

Sammakia Bros. Co.



Company Profile

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Establishment and History

- Sammakia Bros. Co. was found in 1996 in Cairo, Egypt. The company is specialized in the manufacture and trade of circular knitting based products.
- For nearly 20 years, Sammakia Bros. Co. continued to add to its core competencies operating in dire competition in the cotton products marketplace in Egypt.
- Under the now renowned brand name embrator[®], which was first introduced to the Egyptian market in 1997, the company is leading the way of innovation and creativity in manufacturing and trading of men's underwear, home wear, and socks.

- Making excellent use of the globally-branded Egyptian cotton, state-of-the-art equipment and managed by high-calibre professionals and craftsmen working through a solid network of modern showrooms, embrator[®] over the years, succeeded in building customer trust and loyalty through a wide range of classy and elegant men's underwear products.
- In 2008 embrator launched its' men's home wear products line, offering its' customers a wide range of comfortable and elegant pyjamas, lounge wear and cotton sports wear.

- embrator[®] premium quality products are now widely used and adopted by wide variety of customers, with a client base growing every day.
- Customer satisfaction has always been the goal. To achieve such noble aim, embrator[®] continuously aspires to enhance its core capabilities and permanently improves the staff expertise, already evolved and developed over the years.
- Intensive and extensive Production, Sales and Customer Service training programs are continuously introduced to the staff, qualifying them to deliver extraordinary value to end customers.

Vision & Mission

Our corporate goal is to be a label for the royal, globally-renowned Egyptian cotton and to offer our esteemed customers the comfort and quality they are worthy of. Comfort, quality, durability, softness and innovation are the key idiosyncrasies we endeavour to provide in every single product. This is the blend we attempt to achieve. We strongly believe that the equation of high-quality materials plus highly professional, well-equipped staff headed by wise and strongly-committed management will yield uniquely beautiful products

Goal

Our main goal is to be the Egyptian markets' ready made garments trend settler and market leader by 2022

In other hand our plan for export to share our vision in exploring the promising global markets and utilize our manufacturing expertise to pen new horizons of success.

Certificates of Quality

‘Egyptian Sign of Quality’

Received in 2001

ISO 9001:2008

Received in 2013

‘Proudly Made in Egypt’

Received in 2017

Production Capacity

- In 2016 the approximate figures for the manufactured products as per the production facilities were:

Underwear: 5,000,000 pieces

Home wear: 250,000 pieces

Range of Products

Men Underwear

More than 40 different items covering almost all Mens' needs of underwear

Men Home wear

Seasonally, an extensive collection of more than 50 items of men home wear, lounge wear, and cotton sports wear is introduced.

Men Socks

An extensive collection of pure cotton high quality classical, casual, and sports socks.

Domestic Sales and Distribution

- embrator[®] products are distributed across Egypt through a very dynamic team of Sales persons and distributors.
- With a database of more than 1000 stores selling its' products, it is quite a challenging task to find a store specializing in the selling of underwear or home wear that does not have embrator[®] products within.
- From Mega stores and hypermarkets to small retailers in distant cities, embrator[®] products are always easily found and clearly displayed for easy access and direct reach of loyal customers.

embrator[®] Own Stores

- In 2005, embrator[®] launched its' first own branded store offering its' loyal customers an easier access to its' full range of underwear and home wear products.
- In 2007, embrator[®] launched its first franchised store. Since then, willing franchisees continue to show interest in forming that sort of partnership and investing in this form of trade.
- The number of Embrator stores in Egypt as on 2017 is **63**.



■ Operating Stores Jan. 2017
(63 stores)

■ Stores to be opened by
September 2017
(9 stores)

List of embrator® stores across Egypt

Mall of Arabia
Maadi Grand Mall
Rehab Mall 2
Geneina Mall
Ard El Golf
Heliopolis, Roxy sq.
Safeer Sq. Heliopolis
Mohandeseen
Mohandeseen 2
Shobra st.
Shobra 2
Mokattam st. 9
Feisal st.
Feisal st. 2
Zaitoun
Zaitoun 2
Helwan
Obour City
Cairo Railway station
Down Town, Adly st.
Nasr City, Sanhoury st.

Mirage Mall, New Cairo
Sphinx sq. Mohandesin
El Taqa st. Nasr City
Noszha st. Heliopolis
Dokki
Gesr El Suez
Sakr Qoraish
Hadayeq El Ahram
Hadayeq El Maadi
Shobra El Kheima
Ein Shams
Hurghada, Senzo Mall.
Alexandria
Alexandria 2
Marsa Matrouh
Zagazig
Demiati
Demiati 2
Menia
Menia 2
Assiut
Mahalla

Sharm El Sheikh
Bany Sweif
Dyarb Negm
Kafr El Sheikh
Fakkous
Banha
Qantara Ismaillia
Shebin El Kom
Mansoura
Mansoura 2
Mansoura 3
Damanhour
Sherbin
Tanta
Ismaillia
Port Saied
Port Saied 2
Menia El Kamh
Sadat City

Partner or Strategic Alliance?

Partner or a strategic alliance — which is better for business growth, in a joint venture with angels or venture capitalists most often. Other potential allies include grant Services providers, customers.

We looking forward for B2B in markets around the globe the more we can share, the more we can win.

*“Walking with a friend in the dark is better than walking alone in the light. .
.Alone we can do so little; together we can do so much.” Helen Keller*