



COBIJA

ENGINEERED PROTECTION

EMPOWERED BY
INNOVATION

EMPOWERED BY
INNOVATION

MOTORCYCLE

DENIM

2020

AESTHETICS



POWER
SPORTS
GEAR



GIVING IT
TO THE
BIKER

Kevlar



INSPIRED
BY
NATURE
BY
NATURE
INSPIRED
BY
NATURE
INSPIRED
BY
NATURE



INTRODUCTION





WHO WE ARE

Cobija Industries is a prominent name among the leading manufacturers and exporters of Motorbike Clothing (Leather & Denim), Leather/ Textile Clothing, Gloves, Boots and other Safety protection accessories for both amateur and professional motor-cycle riders. We have been in this business for last three decades and currently our second generation is taking over our business heritage.

By the passage of time and changing world's trend, the quest for excellence and perfection never ends. Cobija is continuously adopting new standards and fashion trends in Motorbike Suits, Leather Motorbike Jackets, Leather & Textile Garments by providing the best professional riding clothing. Our core concept of business is to develop a trust worthy and ethical business relation with our valued clients.



OUR VALUES

INTEGRITY

RESPECT

INNOVATION

TEAM BUILDING

SUSTAINABILITY

RESULT-ORIENTATION



COBIJA MOTORBIKE JEANS

In 2019, Cobija family added a new business line to its product portfolio by adding new state of the art unit of motorbike denim jeans. The newly established business was based on the core values of honesty and quality. So, after this addition, we are one of the very few companies which are dealing in both leather as well as woven professional motorbike racing wears.

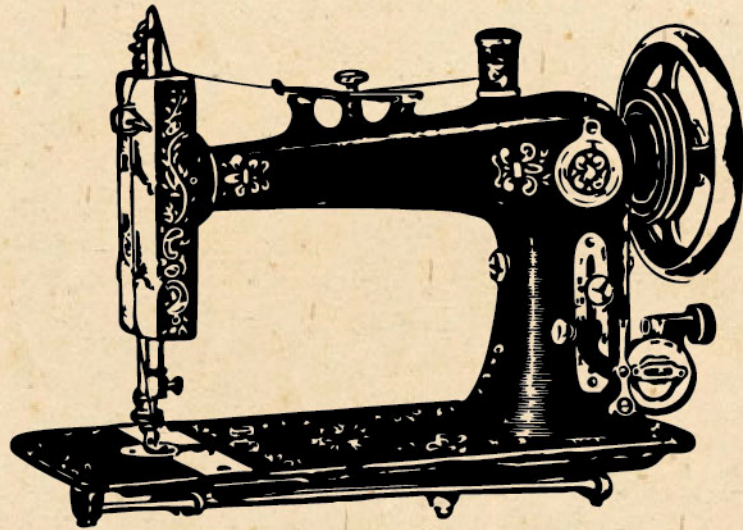
We don't claim that we are the number one in sportswear industry. But we are the leading manufacturer in motorcycle garments industry who always keen to focus on improving technology and ways of production. Other than the technology, Cobija always prefer to use new technical fabrics and materials to develop innovative and value-added products for our existing and new clientele. Currently, we have started a project of 200 sewing machines set up with the capacity of producing 30k denim jeans per month. The company owns an in-house washing facility which is equipped with all high fashion equipments to meet the current fashion industry demand. The underneath, you will go through the brief detail of our motorbike denim woven project.

PRODUCT DEVELOPMENT

- At Cobija's Motorbike Denim Product development department constantly focusing on the latest fashion trends of the season and especially the upcoming requirements and expectations of their regular as well as new clients.
- Our products are constantly being updated with customer focused collections as well as the latest market trends and safety precautions by the motorbike racing industry.
- Being a trend setter in motorbike industry, our development team always consider the safety measures on top priority while developing any new style of the client.
- The R&D and research team closely involves with the latest CE standards and update our sales and merchandising teams to implement the recent changes into their future developments.



PRODUCTION



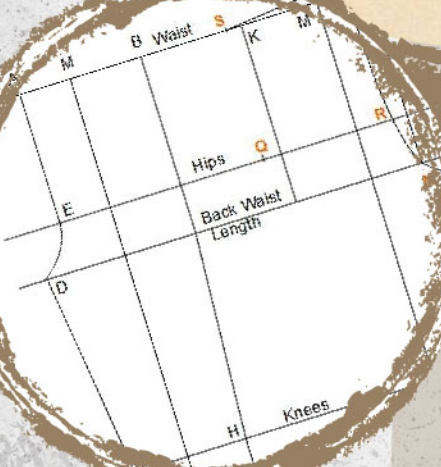
Cobija is the name of quality and consistency in motorbike safety product wears. With quality and consistency, we strive to provide our customers with the best services and intime production. As Cobija always believe in latest technology and equipment which always help and support to produce our products not only consistent in quality but with enhanced production efficiency. At present, we are using various automated and manual cutting and sewing machines for our motorbike denim unit.

CUTTING

STITCHING

WASHING

PACKING



CUTTING

- Cobija's centralized cutting department has been designed and equipped to suit the versatile variety of fabrics and garment styles.
- There is no doubt in this thing that technology makes the difference in every step of production process. The use of automatic fabric cutting machine not only make sure the quality of each and every cutting part of garment but boost the process as well.



STITCHING

- Cobija denim stitching lines are equipped with latest model of auto and semi auto sewing machines from Juki, Brothers to SIP Italy etc.
- With a support of latest machinery and the guidance of Industrial Engineering in sewing/stitching have played a vital role in garment production quality as well as the outcome of each sewing line of basic motor-bike jeans to hi-end garments.
- The current capacity of Cobija denim unit is equipped with 200 sewing machines (04 Lines) with monthly production of 30,000 garments per month.



WASHING

- Cobija's Denim washing is currently offering variety of denim washes from simple enzyme wash to heavy ripped wash effect with mild and heavy spray effects on garments. Our washing department has merged the motorbike jeans into latest fashion jeans which covers both safety as well as recent fashion trends of the industry.
- The dry process department is a key department in our washing process which is offering different effects from whiskers, ripping, frays, scrapings and grindings to make our garments unique from all aspects.
- Currently, we have in-house per month capacity of basic (enzyme garments) to heavy (double process) wash is around 30,000 garments per month.



brongo
MADE IN ITALY - www.brongo.com

4200

WARNING !
WARNING !
WARNING !
WARNING !
WARNING !

7th Model
2016 Product

PACKING

- Cobija's motorbike denim quality & packing section has a capacity of 30,000 garments per month.
- Our quality department always run pilot run to ensure the following;
 - I. Correct Pattern
 - II. All the machines have been set
 - III. Washing recipe is finalized



COBIJA BUSINESS APPROACH

Our business approach is very clear and straight regarding below matters:

- Enhancement in capacities would be continuous.
- Prime priorities of investment would be for infrastructure and hardware so that company can stand with the latest fashion industry trends.
- Take maximum benefits from the latest industrial engineering trends to shorter the lead times and handle small order quantities efficiently.
- Contingency Plan- Multi City strategy – Lahore & Sialkot
 - (I) Cobija Denim Lahore can handle 30,000 Pcs per month (basic to high fashion articles)
 - (II) Cobija Denim Sialkot (which was the pilot project) can handle 5,000 - 10,000 Pcs per month (basic to high fashion articles)
- Innovations & Green initiatives
 - (I) Highly professional R&D team with continuous research & development for different kinds of denim motorbike fabrics & washes.
 - (II) Continuously research on the latest protected and safety materials to make sure that every new denim article gives more safety and protection to the end user.
 - (III) Sustainable materials are now an essential part of every responsible organization and Cobija is also contributing its efforts to use regenerated or recycle items as per the requirements of its clients.
 - (IV) Chemical applications- Working with all well-known chemical companies to develop as well as innovate any sort of new finish of the motorbike denim.

COVID PRECAUTIONS



COBIJA **SYMPTOMS nCoV**

COUGH FEVER HEADACHE TIRED
DIFFICULTY BREATHING CHILLS SWEATS ACHES

COBIJA **# FIGHT AGAINST CORONA**

کھانسی یا چھینک آتے وقت منہ کو
رومال یا کپڑے سے ڈھانپ لیں

**COUGH OR SNEEZE
COVER IT PLEASE !!!**

COBIJA **NO HANDSHAKES!!!**

ہاتھ ملانے سے گریز کریں

COBIJA **FIGHT CORONA**

6ft

STAY 6 FEET APART

کم سے کم 6 فٹ کا فاصلہ رکھیں

COBIJA **CORONA VIRUS PREVENTION**

Avoid crowded places
Avoid contact with sick people
Wear mask just one time
Do not share eating utensil and food
Wash hands with water and soap

COBIJA **CORONAVIRUS**

ہاتھوں کو کیسے دھوئے؟

HOW TO WASH YOUR HANDS?

Duration of the entire procedure: 40-60 seconds

1. Wet hands with water.
2. Apply enough soap to cover all surfaces.
3. Rub hands palm to palm.
4. Rub back of hand to palm.
5. Rub palm to back of hand.
6. Rub heel of one hand against the other.
7. Rub between fingers.
8. Rub fingertips against palm.
9. Rotate wrists.
10. Wash wrists.
11. Dry hands.

COBIJA MANAGEMENT AND TEAMMATES



MANAGEMENT TEAM



BOARD OF DIRECTORS



BOARD OF DIRECTORS



SALES TEAM



COBIJA

MOTORCYCLE DENIM

20 YEARS
YARD BUILT
XJR

CONTACT US:

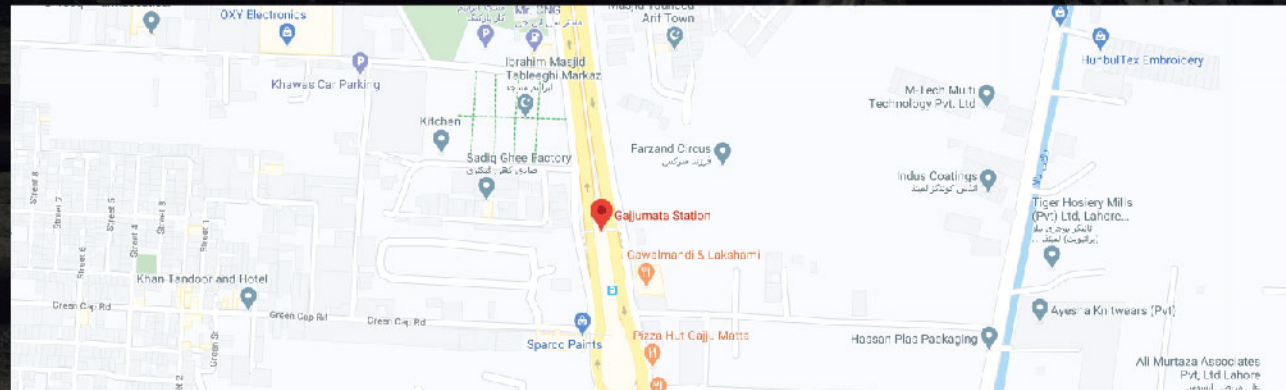
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COBIJA DENIM LAHORE