

**DENΔ**  
**CHΔRM**





## Company Overview

Denacharm Trading Company has entered the global market in order to produce high-quality natural raw leather in accordance with the global standards.

Due to 50 years of experience, Denacharm is well aware of people's need and taste.





Respecting the rights of customers globally, this company provides aftersales services in its headquarters.

Denacharm intends to turn into one of the most popular brands in the field of raw natural leather globally by increasing the quantity and quality of its products as well as the staff's expertise. The company's quality management experts, ensure the quality of products and guarantee their compliance with international standards.



## Business Description

Leather is a natural material obtained from the tanning, or chemical treatment, of animal skins and hides. In the process of tanning, the animal skin is changed into a strong, durable and flexible material for different uses, such as bag, belt, gloves, decoration, etc.

The economic crisis in 2000 impacted the leather industry adversely. In the years 2008 and 2009 the production rate declined immensely (50%) and the prices also dropped significantly (30%). Leather market experienced a surge in the year 2012 and the prices became stable. In the year 2017 the volume of production in the global market was estimated to reach 41,400 billion dollars.







Today, many countries have started a leather production line to have a share of this lucrative market in the world. China ranked first with the production of 25% of global production in the year 2020, countries like Brazil (9.5%), Russia (7%), and India (6.4%) ranked second, third, and fourth in the production of leather respectively.

Using the staff's expertise as well as high-tech machinery, Denacharm Trading Company has managed to acquire a significant share of the market in the field of natural raw leather in the Middle East.





## **Vision and Values**

Denacharm as a leading company in the leather industry and one of the largest manufacturers of leather industry in the region intends to meet all the needs of customers worldwide by producing high-quality products, using best raw materials and observing global standards to turn into one of the three top producers of natural leather in the world.

Some of the values of Denacharm Company are as follows:

- Relying on customers to gain their trust and satisfaction
- Considering qualified staff as the main capital in the company
- Strengthening its position as a credible company
- Conducting research and development activities for innovation and creativity





## Mission and targets

Denacharm Trading Company has highlighted its mission and targets based on its vision, and all the staff in this company are obliged to follow them in all stages of production:





- Producing high-quality natural raw leather
- Constant supervision of all stages of production in order to maintain its quality
- Enhancing the level of customer satisfaction to meet their needs globally
- Improving the working process to enhance the quantity and quality of our products



## The message from the CEO

Denacharm Trading Company was founded many years ago in order to fulfil its long-term goals along with its valuable ideas and plans. After 50 years of hard work gaining valuable experience as well as using state-of-the-art technology, high-tech machinery from Italy, and employing experts in the field of leather, we managed to produce high-quality leather in accordance with global standards to gain customer satisfaction.





# DENΔ CHΔRM

The quality of our products has been confirmed by international experts visiting our production lines.

the quality of our brand is in line with the quality of famous brands worldwide in terms of raw material, design, and sewing as well as other technical details.



## Products and Services

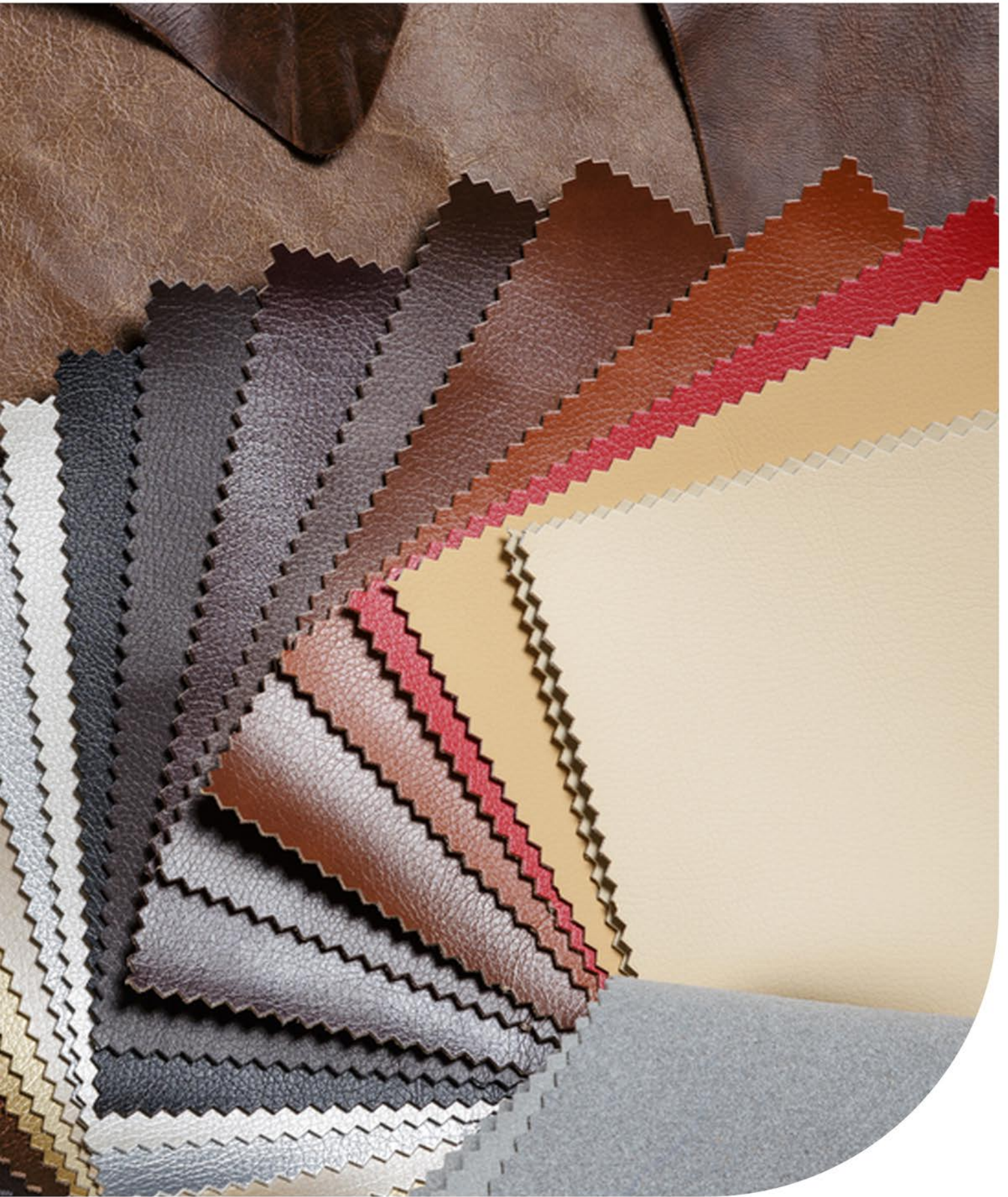
### Different types of natural leather

- Full grain leather
- Top grain leather
- Genuine leather
- Split leather
- Bonded leather

### Services:

- Free consultation to purchase the most economical product according to your financial condition
- Ensuring leather types with the highest-quality
- Sending catalogs through social networks and email





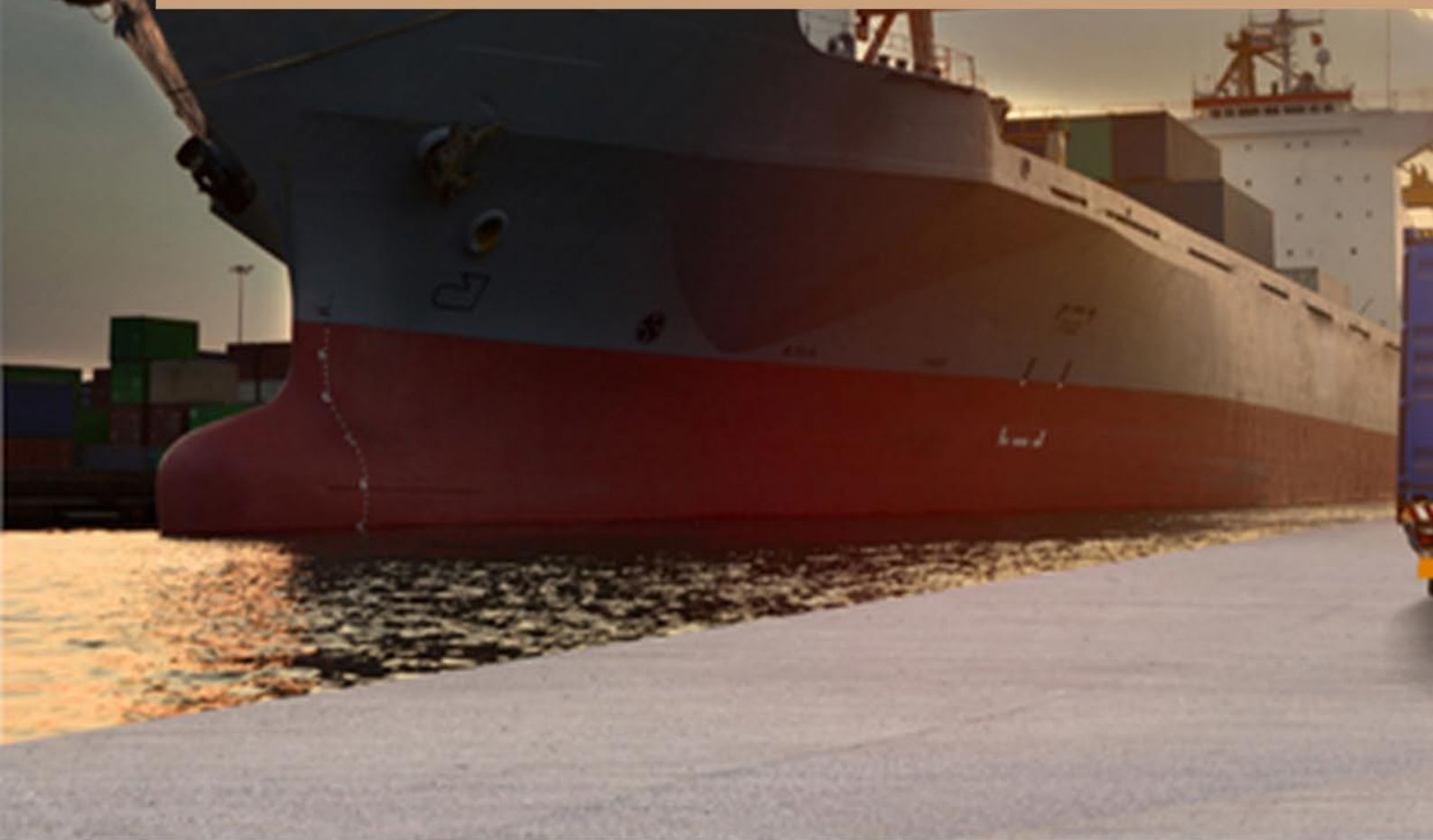


## Delivery and Payment

The Middle East region provides access to a variety of transportation routes, including rail, sea, land and air. Denacharm Trading Company offers the most economical options for dear customers worldwide.

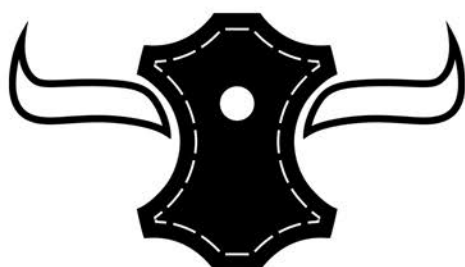
You can always discuss the issue with our experts if they need a certain route for the delivery of products.

Due to having multiple foreign currency accounts under the company name, and natural persons approved by the company, telegraphic transfer is recommended. You can also discuss your desired payment method with our experts.









**DENΔ**  
**CHΔRM**