

M. KARAMICHALIS S.A. Industrial Company started to operate in 1972, its business being the manufacture and trade of women's underwear. Since 1981 it has been operating in its present legal form and it is one of the most modern manufacturing units of the sector. The plant's vertical integration starts from the yarn, as a raw material, to the final product (underwear). The production process, which includes electronic design and modernised machinery equipment, is subject to quality control certified by ISO 9001 and exceeds one million items per year.

The company is mainly export oriented (80% of the annual production is exported) and dealing with the international competition successfully, it exports to the whole world, mostly to European countries (within and outside the European Union). Specifically, its exporting activity includes the manufacture, promotion and distribution of its own collections, namely [ATHINEA](#), a popular line, intended for sale in super markets, hyper markets and mail order catalogues and its [LEXIA](#) collection of label underwear, which is made available to department stores and boutiques.

Moreover, M. KARAMICHALIS S.A. Industrial Company manufactures underwear with prescribed specifications (facon) and brand names of foreign firms (PRISUNIC, GALERIES LAFAYETTE, CARREFOUR, QUELLE, HYDAS, SHCAFER, PRINTEMPS). At the same time the company's leading position in the domestic market is evident by its sales network covering countrywide.

M. Karamichalis S.A.

14, Nafsikas str., 17564 Paleo Faliro, Athens, Greece, *tel* +30 2109424653, *fax* +30 2109413529, *e-mail* info@lexia.gr