



CREATE
MAKE
PROTECT



REDUCE REUSE RECYCLE

A little about us

Working with many of the world's largest apparel brands, our company has grown from strength to strength by understanding our customer's needs, providing a vision and delivering upon your expectations. Your garment trims, garment labels and product packaging play a vital role in your brand strategy and our expertise will ensure your brand is recognised, professionally represented and differentiated from your competition. With a full complement of eco-friendly products on offer, you can be certain that your corporate stewardship and sustainability objectives will be achieved when partnering with us. Our industry leading team of experienced staff are eager to ensure your journey with us is one to remember.

Experience the CHIC-Jointak difference.... Today.



CHIC-Jointak is proud to count themselves amongst the first in the industry to offer a full and comprehensive range of products including all types of woven and printed labels, hang tags, leather patches, rubber patches, stickers, embroidery, plastic seals, packaging, barcodes and RFID products together with sophisticated variable data processing capabilities.

In 2012, Jointak responded to the ever-changing globalisation of the textile industry by expanding outside of Hong Kong and China into Australia and Europe through the acquisition of Cash's. Located in Australia and the United Kingdom, Cash's is an apparel accessories and security labels manufacturer and solutions provider with a proud 165 year heritage and is well-known as an industry leader in quality, innovation and product security. Bringing with it a powerful web based B2B ordering platform, well established brand protection experience and a deep understanding of the requirements of brands and retailers, this acquisition was seen as a perfect fit for Jointak.

More recently, Jointak have developed a fully patented, cutting edge brand protection and authentication solution named CertiEye® which has been added to a portfolio of innovative brand protection technologies.

A Powerful Partnership

In 2025, Jointak made a strategic investment in CHIC Textile, uniting CHIC's 65 years of industry expertise with Jointak Group's global reach and innovative capabilities. This partnership combines CHIC's rich heritage in textile manufacturing with Jointak's strong supply chain networks, advanced technologies, and commitment to sustainable practices.

Together, we are poised to deliver enhanced product quality, improved operational efficiencies, and greater value for customers worldwide.

Global Production

With a small factory and only four looms, Jointak was established in 1984 weaving labels for the thriving garment industry in Hong Kong. From this humble beginning, and after the recent formal partnership, CHIC and Jointak have evolved into a major industry player in producing labels, trims and packaging for some of the world's largest retail and fashion brands.



CHIC-Jointak now have production and distribution capabilities in Hong Kong, China, Vietnam, Bangladesh, India, Pakistan, Australia, the United Kingdom and Türkiye. With this global reach, commitment to quality, proven innovation and a customer-first ethos, CHIC-Jointak are perfectly positioned to service the needs of brand owners in this fast-paced, demanding and dynamic modern world.

OUR VALUES

Creative & Innovative

We embrace the boundless power of creativity and innovation. We encourage our team members to think beyond conventional boundaries, challenge the status quo, and explore uncharted territories. With a relentless pursuit of novel ideas and fresh perspectives, we foster an environment where innovation thrives.

We celebrate diverse thinking, encourage risk-taking, and provide the necessary support to turn imaginative concepts into impactful solutions. By nurturing a culture of creativity and innovation, we continuously push the limits, drive transformation, and stay ahead in an ever-evolving landscape.

Empathetic

We genuinely care about understanding and connecting with the experiences, challenges and emotions of our team members and customers. We listen attentively, without judgment, and strive to put ourselves in their shoes.

By fostering an empathetic culture, we create a safe and supportive environment where everyone feels heard, valued, and respected. Our dedication will build deeper connections, inspire trust, and deliver solutions that truly make a difference in people's lives.



Collaboration & Teamwork

Our success is built on the strength of our teams working together towards a common goal. Through open communication, trust, and mutual respect, we foster a culture to collaborate effectively, unlocking innovative solutions and achieving remarkable results.

Together, we celebrate achievements, support one another, and create an environment where innovation thrives. We celebrate victories, learn from challenges, and continuously strive for excellence, knowing that our collective efforts are what propel us forward.

Customer First

At our core, we prioritise our customers above all else. We provide exceptional experiences, personalised solutions, and transparent communication.

With a customer-centric approach, we actively listen, anticipate needs, and strive to exceed expectations. Trust, reliability, and unwavering dedication define our commitment to building long-lasting relationships based on mutual respect and shared success.



Ethical

We hold ourselves to the highest standards of integrity, honesty, and fairness in all our interactions. Guided by a strong moral compass, we make decisions that prioritise the well-being of our customers, team members, and the communities we serve.

Transparency and accountability are embedded in our practices, ensuring that we conduct business with the utmost respect for ethical principles. Our unwavering commitment to ethical conduct builds trust, fosters long-term relationships, and upholds our responsibility to contribute positively to the world around us.

Results Oriented

We have a relentless focus on delivering measurable outcomes. We set ambitious goals and work diligently to achieve them. With a result driven mindset, we maximise our efficiency and prioritise continuous improvement.

Our team members are empowered to take ownership of their responsibilities, drive initiatives forward, and adapt quickly to changing circumstances. Through strategic planning, data-driven decision-making, and a dedication to excellence, we consistently exceed expectations and deliver tangible results.



Agile

We understand that agility is the key to our success and to staying ahead of the curve. We nurture a culture that values adaptability, flexibility, and quick decision-making. By actively embracing change, we can respond swiftly to market dynamics, customer needs, and emerging opportunities.

Our teams are empowered to experiment, iterate, and innovate, allowing us to navigate complexity and uncertainty with confidence. With business agility as one of our guiding principles, we drive growth, seize new possibilities, and consistently deliver exceptional results in a dynamic business landscape.

People & Planet

At CHIC-Jointak, we make every effort to minimise our global footprint and everything we do focusses on what is most important to us – People and Planet. We are proud to have strong principles and clear guidelines for protecting the environment while also regularly assessing our raw material partners on their workplace safety and environmental protection practices. As a demonstration of our commitment to corporate stewardship, we have developed a series of sustainability principles as follows.



RESPONSIBLE SUPPLY CHAINS

A responsible supply chain is an essential aspect of our sustainable business practice. We carefully manage the ethical oversight of every stage in our production and distribution processes to ensure that our social, environmental, and economic impacts are minimised. Our supply chain decisions consider factors such as human rights, labor practices, environmental sustainability, and community welfare.

We only source materials from suppliers who adhere to fair trade principles, ensure safe and fair working conditions for employees, minimise waste and emissions, and actively engage in community development initiatives. By prioritising our sourcing from responsible supply chains, our business aims to make a meaningful contribution to fostering a fairer and more sustainable global economy. In doing so, we strive to build trust with our customers who place an ever-growing importance on ethical practices.

RESPONSIBLE PRODUCTS

The manufacture of environmentally responsible products is a vital component of our sustainable business practice. We have adopted production processes that minimise resource consumption, waste generation, and harmful emissions. We prioritise the use of renewable materials, such as recycled polyesters, organic fibers, and paper products manufactured from sustainably sourced pulp. We also strive to reduce our energy consumption through energy-efficient machinery and solar energy production.

Additionally, we prioritise product recyclability to help ensure a circular economy where materials can be reused or repurposed rather than disposed of as waste. By embracing environmentally responsible manufacturing practices, our business can contribute to the preservation of natural resources, mitigate environmental impacts and meet the growing demand from consumers for sustainable and eco-friendly products.

RESPONSIBLE FACILITY MANAGEMENT

We are 100% committed to managing our facility's operations, resources, and infrastructure in a way that prioritises the well-being of our team members and minimises our environmental impact. We integrate environmental, social, and economic considerations into all aspects of our facility management, including energy and water usage, waste management, maintenance and team member health and safety.

We aim to optimise our resource efficiency, reduce our carbon emissions, and promote sustainable practices throughout the lifecycle of our facility. This includes implementing energy-efficient technologies, using renewable energy sources, adopting green building standards, promoting waste reduction and recycling initiatives, and ensuring a healthy and productive indoor environment.

Reducing Our Negative Impact On The Environment

We are constantly reviewing our workplace practices and all things in our control to reduce our impact on the environment. Through the use of vegetable-based inks for printing, more sustainable raw material options for labelling (e.g. 100% recycled polyester, organic cotton etc.) and recycled plastics for injection moulding all help to minimise the impact our production facilities have on the environment.



Solar panels at our factory in Dongguan, China.

Decreased Water, Energy and Material Usage

The installation of solar panels at manufacturing sites, advanced wastage reduction mechanisms and more water wise production and cleaning processes have seen positive contributions in this area over the past years.

Increased Recycling

We endeavour to recycle as much of our production waste as possible. All paper offcuts from print production, metal castoff from the manufacture of tooling, yarn and other textile waste and even used fluorescent lighting tubes and batteries are all collected from our factory site by recycling companies who process the wastage and recirculate this back into industry.

Our Certifications



We consistently provide products & service that meet customer and regulatory requirements.



Committed to using raw materials from sustainable forestry.



Committed to improving ethical performance within our supply chain.



Ethical in labour, health, safety environment and business.



Committed to the use of recycled materials in products and reduce the harm caused by its production.



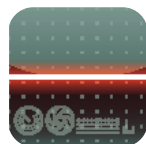
Our products don't contain any toxins or allergic substances.

Patented Anti-Counterfeit Solution



The level of sophistication in counterfeiting has reached such a point that the average consumer now finds it challenging to distinguish between an authentic product and a counterfeit one. Popular products have become lucrative targets for counterfeiters due to the substantial profits on offer. As consumers grow more discerning, they are increasingly inclined to avoid brands that fail to meet their quality expectations. Consequently, many brands become inevitable targets for counterfeiters, posing a significant threat to the overall integrity of the brand being replicated.

Counterfeit packaging has now also reached such a level of quality that it too has become exceedingly challenging for consumers to differentiate between genuine and counterfeit. By incorporating CertiEye into your packaging, loyal customers of your brand can instantly verify the authenticity of your product before making a purchase. Unlike many of the other anti-counterfeit solutions on the market today, CertiEye cannot be copied, forcing counterfeiters to redirect their efforts away from brands protected by CertiEye and instead, focus their attention on other unprotected products that can be quickly sold in large quantities.



CertiEye®

In today's landscape, brand protection solutions should no longer be regarded as mere additions or superficial deterrents. They must empower consumers to instantly determine the legitimacy of a product before committing to a purchase. The inclusion of CertiEye into your product packaging accomplishes this objective by providing consumers with a robust tool to combat counterfeiters, helping them to make informed decisions about the legitimacy of the products they buy.



Developed by Infotoo International Limited (a CHIC-Jointak company), CertiEye is a free mobile application that is used to scan a printed code and allows the end consumer to authenticate products using only their smartphone. There is no need to buy and install any extra devices; it is a simple application that can be downloaded from the App Store or Google Play.

Many existing brand protection solutions on the market today can be copied by counterfeiters or allow for the consumer to be diverted to an alternative platform, such as a fake website, which provides false authentication positives. CertiEye is a foolproof technology that maintains complete control over the redirection of consumers, and most importantly, cannot be copied or replicated by counterfeiters.



How Can CertiEye Protect Your Brand?

- Instant end user product authentication via the use of a smartphone.
- Grey market detection and tracking.
- Online brand protection.
- Web based reporting module to help identify geographical problem areas and hotspots.
- Consumer marketing and promotional opportunities.

CertiEye offers a multi-faceted approach to deter product counterfeiting. Through the implementation of CertiEye, manufacturers can significantly reduce the risk of counterfeit products entering the market. CertiEye not only protects your brand's reputation and revenue but also safeguards your consumers from purchasing inferior or potentially harmful counterfeit goods.

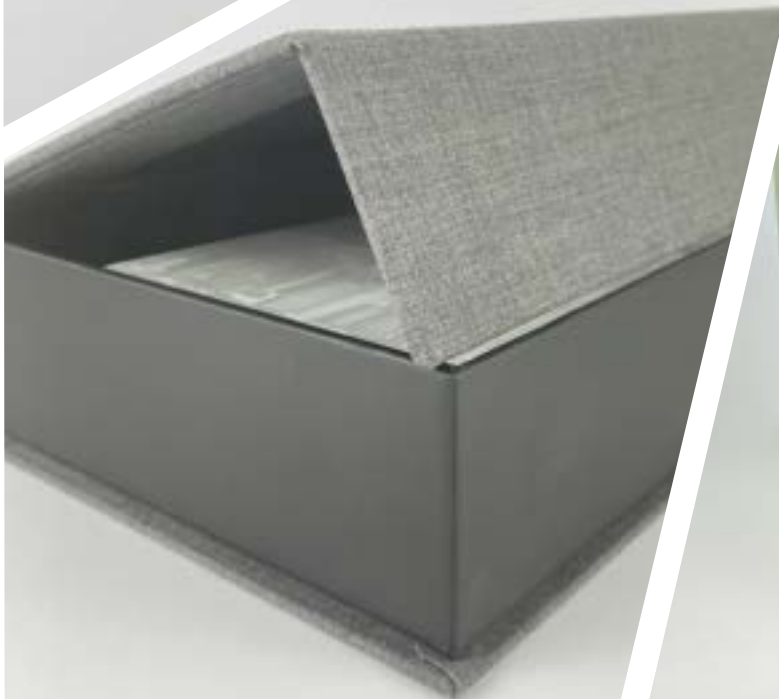
Woven Labels



Hang Tags



Packaging



Silicon



Leather Patches



Embroidery



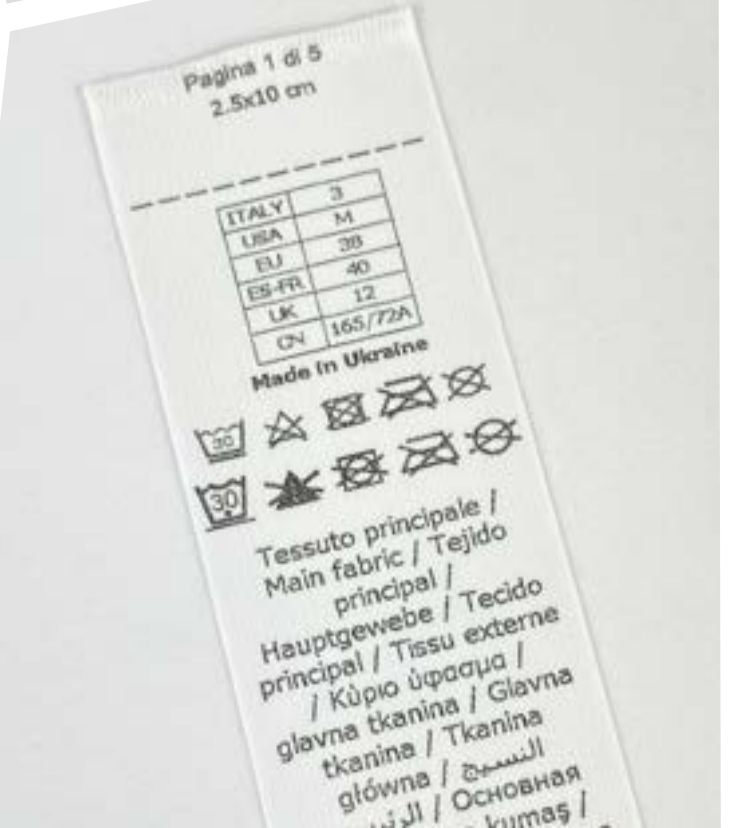
Zip Pullers



Heat Transfers



Care Labels



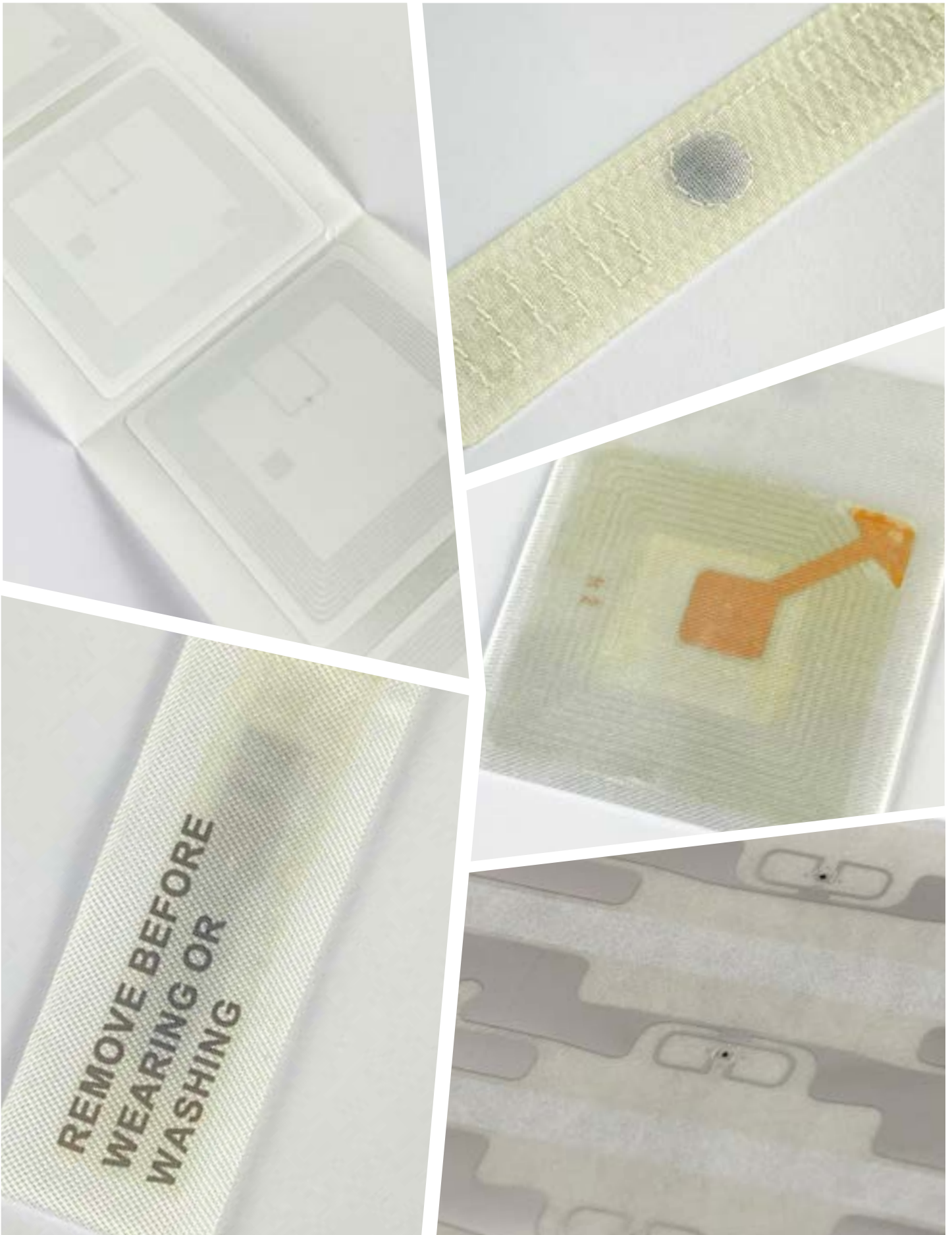
Barcode & Data Management



Security



RFID / NFC



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