

Saffron Philippines leads local textile industry resurgence

Meralco resolving load-side interruptions critical to Saffron's expansion plans



Saffron Philippines, Inc. is leading the industry's local sector rebound through savvy investments and a strategic partnership with Meralco.

Some 10 years ago, Saffron Philippines, Inc. (SPI) nearly folded up due to challenges confronting the textile industry. These days, their main concern is how to expand in order to meet growing demand.

After a turnaround in 2007, the Dasmariñas, Cavite-based company has grown to offer a full portfolio of departments including dyeing, finishing, washing, and printing. They provide these services to signature local brands such as Bench, Jockey, Penshoppe, and Jag, as well as top South Korean clothing lines that cater to Japan and for iconic global names like Disney, Marvel, and Pixar.



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- Kennan Lao
President,
Saffron Philippines, Inc

Help with growing pains

Helping Saffron on their way to profitability, Meralco provided extensive Power Quality audits which resulted in the rehabilitation of the textile company's electrical facilities.

The results were better reliability and lower cost of services. Voltage fluctuations, which plagued SPI with losses, were also eliminated.

The improvements inevitably led to increased sales for SPI.

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Saffron Philippines' continued investments in dyeing and washing equipment have propelled the company to the top of their sector.

Investment in special machines

SPI is now the country's leading textile and garment manufacturer in terms of volume and production. It is number one in dyeing and in printing. It has added an inverter type dyeing machine every other year since 2012.

Another purchase for a specialized machine that no one in the country currently has is forthcoming, and SPI is counting on Meralco for a seamless integration into their system workflow.

"We'll be needing Meralco not only for power. Because these machines are sensitive, the voltage has to be really, really consistent," said Lao. "Power quality is very much important, especially for manufacturing companies."

Introducing this machine is expected to grow SPI's washing department and turn SPI into the biggest textile washing company in the country.



Meralco Technical Services Engineer Dean Sempio (2nd from right), and Relationship Manager Rolan Mercado (extreme right) are joined by Saffron Philippines Electrical Section Supervisor Ricardo Pacomio (2nd from left) and Assistant Supervisor Teodoro Macugay (extreme left) as they inspect the plant's electrical facilities.

A sunset industry rises

It wasn't too far back when the Philippine textile and garment industry was nearing an end.

SPI executives recall how peers dwindled from about 15 players to below 10 when they opened in 1994. The 1997 Asian financial crisis exacerbated it. "We were a dying (as opposed to dyeing) industry," jokes Lao.

But smart investments and timely assistance from partners allowed SPI to recover and lead the sector's local resurgence. Business is so well off that they are turning away prospective clients while still managing double digit sales increases for the past fiscal cycles.

For its continued success, Saffron Philippines, Inc. has been chosen as a Meralco Luminary for 2016 in the industrial category.

"Once considered a sunset industry, the country's textile sector is once again rising and contributing to the national economy, thanks to companies like SPI," said Victor S. Genuino, Meralco Vice President and Head of Corporate Business Group. "As their energy partner, we make sure that this trend continues."

To learn more about Meralco partnerships, speak to your Relationship Manager, or contact the Meralco Corporate Partners at 16210, or email corporatepartners@meralco.com.ph, or visit www.meralco.com.ph/corporatepartners.



From left: Meralco VP and Head, Corporate Business Group Victor S. Genuino; Lao and his wife, Minervia Lao; Mercado; and Meralco Head, Private Sector Relationship Management Victor Risma take time for a photograph during the 6th Meralco Luminaries Awards Night.