated to each client, and they are supported by a larger team who will also help to service and maintain your account.

A collection of colorful spools of thread in various colors like red, yellow, green, and blue, along with a measuring tape, set against a dark blue background. The threads are arranged in a way that suggests a sewing or tailoring environment.

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**Joseph Dahdah & Co.**

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