

# Alpaca succeeds in the luxury segment.

Peruvian knitwear firm doubles its turnover within one year thanks to exports to France.

Thanks to SIPPO's support, the firm was able to acquire five new luxury segment customers.

Hernan Leyva, Production Manager, Venator S.A.C.

**By participating at the Selling Mission in Paris in October 2010, Venator S.A.C. experienced the unique opportunity of presenting its high-quality knitwear collection to French luxury class designers.**



The owner of Venator S.A.C., a young company from Peru, profited from the opportunity offered by SIPPO and personally presented his high-quality collection to the invited designers in Paris. The classy material combinations in fine knit, the trendy design and the products' perfect manufacturing and colour selection awakened a deep interest among the numerous French designers visiting the fair. The direct contact between the manufacturer and the collection managers of globally famous fashion brands proved to be very beneficial, as special requests could be discussed on the spot. This was certainly a decisive factor that led to high-volume orders on site.

After the company's successful participation in a selling mission to Paris its business has experienced a substantial development. Since then the company's sales volume has doubled and five new customers could be acquired. Due to the high volume orders Venator S.A.C. invested in additional production machinery. Furthermore, 16 new employees were hired, which is equal to a staff increase of 50%.

Venator S.A.C. is very happy with the growth it has achieved and is presently optimising its production processes and implementing a comprehensive quality management system. The firm also had to carry out changes in its facilities in order to accommodate the new machinery and additional staff members. Venator S.A.C. is doing its utmost to comply with the high requirements of luxury segment customers, both at present and in the future.

Our firm's rapid growth would not have been possible without the support of SIPPO's competent team.

Christian Asbeck, CEO, Venator S.A.C.

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