



The textile industry is rich with heritage, craftsmanship, and creativity. For centuries, countries like the Netherlands and other parts of Europe were major hubs of textile production. Halfway through the 20th century, much of this production gradually moved to Asia, Africa, and parts of Eastern Europe, driven by globalisation, cost pressure, and the search for more cost-efficient labor. However, expertise is still available on new technologies, but mainly on creativity, product development, production improvement, quality and sustainability

Textiles & Handicrafts

The Art of Handicraft: Where Tradition Meets Creativity

Handicraft represents the timeless connection between human hands and natural materials. In a world driven by mass production, it offers a return to authenticity, craftsmanship, and individuality.

At the heart of our work lie three core disciplines:

- **Pottery** – Shaping clay into functional or artistic forms, using traditional wheel-throwing and hand-building techniques, followed by unique glazing processes that add depth and character.
- **Sculpture** – Carving, shaping, and forming stone into expressive artworks, from abstract forms to lifelike figures. Every material, whether marble, soapstone, or basalt, tells its own story.
- **Glasswork** – A delicate and transformative craft where heat and precision bring sand to life. From blown glass to fused and stained techniques, glass reveals light and color like no other medium.

Our mission is to preserve the heritage of these crafts while inspiring new generations to explore their creative potential through hands-on making. PUM expertise spans from the full production and product development cycle, industrial and artisanal, alongside advice on marketing, finance, quality management to process improvement. Market readiness, Sustainability, Circular economy, and compliance with standards and EU regulations are integral to their approach, ensuring lasting and responsible impact.

Today, these historical shifts have created new challenges, but also opportunities. Climate change, exploitative labor conditions, fast fashion, and opaque supply chains have made transformation urgent. However, amid this pressure, we see a wave of innovation and renewal emerging, often on the “fray edges” of the sector. These are not large commercial players, but start-ups, SME’s, NGOs, artisans, and local entrepreneurs, driven by necessity and purpose. It is here, in these pioneering ecosystems, where PUM’s textile, leather- and handicraft experts can add real value, sharing expertise, sparking change, and helping build a sustainable, inclusive future.

Textiles

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

Handicrafts

In the handicrafts sector, where various materials and techniques are used, ranging from textile, ceramics, glass, natural fibers and leather, Dutch know-how spans traditional skills and modern techniques. With deep knowledge of, finishing and waste reduction, our experts help improve product quality and environmental performance. They also advise on business development, marketing, and responsible production practices.



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."

Areas of expertise

Textiles

Textile production:

- Fabric-, garment- and home textile production:
- Spinning,
- Weaving,
- Dyeing,
- Printing,
- Knitting,
- Cutting,
- Sewing,
- Finishing,
- Packaging,
- Quality management,
- Traceability,
- Sourcing
- Production management,
- Lean management,
- Quality management.
- Waste water treatment,
- Chemicals,
- Environmental issues,
- Corporate sustainability,
- Circular economy.

Product development:

- Creative- and technical product development,
- Pattern making,
- Sampling, styling,
- Collections for fashion and
- Home textiles.

Trade and Marketing:

- Business management,
- Retail management,
- Marketing promotion,
- Export- and sales strategies.

Corporate social responsibility:

- Waste water treatment,
- Chemicals,
- Environmental issues,
- Quality control, and
- Corporate sustainability.

Handicrafts

Formulation, Production & Packaging

PUM experts assist in developing and optimising 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 sculpturing

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.