

PUM experts offer in-depth technical and managerial know-how across the textiles, leather, chemicals, glass and ceramics sectors. Their support spans the full production cycle—industrial and artisanal—alongside advice on marketing, finance, quality control and process improvement. Sustainability, CSR, and compliance with standards like ISO and QSHE are integral to their approach, ensuring lasting and responsible impact.

## Textiles & Handicrafts

The Netherlands combines centuries of craftsmanship with a strong tradition in industrial innovation. From artisanal leatherwork to high-tech textile production, Dutch expertise is rooted in quality, creativity and sustainability. With a close connection to the chemical sector—home to global players like Shell, DSM and AkzoNobel—our experts support both traditional and modern production processes. Their advice goes beyond technique, covering business strategy, marketing, environmental standards and international compliance such as ISO and QSHE.

### Textiles

Dutch textile expertise focuses on high-quality production, innovative materials and sustainable manufacturing. Experts support everything from fabric development to garment collections, using advanced chemical processes and technology. The result: efficient, eco-conscious textiles with strong market appeal.

### Handicrafts

In the handicrafts sector—particularly leather goods—Dutch know-how spans traditional skills and modern techniques. With deep knowledge of tanning, finishing and waste treatment, our experts help improve product quality and environmental performance. They also advise on business development, marketing and responsible production practices.

### Textiles

#### Areas of expertise

##### Design

Pattern making, from basic procedures to cad/cam systems. Styling, developing fashion brands, creating fashion collections.

##### Trade and marketing

Shop-keeping, quality control, promoting a fashion collection, marketing of leather products, exports and sales strategies.

##### Processes

Operations, CMT production, production of shoes, bags and leather goods. Spinning, weaving, dyeing, knitting, wax, screen and offset printing. Tanning, quality management, effluent treatment.

##### Corporate social responsibility

Waste water treatment, chemicals, environmental issues, quality control and corporate sustainability.



**Hetty Straus**  
PUM expert

“I am working closely with Suci Wijayanti, owner of PT Sakera International Group in Jakarta to create appropriate brand awareness in the (international) market. This will give her dream a boost to increase turnover in the short, medium and long term.”



## Client examples

### Education that Multiplies Impact

At a cooperative sewing centre producing school uniforms for schools across the country, a PUM expert supported quality improvements and trained students in practical skills. Two years later, a follow-up project of cooperation strengthened the next group and helped improve workshop conditions. The ripple effect is clear: three former students have since opened their own boutiques, generating income and sharing their skills—contributing to a vibrant local network of makers and entrepreneurs.

### Social Impact

A PUM expert supported an entrepreneur working with disadvantaged women to launch a souvenir shop. With creativity and limited means—newspaper patterns, tape, and stones as pins—they created eye-catching designs. The shop took off, leading to an order from a Dutch retailer for 30 dresses. The expert also advised on store layout to boost sales and customer appeal.

## Handicrafts

### Areas of expertise

#### Formulation, Production & Packaging

PUM experts help develop and optimise products based on local needs and international standards. They advise on cost-performance balance, process validation, and certification.

#### Plant Management

With hands-on experience, our experts support companies facing growth-related challenges—such as scaling operations, HR planning and organisational structure.

#### Marketing & Branding

We offer guidance on marketing strategy, branding and sales training, tailored to both management and frontline teams.

#### Glass & Ceramics

PUM provides in-depth expertise in both industrial and artistic production, including pottery, glazing and vitreous techniques. Experts assist with product development, process improvement, and practical applications.

### Client example

#### Cleaner Production, Better Products

In a densely populated area in India, a ceramics producer relied on wood-fired ovens—posing health and environmental risks to the wider community. A PUM expert advised a switch to gas, improving safety and reducing air pollution. At the same time, the expert helped raise the quality of the handmade glass products through better techniques. The result: a safer workplace, higher product value, and positive impact on the neighbourhood's air quality and wellbeing.

**Professional people for positive impact**

PUM collaborates with businesses and organisations to grow sustainably and build a brighter future for their community. Check [PUM.nl](https://pum.nl) for more information and criteria, and apply for advice.