

ALL HEADWEARS  
LEAD TO

# dada



[www.dadacorp.com](http://www.dadacorp.com)

memory structure™

ARTHRU®

FLEXCAP®

ustainable100™

# Why DADA?



## PG.4

Manufacturing from

## BANGLADESH

#CHINA LOCKDOWN #RISK MANAGEMENT #SINGLE VENDOR ISSUE

#SUPPLY CHAIN ISSUE #CHINA-US POLITICS #TAX #XINJIANG COTTON DISPUTE



## PG.8

YES! We are

## CERTIFIED EXPERT

CAPABILITY : #SINCE 1974 #1.5MIL MONTHLY PRODUCTION

AUDIT : #BSCI #HIGG #BETTERWORK #ACCORD #RSC

CUSTOMER : #SANMAR #COLUMBIA #AUGUSTA #LIDS



## PG.12

Unique

## INNOVATION

#SEASONAL TREND REPORT #PATENTED TECHNOLOGY #FABRIC R&D

#SUSTAINABLE FASHION #ESG #FLEXIBLE SOURCING #PREMIUM #PERFORMANCE

## Table of Contents

# 04

### About DADA

Introduction  
Organization  
FAQ

# 08

### Innovation

AIRTHRU®  
FLEXCAP®  
Meomory Structure™  
Sustainable100™  
Matted Motion™  
Outdoor

# 14

### Our Product

Profile / Type / Washing  
Fabric  
Embroidery / Patch  
Print  
Bill / Cord  
Closure

# 20

### Our Production

Production / ESG  
Production Process  
Fabric Lab

# Introduction



Based on overseas production base, excellent quality control, and smart production capabilities, Dada dreams of becoming the world's most competent headwear manufacturer.

## CORE COMPETENCE



Competitive Price



Premium Quality



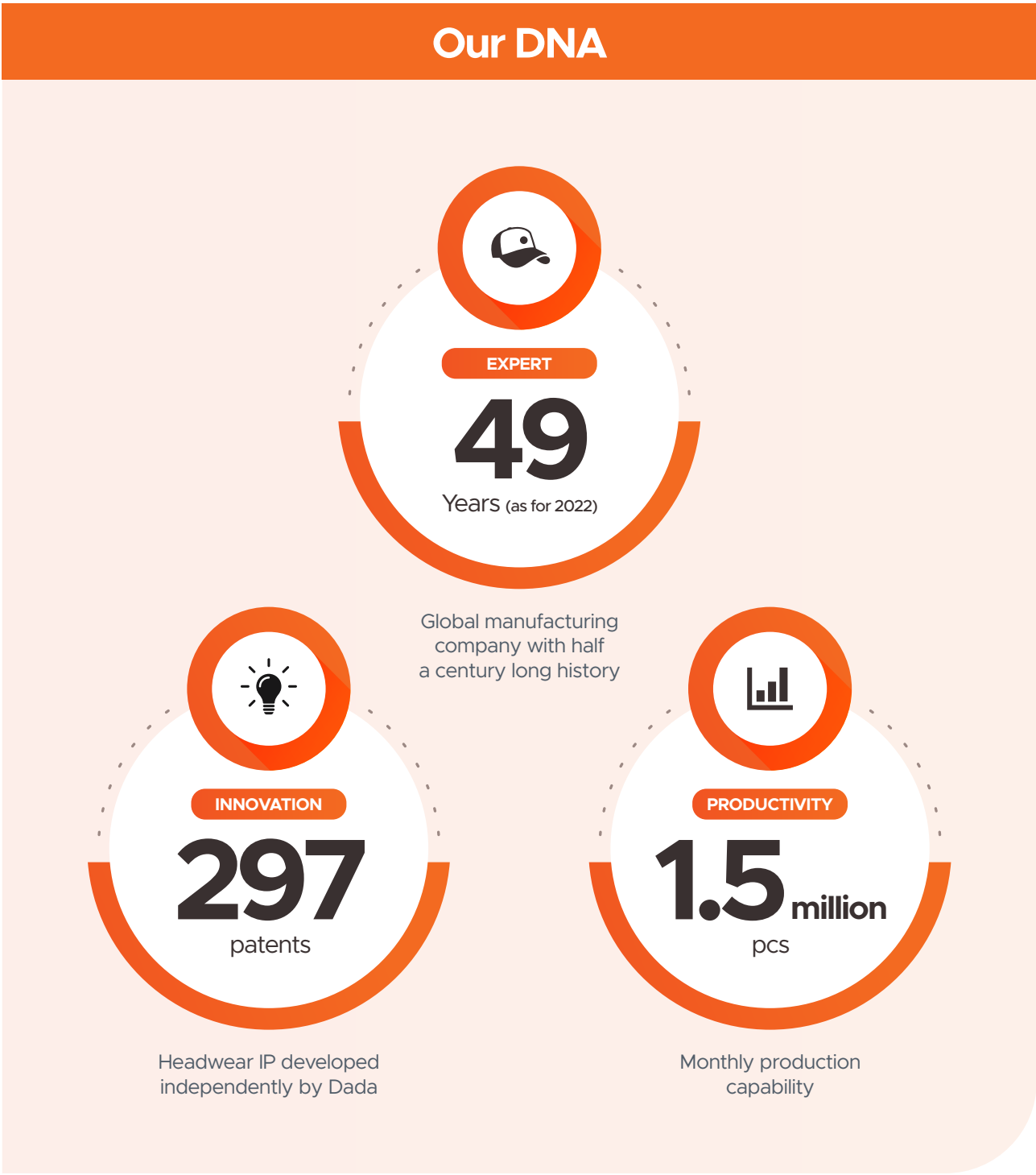
Customer-oriented Service



Quick Delivery



## Our DNA

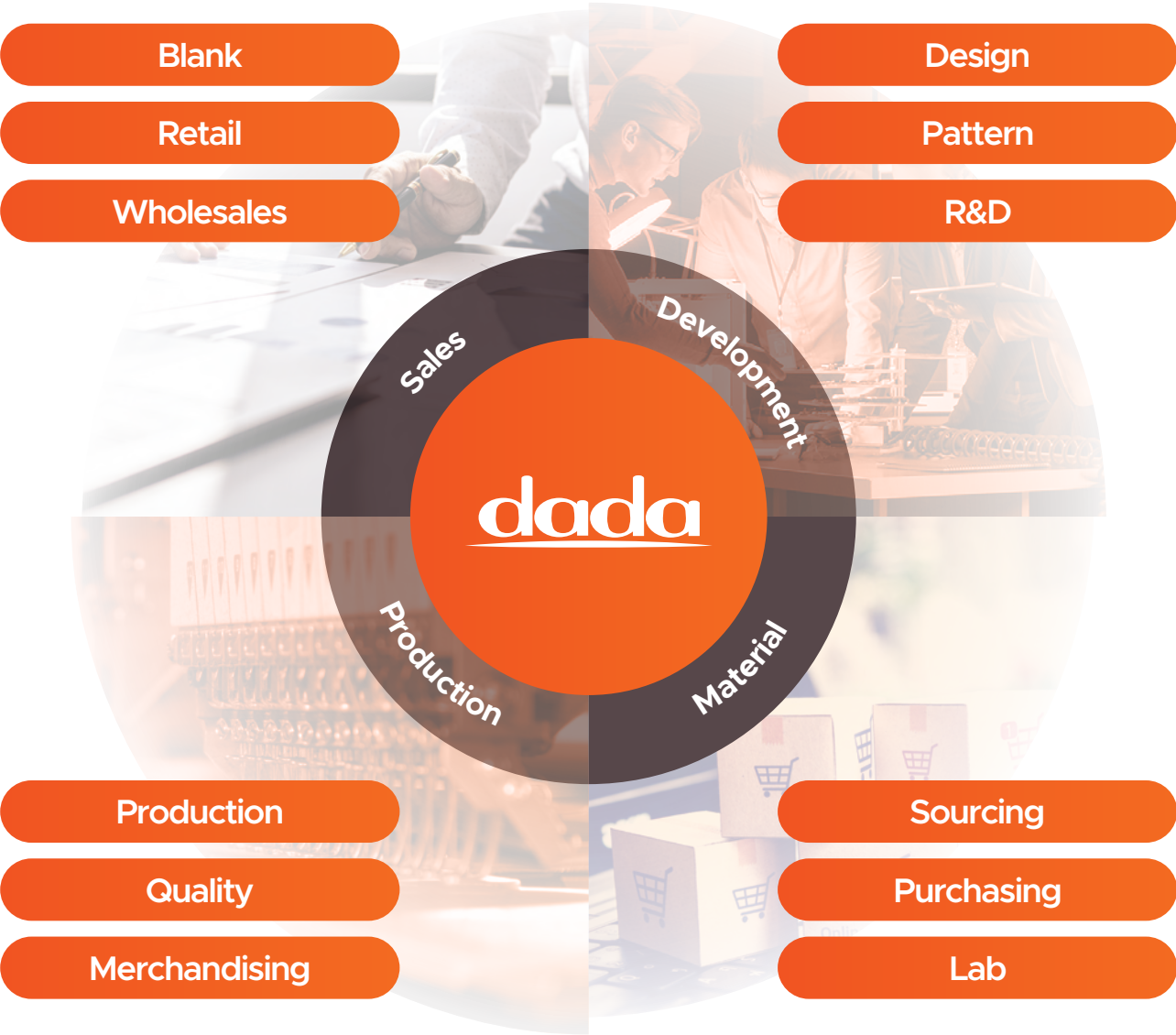


Dada produces and exports 18 million global brand hats per year. With 48 years of production management know-how, we want to ensure our buyers to have a 100% satisfaction in terms of quality and delivery.

Dada has been heavily investing in R&D to avoid price competition and to differentiate its products into high value-added products. As of 2020, DADA Corp. has acquired or are pending a total of 297 intellectual property rights at home and abroad (74 US patents inclusive).



# Organization



# FAQ

## ITEM

Ball cap, Trucker, Dad hat, Snapback, Bucket, Sustainable



## LEAD TIME

[ SAMPLE ]

**7-14** DAYS

\* Depending on the style

**2 PCS PER STYLE @ Free of Charge**

\* Shipping cost is on the customer

[ BULK ]

**30** DAYS

[AIR freight available with stock fabrics]

**60-90** DAYS

## MATERIAL SOURCING

Korea, China,  
Vietnam, Bangladesh

## INCOTERMS

**OCEAN : FOB Chattogram**  
(Chittagong, Bangladesh)

**AIR : FCA Dhaka**  
(DAC, Bangladesh)

## AUDIT



Labor Standards



Labor Standards



HIGG



Sustainable Fashion



OCS



Fire & Building Safety



SLCP



Int'l Supply-Chain Security

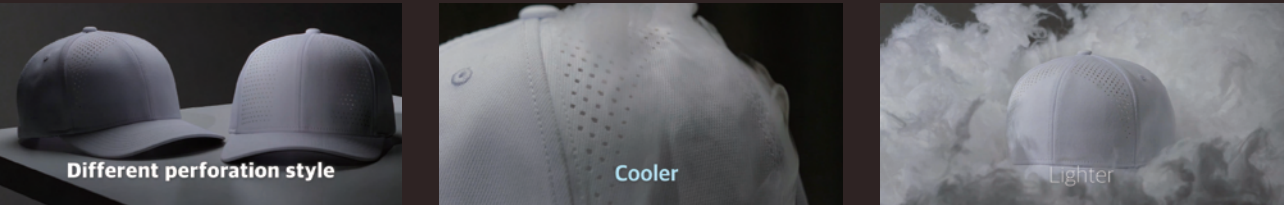
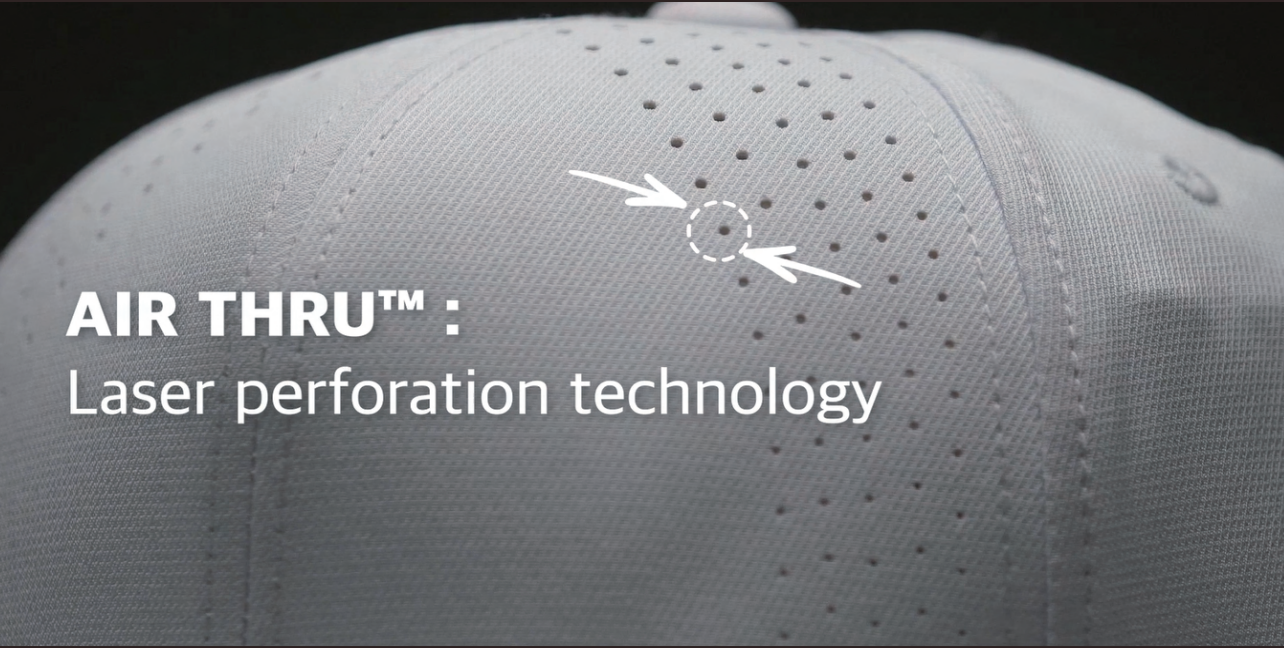


US Customs



# AIRTHRU

Gradation AIRTHRU™ is an **UNIQUE PERFORATION TECHNOLOGY** applied on headwear. Dada maximizes its design effect through its exceptional laser technology. This laser technology manages to create perforation design in the most precise and accurate way.



- ✓ **AIRTHRU™: Dada's Laser Perforation technology**
- ✓ **Custom design available for all type, shape & color**
- ✓ **Excellent sweat control (ventilation)**
- ✓ **Cooler & Lighter vibe**

## Recommendation

Air Thru Flexcap



**B423** (BL902-MD119)  
· **Fabric** : Cool&Dry Span  
· **Structure** : Structured

Air Thru Flexcap



**B423** (BL902-MD121)  
· **Fabric** : Cool&Dry Span  
· **Structure** : Structured

Air Thru Multi Cap



**R182** (TM211-AH209)  
· **Fabric** : Polyester 100%  
· **Structure** : Unstructured

# FLEXCAP FITMAX70

FITMAX70™ is a **JACQUARD WOVEN SWEATBAND**, which effectively increases the wicking feature and allows high flexibility. Flexcap is **Dada's FITTED CAP** incorporating Fitmax70. It provides comfy fit with less head pressure to everyone, without any closure.



- ✓ **High flexibility with less pressure on head**
- ✓ **Jacquard loom**
- ✓ **Custom logo can be printed**
- ✓ **Excellent sweat control**

## Recommendation

Basic Flexcap



**B423-X** (DB904-MD101)  
· **Fabric** : Cool&Dry Span  
· **Structure** : Structured

Stretch to fit Flexcap



**B423-P** (DB904-MD301)  
· **Fabric** : Cool&Dry Span  
· **Structure** : Structured

Cool&Dry Flexcap



**B423-P** (DB904-MD306)  
· **Fabric** : Cool&Dry Span  
· **Structure** : Structured



memory structure

Are you looking for ways to maintain the original shape of a hat? Memory Structure™ offers **RESILIENT SHAPE** that makes the hat look natural and original. Don't worry about the shape, we got it covered!



- ✓ Resilient shape
- ✓ Shape remains after the wash
- ✓ Customized design available

Recommendation

Mesh back Ball Cap



**B121** (TM302-MD331)

- Fabric : Poly Knit
- Structure : Unstructured

Two-tone Flexcap



**T121** (TM105-MD302)

- Fabric : Washed Cotton / Mesh
- Structure : Unstructured

Multi cap



**R182** (TM211-AH209)

- Fabric : Polyester 100%
- Structure : Unstructured

sustainable

**EVERY PART** of the 'Sustainable100' cap is made of **sustainable** material, including mesh, sweatband, top button, adjuster, thread, fabric, and etc. Experience Dada's true sustainable hat made from recycled / upcycled / organic / biodegradable materials.



- ✓ Sustainable100: From one to ten, everything is sustainable
- ✓ Using sustainable materials
- ✓ Certified, Reliable Sustainability with OCS & GRS certificate

Recommendation

Recycled Mesh Trucker



**T123-S** (TM205-AH039)

- Fabric : T/C (Recycle/Org), Recycled Cap Mesh
- Structure : Structured

Recycled Ball Cap



**T123** (TM206-AH048)

- Fabric : Polyester 100%, Recycled Fabric
- Structure : Structured

Organic Trucker



**T123** (TM210-MH155-2)

- Fabric : 100% Organic, Recycled Cap Mesh
- Structure : Structured



# Matted Motion

Matted Motion is a **POLYURETHANE-COATED CAP** created by Dada & DK&D. This special coating technology from DK&D turns ordinary fabric into a unique fabric with 3D effect. At the end of the day, it is all about the texture. Distinctive texture attracts those who seek for something new.



## Matted Motion : Fabric coated with polyurethane(PU)

✔ **Matted Motion: Unique polyurethane-coated cap created by Dada X DK&D's own technology**

Even common fabrics are also given special properties through the PU coating process.

The PU coated on the fabric gives the hat a **matte luxurious look**, while also adding **waterproof** functionality to enhance the **performance feature** of the hat.



### Recommendation

#### Mesh back Ball Cap



**T123** (TM302-AH019)

- **Fabric 1** : Mono Lucida Coated Mesh
- **Fabric 2** : Golf Mesh
- **Structure** : Structured

#### Two-tone Flexcap



**B113** (TM302-AH017)

- **Fabric 1** : Delta
- **Fabric 2** : Coated Mesh
- **Structure** : Structured

#### Basic Ball Cap



**B123** (TM209-AH124)

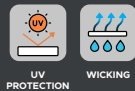
- **Fabric 1** : 1 Shell Mesh
- **Fabric 2** : Coated Shell Mesh
- **Structure** : Structured

# Outdoor

Being OUTDOOR is fun, but we want you to be **PREPARED AND PROTECTED**. Here are Dada's popular choice. Of course, we made it chic and trendy. So get out there and enjoy the great nature!

### Recommendation

#### UV PROTECTION



**S133**  
(TM211-AH217)

- Fabric :**  
Polyester 96% /  
Spandex 4%
- Structure :**  
Structured

- Sun resistant fabric
- Wide flat bill broadens sun blocking
- Glare-prevention

#### LIGHTWEIGHT / BREATHABLE

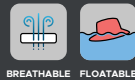


**D322**  
(TM212-AH228)

- Fabric :**  
Polyester 100%
- Structure :**  
Unstructured

- Net weight: 52 grams
- High breathability
- Flexible sizing with string adjuster

#### FLOATABLE



**Bo12**  
(TM212-AH251)

- Fabric :**  
Polyester 100%

- 3mm EVA floatable foam
- 80mm wide brim
- Durable with excellent cooling effect

#### PACKABLE



**Bu13**  
(TM302-MH067)

- Fabric :**  
Polyester 100%

- Pocketable hat
- Excellent shape resiliency
- Stylish outdoor item

#### Anti-Bug

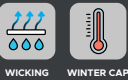


**Bu17**  
(TM210-AH191)

- Fabric :**  
Nylon 100%

- Use of No Flyzone® fabric
- 99% Bug bite prevention
- Protects from Fly / Ant / Tick / Chigger / Mosquito

#### WINTER



**B124**  
(TM210-AH177)

- Fabric :**  
Polyester 100%
- Structure :**  
Structured

- Use of HAS wadding(compressed cotton)
- Excellent thermal wear
- Windshielding effect via dense composition



# Profile

LOW PROFILE



Relaxed front panel  
Adjustable open back closure  
Full curved bill

MID PROFILE



Structured front panel  
Rounded profile  
Flat and curved bill

HIGH PROFILE



Structured front panel  
True Classic shape  
Flat bill

# Type

Trucker



Ball Cap



Fitted Cap



Flexicap®



Snapback



Runner Cap



Military Hat



Visor



Camper Hat



Bucket



Boonie Hat



Beanie



# Washing

Washed Cap



Pigment Washed



Chemical Washed



Sand Washed



Distressed Cap



# Fabric

Cotton

Cotton Twill



Cotton Oxford



Cotton Lightweight



Cotton Denim



Tetoron cotton



Polyester & etc

Polyester Lightweight



Polyester Spandex Performance



Ripstop (Polyester, Nylon, Cotton)



Nylon Supplex



Camo



Heather Fabric



Velvet



Corduroy



Wool blend



Mesh



Poly Knit



Sustainable

Organic Cotton



Recycled Nylon



Recycled Polyester



Biodegradable



Shredded fabric



# Embroidery

Basic	FLAT	CHAIN STITCH	TEXTURED	METALLIC
Lofted	HOUSE RAISED	POP EMBO <small>Patented</small>	2MM RAISED	3MM RAISED

# Patch

Patch	CHENILLE	WOVEN	DEBOSSED FAUX LEATHER	SELF FABRIC APPLIQUES
	FELT APPLIQUES	SILICONE	METALLIC	TPU
Patch finish	SATIN EMBROIDERY	RUNNING STITCH	MERROWED EDGE WITH RUNNING STITCH	DIRECT HEAT TRANSFER

# Print

FOIL	GEL	LOGO SCREEN	REFLECTIVE
FLOCKING	PUFF	HIGH DENSITY	METALLIC
SUBLIMATION	LOGO SUBLIMATION	SUBLIMATION ON 3D EMBROIDERY	ALL OVER SUBLIMATION
ALL OVER SCREEN	GLITTER	DEBOSSED	
Heat transfer	REFLECTIVE	WELDONE <small>Patented</small>	RHINESTONE



# Bill

STANDARD BILL



SANDWICH BILL



TWIST BILL



WELT BILL



BILL WITH BINDING



BILL WITH WELDONE



DISTRESSED BILL



PIPING BILL



SOFT BILL



# Cord

SOLID

3mm



5mm



8mm



TWO-TONE

5mm



8mm



# Closure

SNAPBACK



HOOK&LOOP FASTENER



HOOK&LOOP FASTENER WITH SQUARE RING



HOOK&LOOP FASTENER



HOOK&LOOP FASTENER WITH SQUARE RING



HOOK&LOOP FASTENER WITH SQUARE RING / ELASTIC



REAL LEATHER WITH METAL BUCKLE



REAL LEATHER WITH PIPE BUCKLE



ELASTIC WITH SELF FABRIC



METAL TRIGLIDE&TUNNEL



METAL BUCKLE&GROMMET



PP WEBBING TAPE WITH ONE - TOUCH BUCKLE





# Production

Dada (DHAKA) Ltd.

Factory in Dhaka , Bangladesh



ESTABLISHED	1991	MONTHLY PRODUCTION	1.5 Mil. pcs
EMPLOYEE	2,500	AREA	22,167 m <sup>2</sup>
EQUIPMENT	<div><div>Sewing</div><div>Embroidery</div><div>Fusing/Pressing</div><div>Laser Cutting</div><div>Needle Detector</div><div>Blocking Mold</div></div> <div><div>1,289 pcs</div><div>55 pcs</div><div>34 sets</div><div>5 pcs</div><div>5 pcs</div><div>160 sets</div></div>		

# ESG

## ISO

ISO 9001:2009

Quality Management Systems

ISO 14001:2004

Environmental Management System

ISO 18001: 2008

Health & Safety Management

SOCIAL COMPLIANCE

ESG


Dada strictly complies to the social responsibilities as the welfare of our employees and future generation is important to us



# Production Process

Step 1

Patterning & Cutting



Step 1. Patterning & Cutting

1 Pattern making

2 Pattern printing

3 Cutting mold making

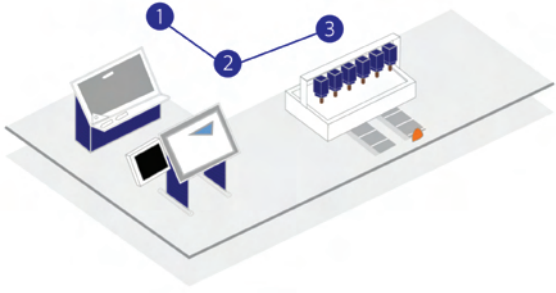
4 Cutting

AUTOMATION

Laser cutter

Step 2

Embroidering



Step 2 Embroidering

1 Artwork analyzing

2 Embroidery digitizing

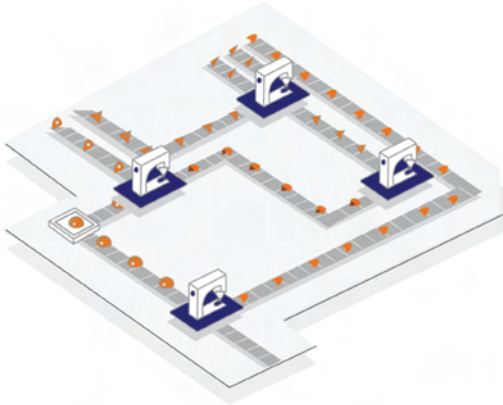
3 Embroidery making

AUTOMATION

Barudan embroidery

Step 3

Assembling



Step 3. Assembling

Adjuster cutter

Sweatband making

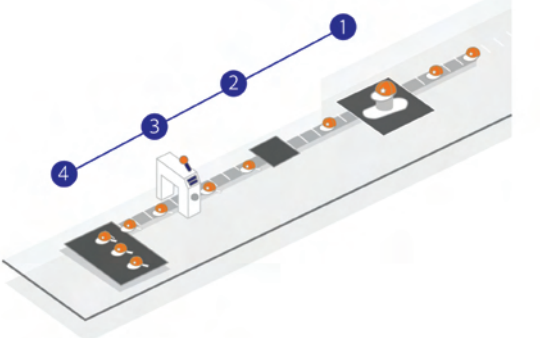
Visor stitching

Top bottom making

AUTOMATION

Step 4

Examining & Packing



Step 4 Examining & Packing

1 Finishing

2 Tagging

3 Inspection

4 Packaging

AUTOMATION

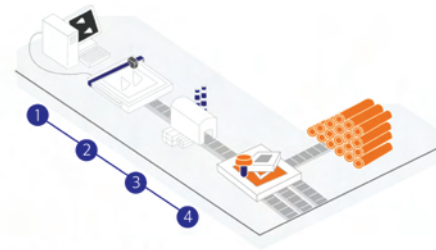
UV drying (Anti - mold purpose)



## Step 1 Patterning & Cutting

### Process

Patterning is a process of making a form in order to cut a fabric material fitted to the shape of a cap.

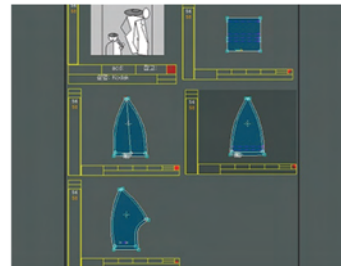


Step 1. Patterning & Cutting

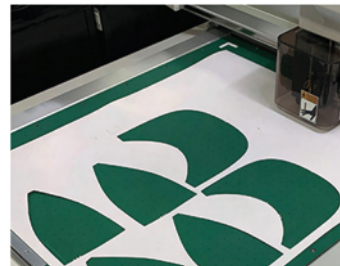
- 1 Pattern making
- 2 Pattern printing
- 3 Cutting mold making
- 4 Cutting

dada

#### 1 Pattern making



#### 2 Pattern printing



#### 3 Cutting mold making



#### 4 Cutting



### AUTOMATION New Equipment

#### LASER SECTION

Max sheet size of  
6600mm x 8000mm

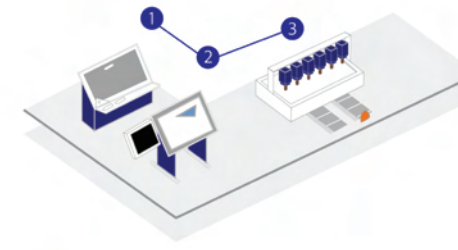
laser cut through  
5mm thickness

High quality surface finish

## Step 2 Embroidering

### Process

It is the process of expressing an embroidery program of the design of a cap.



Step 2 Embroidering

- 1 Artwork analyzing
- 2 Embroidery digitizing
- 3 Embroidery making

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#### 1 Artwork analyzing



#### 2 Embroidery digitizing



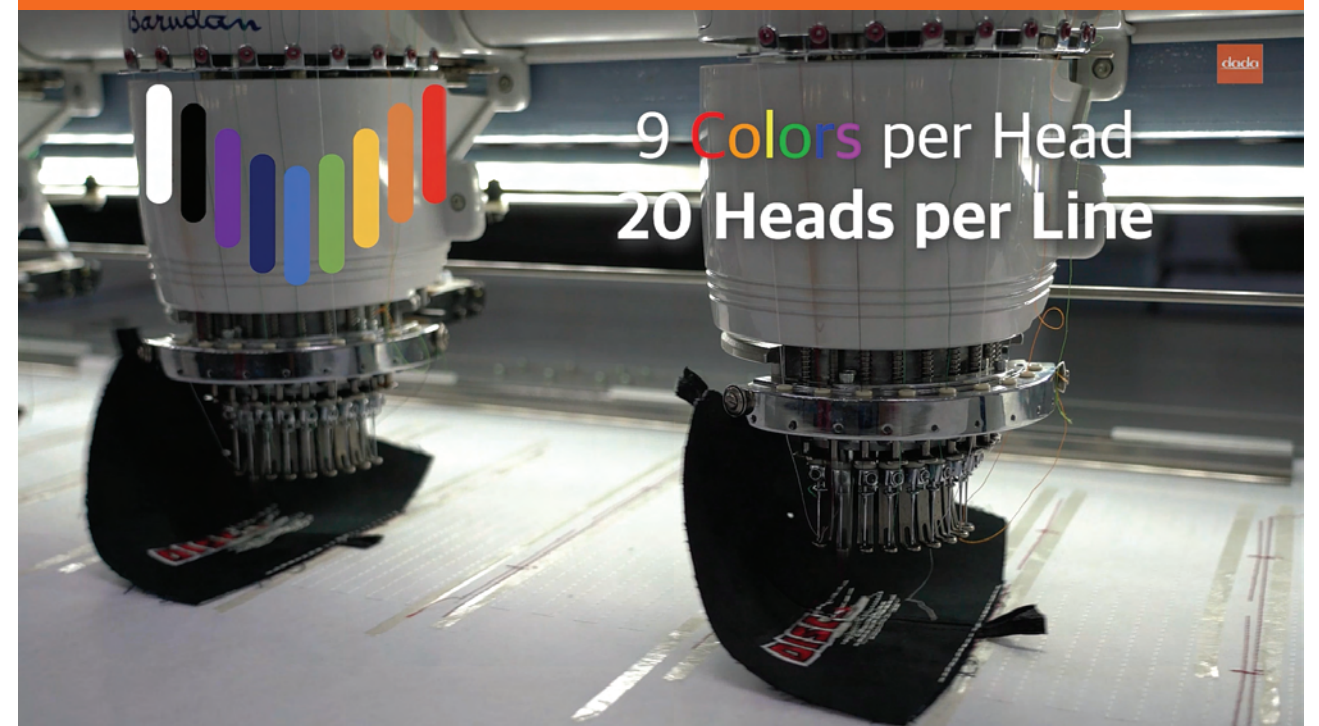
#### 3 Embroidery making



### AUTOMATION New Equipment × Barudan

#### EMBROIDERY SECTION

9 Colors per Head  
20 Heads per Line



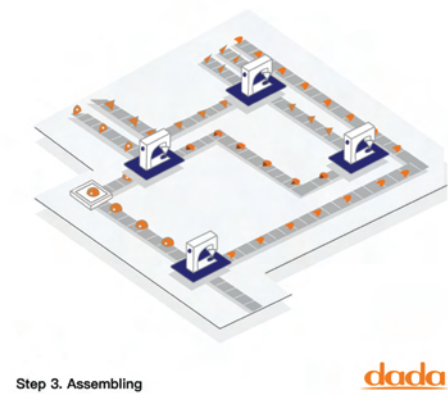


Step 3

Assembling

Process

It is the completion process of assembling cut materials.



Step 4

Examining & Packing

Process

Examining and packing is the final step of a cap manufacturing process.

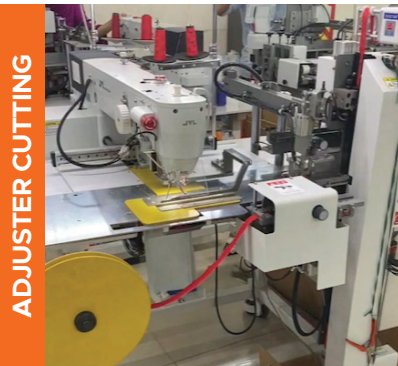
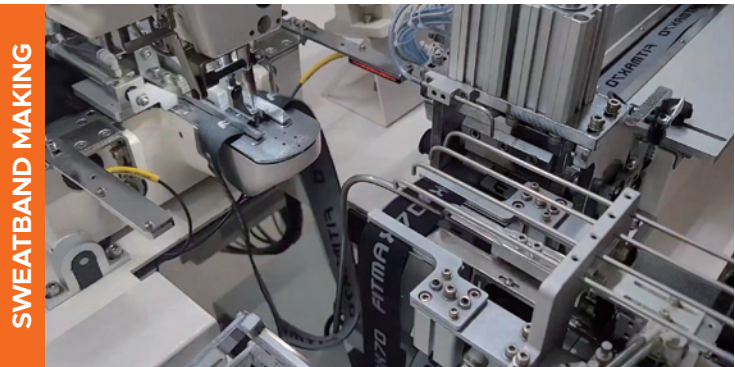


After the quality check, these caps are then packaged neatly in special boxes with packing pads, which are inserted in shipping boxes to prevent possible crushing and bending of the caps during transportation.



AUTOMATION

New Equipment



AUTOMATION

New Equipment





# Fabric Lab

**QUALITY CHECK** Dada strives to maintain optimal fabric quality by monitoring rresults of all fabric tests that comply to the international standards like ISO and AATCC.

## 01 pH VALUE

**ISO 3071 :**  
Determining of pH of Aqueous Extract.

**REQUIREMENT**  
4.0 – 7.5 pH



## 02 FABRIC WEIGHT

**ISO 3801 :**  
Determination of mass per unit length & mass per unit area.

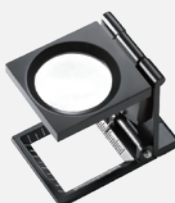
**REQUIREMENT**  
± 5% GSM



## 03 THREAD COUNT

**ISO 7211-2 METHOD B :**  
Method for the quantitative chemical analysis of various binary fiber blends.

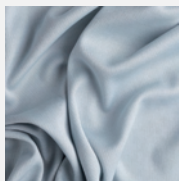
**REQUIREMENT**  
± 5%



## 04 APPEARANCE

Observation on the appearance of fabric.

**METHOD**  
Visual observation only



## 05 TENSILE STRENGTH AS RECEIVED

**ASTM D5034, ISO 13934-1 & 2:**  
Determining of the maximum force & the elongation at maximum force of textile fabrics.

**REQUIREMENT**  
Light(51-145 g/ m²): 25 lbf  
Medium (146-225g/ m²): 35 lbf  
Heavy(226-250g/ m²): 40 lbf  
Extra Heavy(>250 g/ m²): 50 lbf



## 06 TEARING STRENGTH AS RECEIVED

**ISO 13737-2:**  
Determining of the cone penetration of lubricating greases at low temperatures.

**REQUIREMENT**  
Light(51-145 g/ m²): 1.5 lbf  
Medium(146-225g/ m²): 1.5 lbf  
Heavy(226-250g/ m²): 2.0 lbf  
Extra Heavy(>250 g/ m²): 2.5 lbf



## 07 DIMENTIONAL STABILITY TO WASHING

**AATCC 135 :**  
Determination of dimensional changes of fabrics when subjected to home laundering procedures.

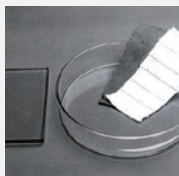
**REQUIREMENT**  
Max ± 2.0% cm



## 08 COLOR FASTNESS TO WATER

**ISO 105-E01 :**  
Determination of the resistance of the color of textiles of all kinds and in all forms to immersion in water.

**REQUIREMENT**  
**CHANGE**      **STAIN**  
4.0                3.0



## 09 COLOR FASTNESS TO CROCKING

**ISO 105-X12 :**  
Determining of the resistance of the color of textiles of all kinds, to rubbing off and staining other materials.

**REQUIREMENT**  
**DRY**                **WET**  
4.0                    3.0



## 10 COLOR FASTNESS TO PERSPIRATION

**ISO 105-E04 :**  
Determining the resistance of the color of textile of all kinds and in all forms to perspiration.

**REQUIREMENT**  
**CHANGE**      **STAIN**  
4.0                3.0



## 11 COLOR FASTNESS TO LAUNDRING

**ISO 105-C06 :**  
Determining the resistance of the color loss after repeated home launderings and staining of other items in a wash load.

**REQUIREMENT**  
**CHANGE**      **STAIN**  
4.0                4.0



## 12 COLOR FASTNESS TO LIGHT

Determining how much the color will fade when exposed to a known light source.

▼ Via 3rd Party



ALL HEADWEARS LEAD TO

dada

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