



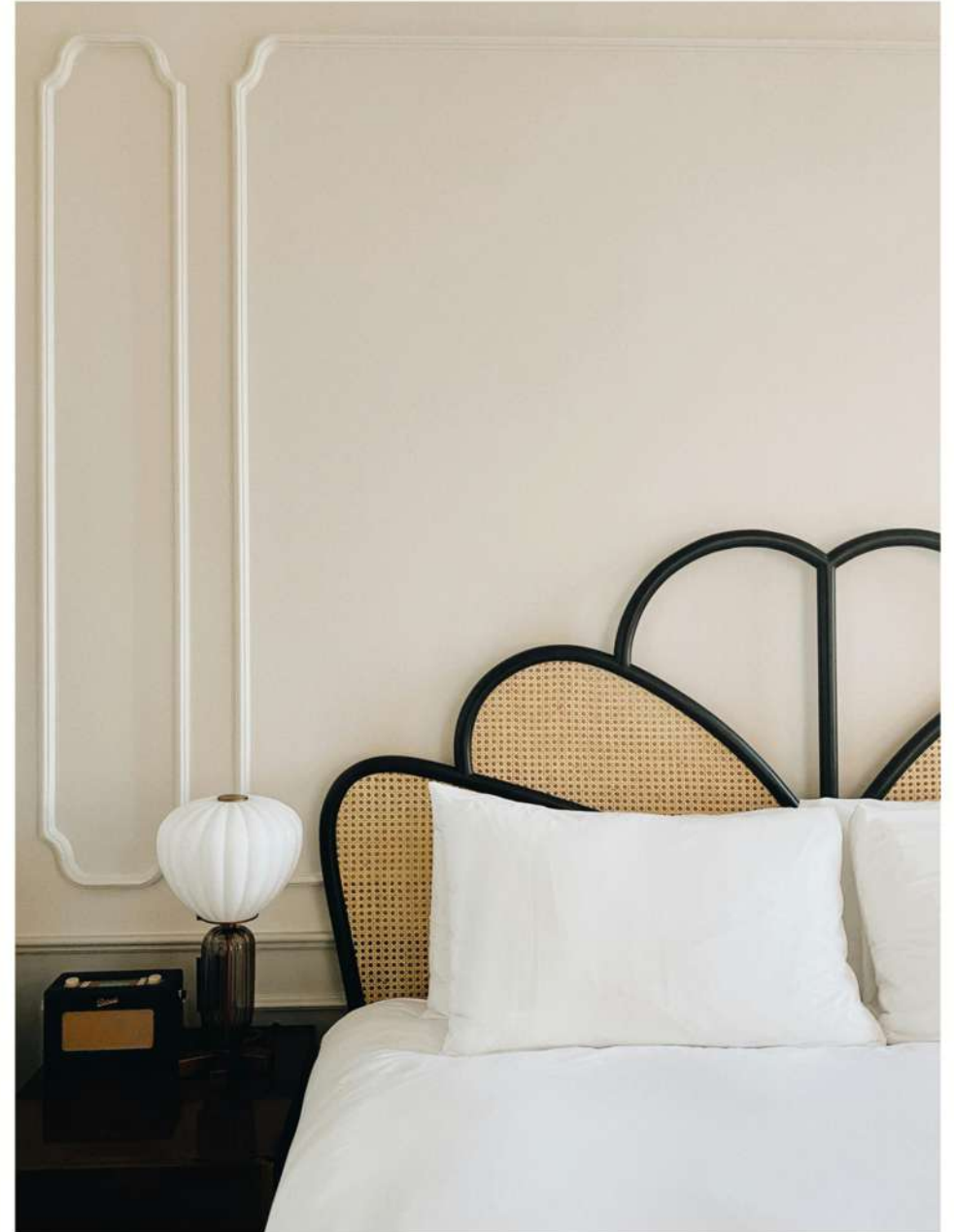
Corporate Brochure 2026



The Gold Standard of African Hospitality

Twenty-Five Years of Crafting the Fabric of Dreams
A Heritage of Excellence

For over a quarter of a century, Consumer Motivation Textiles has been woven into the very heart of the African hospitality landscape. What began as a commitment to textile excellence has evolved into a legacy of craftsmanship that spans the continent. Today, we stand as one of Africa's most respected manufacturers of fine linens, renowned for an unwavering reputation built on three core pillars: uncompromising product quality, absolute service reliability, and an intuitive understanding of value. From the high-traffic corridors of the continent's largest international hotel chains to the intimate, ultra-luxury settings of premier game reserves, our linens have been the silent ambassadors of comfort. We understand that in the world of hospitality, your reputation is resting on our sheets.



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www.cavelli-linen.co.za

Global & Local



We balance global sophistication with local expertise, ensuring that our supply chain is as seamless as our linens. Here is how we deliver excellence at every stage:

Brand Standard Adherence: We are experts in executing strict corporate "brand bibles." We guarantee that every product—from thread count to colour profile—perfectly aligns with your international or boutique brand identity.

Regulations & Approvals: Our manufacturing meets rigorous local and international safety and ethical standards. We ensure full compliance with textile regulations, providing you with peace of mind and certified quality.

Innovative Product Design: Our design team merges high-end aesthetics with hospitality-grade durability, creating bespoke textiles that anticipate global interior trends while standing up to industrial use.

Direct Sourcing: By sourcing directly from the finest Asian and African cotton mills, we eliminate middlemen. This ensures total quality control, ethical transparency, and superior cost-efficiency for our clients.

Customer Relationship & Support: Every partner receives dedicated account management. Beyond the sale, we offer technical consultations on laundering and textile care to help you maximize the lifespan of your inventory.

Warehousing & Shipping: With a robust infrastructure and expertise in cross-border logistics, we offer "just-in-time" replenishment. Whether delivering locally or shipping internationally, we ensure your orders arrive on time and intact.

Distribution

Moving luxury textiles locally & across borders requires more than just a courier; it requires a deep understanding of the diverse logistical landscapes that define each African nation, and we have mastered this complexity through decades of experience. Our logistics team specializes in customized route planning and infrastructure navigation, recognizing that some locations require a vastly different strategy than a bulk delivery to an urban high-rise in a city centre. To ensure a frictionless journey, we manage every aspect of the complex documentation required for international shipping—from specialized commercial invoicing to certificates of origin—and we are proud to be fully SADC compliant for all exports. This status allows our clients within the Southern African Development Community to benefit from preferential trade agreements, significantly reducing or eliminating import duties while streamlining customs clearance. Supported by a robust infrastructure and expertise in cross-border logistics, we offer reliable & fast replenishment, ensuring that whether we are delivering locally or shipping internationally, your orders arrive on time, intact, and ready to enhance the guest experience.



How We Deliver A Total Linen Solution



We deliver a total linen solution by synchronizing manufacturing prowess with a sophisticated service model built for speed and reliability. At our core is an "open-book" philosophy that ensures rapid agility during rebranding or occupancy shifts, underpinned by supply chain excellence to guarantee short lead times and strict deadline adherence. By combining expert program management with an expansive Africa Reach, we oversee large-scale rollouts with surgical precision, ensuring your establishment is always equipped on time. Through our collaborative manufacturing relationships and industry-leading technology, we provide bespoke, private-label textiles with the fast-tracked efficiency required to keep your establishment ahead of schedule.

Corporate Social Responsibility

At Consumer Motivation Textiles, our legacy is built on responsible manufacturing and a deep respect for our community and environment.

Human-Centric Culture: We foster a safe, inclusive workplace with zero tolerance for discrimination or child labour. We prioritize our team's well-being through strict health and safety standards and a commitment to continuous personal development.

Sustainable Stewardship: We are dedicated to protecting the African landscape by sourcing eco-friendly materials and investing in green production processes that minimize our environmental footprint.

Ethical Supply Chain: We believe innovation must be responsible. We partner exclusively with contractors who share our high CSR objectives, ensuring ethical standards are maintained from the factory floor to the final product.



Environmental Procurement & Sustainability

Preserving Our Shared Future

At Consumer Motivation Textiles, we believe that true luxury should never come at the expense of the environment.

Environmental sustainability is the cornerstone of our manufacturing philosophy—a commitment to ensuring an equal, if not better, way of life for future generations.

Our goal is to elevate the quality of human life without placing undue strain on the Earth's delicate ecosystems. By fostering a deliberate equilibrium between modern consumer needs and the living world, we manufacture our linens through processes that eliminate waste and prevent the unnecessary depletion of natural resources. Under our Cavelli Linen brand, we actively source the latest "environmentally responsible" materials and collaborate closely with our suppliers to ensure that eco-friendly, sustainable production standards are upheld at every link in our supply chain.



Brand Standards

Uncompromising Adherence to Hotel Brand Standards

At Consumer Motivation Textiles, we align our manufacturing precision with the rigorous expectations of hotel corporate offices. Our primary objective is to achieve the highest possible level of compliance across all properties and product lines under our care.

By strictly adhering to these established benchmarks, we guarantee a consistent, premium quality level across your entire portfolio. This dedication ensures a unified and enhanced guest sleep experience, protecting your brand's integrity and ensuring that every guest—regardless of the location—enjoys the same hallmark of luxury and comfort that defines your establishment.



Reporting Options

To ensure total operational transparency and supply chain stability, we offer a suite of sophisticated reporting and forecasting tools. These options are designed to help corporate offices and property managers maintain optimal stock levels while controlling costs.

Volume Forecasting & Price Guarantees: We empower properties to secure their budgets and supply chains. By entering projected quantities into our forecasting model, Consumer Motivation Textiles guarantees both product availability and fixed pricing for the duration of the agreed period, shielding your establishment from market fluctuations.

Program Reporting & Property Level Agreements (PLAs): We provide detailed oversight of group-wide initiatives. Our reporting ensures that individual properties are adhering to specific Property Level Agreements, maintaining the delicate balance between local needs and corporate mandates.

Production Lead-Time Tracking: Transparency is key to effective planning. We provide real-time updates on manufacturing and production timelines, allowing managers to coordinate renovations or high-occupancy periods with precision.

Consolidated Sales & Compliance Reporting: Gain a high-level view of your entire portfolio. We provide consolidated data that tracks Sales Per Property, allowing you to identify usage patterns and procurement trends across your organization.

Performance Analytics (Sales vs. Forecasting): Our "Sales vs. Forecast" reports provide a critical look at procurement accuracy. By comparing actual orders against initial projections, we help you refine your inventory strategy, reduce waste, and improve the accuracy of future budget cycles.

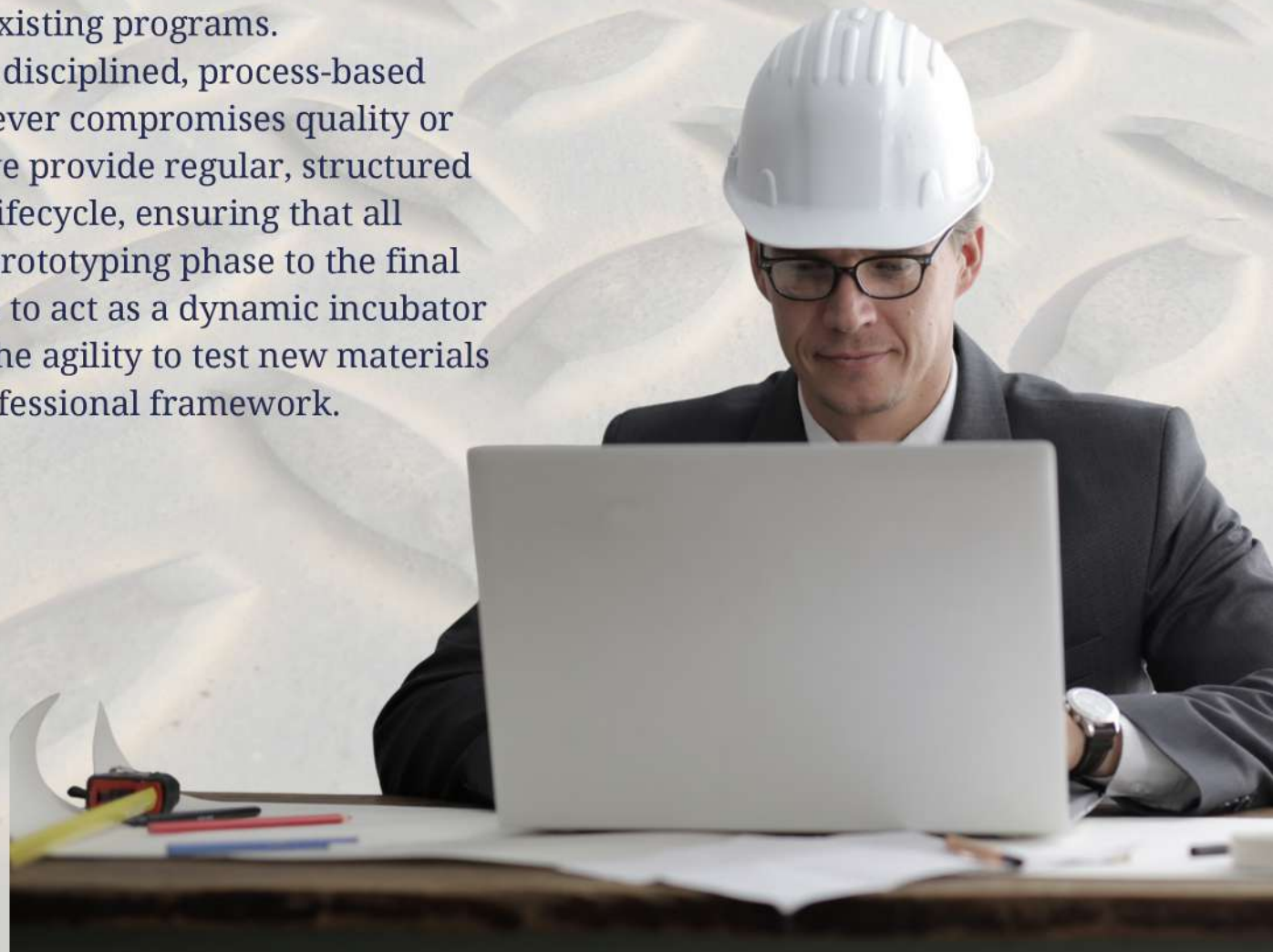


Additional Insights

Agile Innovation: Methodical Project Management

Beyond our core commitment to brand standards and approved product lines, Consumer Motivation Textiles is structured to accommodate bespoke innovation. We remain perpetually ready to undertake new projects—whether they are time-bound seasonal initiatives or permanent additions that run parallel to existing programs.

We approach every new venture with a disciplined, process-based methodology to ensure that innovation never compromises quality or delivery. To maintain total transparency, we provide regular, structured status reports throughout the project lifecycle, ensuring that all stakeholders are aligned from the initial prototyping phase to the final rollout. This methodical approach allows us to act as a dynamic incubator for your brand's next evolution, providing the agility to test new materials or designs within a controlled, professional framework.



Certifications

Commitment to Sustainability & Global Accreditation

At Consumer Motivation Textiles, we define environmental sustainability as the proactive responsibility to ensure an equal, if not superior, quality of life for future generations. Our manufacturing philosophy seeks to create a deliberate equilibrium between modern hospitality needs and the living world, improving the quality of human life without placing unnecessary strain on Earth's supporting ecosystems. We achieve this by utilising production methods that eliminate waste and prevent the depletion of natural resources.

Under the Cavelli Linen brand, we actively source the latest "environmentally responsible" materials and collaborate exclusively with suppliers who uphold eco-friendly and sustainable production standards. Our dedication to these principles is validated by an extensive suite of international accreditations.

Our partner mills operate at the highest levels of global compliance, ensuring every thread meets rigorous environmental, social, and quality benchmarks:

ISO-9001: Ensuring world-class quality management systems.

ISO-14001 Dedicated to minimizing environmental impact and fostering sustainable operations.

SA-8000: The leading social certification standard for decent workplaces across industrial sectors.

WRAP (Worldwide Responsible Accredited Production): Promoting safe, lawful, humane, and ethical manufacturing.

OEKO-TEX 100: Guaranteeing that textiles are free from harmful substances and safe for human contact.

GOTS (Global Organic Textile Standards): The world's leading processing standard for textiles made from organic fibres.

C-TPAT (Customs–Trade Partnership Against Terrorism): Ensuring supply chain security and efficient international trade.

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