

We are the only manufacturers of seamless invisible socks in the world outside Italy

Super Knit Industries, established in 1999, is one of India's largest manufacturers of socks with an average annual production capacity of 11 million pairs. Naval Saraf, CEO, Super Knit Industries, talks about new trends and technologies in the socks manufacturing industry.

Q Which product category is faring well - men's, women's, kids' or toddlers'?

A. Our most successful products lines include men's workwear and women's ankle length socks.

Q Do you plan to introduce any product categories?

A. We are gradually introducing small accessories and products that have some similarities to socks, such as bottle sleeves, tights, arm warmers, leg warmers and bike socks. We do not intend to add any full-fledged product categories for now.

Q The use of silver nano particles in socks and anti-microbial finished is really picking up. Do you plan to explore any such technologies?

A. We are already providing our export buyers with socks that are finished with these technologies.

Q Which are your major domestic and international markets?

A. In India, we have a strong network of over 300 distributors on board and our products are available in more than 10,000 stores across India. Our international markets include the Middle East and several countries in Europe.

Q Which leading international brands do you manufacture for?

A. We take up contract manufacturing and are socks suppliers for several domestic and overseas clients such as Scopri, Fila, Blazek, Liabel, Coop and New Balance, to name a few.

Q What are the latest trends and innovations dominating your industry?

A. Our 100 per cent seamless invisible socks have become quite a hit in the market. Since the launch of this product about one and half years back, we have seen a constant multiplying growth for this product. Since we are the only manufacturers in the world outside Italy who can make these socks, the market has appreciated this product very much.



David Ritchie
President
ACWEP

[Wool buying and exporting is a mature business...](#)



Mr. Danny Taragan
President & CEO
Bagir Group Ltd.

[...and the last political changes made no harm to our relationship.](#)



Ms Marie Kinsella
Managing Director
Australian Exhibitions & Conferences Pty
Ltd (AEC)



Gert Frederiks
President and CEO
Teijin Aramid

[Optical fibers are in development to be used as sensors to monitor...](#)