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New World Knitting combines quality materials with innovative technology to lead the local garment market

新世界針織廠融合優質物料及創新科技，在本地製衣界中獨佔鰲頭

Macao's garment manufacturing industry took off in the 1970s, but declined in later years as manufacturers relocated to the mainland to benefit from the open-door policy. As one of the few manufacturers who swam against the tide, New World Knitting has taken on challenges under a guiding principle of pragmatism. This approach has earned recognition from high-end customers worldwide while elevating the company to the top of the local garment manufacturing industry.

Sophisticated technology and fine materials

Specialising in garment processing, New World Knitting was founded by Wong Wa-Keong in the 1970s. Staying true to its founding principles of "integrity, diligence and self-discipline", the company has been exploring new arenas in the industry, propelling it to become a leading manufacturer of quality knitwear. It now focuses on garment processing for middle- to high-end brands.

"We have sophisticated and stable technology - for example, the Stoll multigauged computerised knitting machine from Germany," says Porson Chung, executive

製衣業在上世紀70年代發展蓬勃，但隨着內地進一步開放，工業向北遷移發展，汰弱留強亦屬必然。新世界針織廠有限公司憑着實力與努力，在歷史洪流中逆流而上，不但穩踞於業界的領導地位，更勇於面對各項挑戰，以務實進取的態度贏得海外高端客戶的垂青，持續於本土製衣業界發光發亮。

技術成熟 發展新型毛線

以服裝加工為主的新世界針織廠於上世紀70年代由黃華強一手建立，多年來堅守「誠信、努力」及「做好本份」的原則，以勇於接受挑戰的態度開拓新領域，取得更高的成就，一步步提升公司在高品質毛衫成衣界的地位，現時在加工方面的業務以中高檔品牌為主。行政副總經理鍾博丞說：「我們累積了非常穩健成熟的技術，亦配備了先進的機器，如德國製造的Stoll多針（3針至14針）全自動電腦織機，熟練而經驗豐富的技術人員，亦由工業工程師以人體工學重新改良各工作站，優化工作環境，降底人為失誤。處理繁複的工序，例如車布、釘珠、染色、繡花、印花或不一樣的剪裁等亦能以高效率完成，緊貼現時訂單貨期急、高質量要求的環球趨勢。我們的市場定位是價格高、側重技術的精品工業路線，而非價低者得的路向。」他補充說，現時公司的客戶，如Hugo Boss Orange、

Opposite: Knitwear made of durable materials boasts an unrivalled quality.

對頁：極其優秀的用料，讓毛衣耐穿耐洗，其他毛衣難以媲美。



Above: Knitwear comes with different types of prints and embroidery.

上：毛衣呈現不同的繡花及印花圖案

vice-president of New World Knitting. "We also have seasoned professionals and work stations that have been optimised by engineers according to ergonomics principles to minimise human error. High efficiency is utilised across processes, including stitching, beading, dyeing, embroidering, printing and die-cutting. We are therefore able to deliver high quality products under tight schedules, which explains our positioning as an upscale quality manufacturer who favours expertise over competitive pricing."

Hugo Boss Orange, Marco Polo, S.Oliver and BMW are among the big names on New World Knitting's list of its long-term customers - evidence of the privileged position that the company enjoys with highly discerning international brands.

New World Knitting prides itself on employing staff who are passionate about material development and improvements to processing. The company boasts a state-of-the-art natural processing technique that enhances the softness of quality Merino wool. A decade ago, it took the lead in developing new technology that prevents knitwear from shrinking, deforming and pilling after machine washing. Cotton apparel is produced with compact cotton to achieve smooth, durable and pill-proof products.

Marco Polo、S.Oliver、BMW等，均是對質量要求極高的品牌，亦是合作多年的伙伴，可見新世界針織廠在國際時裝界舉足輕重的地位。

而最令新世界針織廠驕傲的，是凝聚了一班對毛衣織充滿熱誠的同事，不斷在原料開發及處理上改革進取，對製作高貴羊毛纖維物料 Merino Wool 加入獨有天然處理工序提升觸感，使其更纖細順滑。新世界針織廠早在10多年前已打破毛衣不能用洗衣機清洗、以免過份收縮、變形及起毛的定律，令毛衣的外觀及形狀保持歷久常新。製作棉質產品亦會以優質的全精棉 (Compact Cotton) 為主，線身特別幼滑，且耐用度高，有助預防毛粒問題。在整體營運上採用「TQM」(Total Quality Management) 全面質量管理，由原材料開始，每個程序均符合歐盟要求，所有化學程序均取得國際享譽的化驗公司合格認證，為質量管理帶來信心保證。產品配合廠方研發的特殊工藝製成，將傳統的手工藝術與現代科技相結合，讓新世界針織廠贏盡掌聲，亦將毛衣及針織服提升至更高層次。


自家品牌 開拓大眾化路線

一直「為他人作衣裳」的新世界針織廠2005年於中國內地註冊了三個品牌：Perendo、Le Lency及Zatene，並成立設計部門，以時尚簡約、容易配搭作為基礎，將產品的目標客戶設定為中產女性，期望讓本地女士及

With the Total Quality Management framework in place, New World Knitting ensures that all manufacturing processes adhere to EU standards, while all chemical processing is accredited by internationally renowned laboratories. The company has garnered widespread recognition for combining artisanal tradition with innovative technology, taking knitwear manufacturing to the next level.


Self-owned brand for the mass market

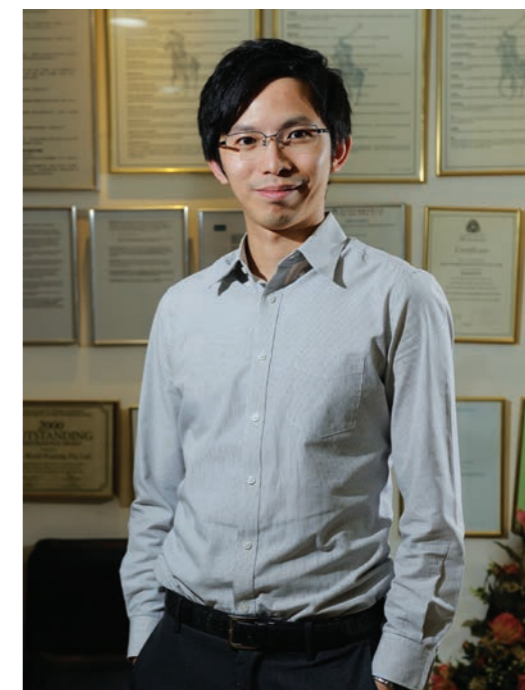
In 2005, New World Knitting extended beyond garment processing to run three self-owned brands registered in China - Perendo, Le Lency and Zatene. They aim to offer local middle-class women and foreign visitors stylish and easy-to-wear designs produced with Macao's top-notch garment manufacturing expertise.

Chung says: "We found that there was a lack of quality and toxic-free infantwear in the market, so we launched the Rose Baby line with a view to offering quality and safe infant wear at a reasonable price." Rose Baby will be available for sale online starting this year, helping New World Knitting to take the "Made in Macao" label far and wide. 

“We position ourselves as an upscale quality manufacturer who favours expertise over competitive pricing.

我們走的是價格高、側重技術的精品工業路線，而非價低者得的路向。”

訪澳旅客均能領略到澳門製衣工業的優良技術。「我們發現，現時在市面上很難找到質料理想而又安全的嬰兒服裝，因此我決定推出『Rose Baby』嬰兒服裝系列，希望以合理價格提供理想優質的服裝，讓父母們安心為寶寶穿上。」鍾博丞預告，Rose Baby於2015年開始將以網購形式發售，這對一眾父母來說絕對是大喜事。相信新世界針織廠將再度為「澳門製造」添加光彩。 



Left: Porson Chung, executive vice-president of New World Knitting Fty Ltd

左：新世界針織廠有限公司行政副總經理鍾博丞

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