



المصرية للتجارة و الخدمات الفنية
El Masria for Trade & Tech. services

Company Profile

El Masria for Trade & Technical Services (TTS)

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About the Company

30+ Years of Market Leadership

Established in 1994, El Masria for Trade & Technical Services (TTS) has been a cornerstone of the textile machinery industry in Egypt for over three decades. With a deep-rooted heritage, we have evolved from a specialized trading house into a premier commercial agent and comprehensive solution provider for the entire textile value chain.

Today, we stand as a leading specialist in the digital textile printing industry, bridging the gap between world-class technology manufacturers and the local market. Our longevity is a testament to our adaptability and financial stability; our mission is to scale our partners' brand presence by combining their cutting-edge machinery and consumables with our deep market penetration and technical excellence.



Our Scope of Business

We take pride in a diversified portfolio that supports textile manufacturers at every stage of production:

Flat & Circular Knitting Technology

A leading provider of high-performance knitting machinery, catering to the diverse needs of garment and fabric production.

Yarn Trading

A robust division dedicated to sourcing and supplying premium quality yarns, ensuring clients have the best raw materials.

Digital Textile Printing Solutions

Our most dynamic division, providing end-to-end digital solutions, including state-of-the-art machinery and high-grade consumables.

Market Presence

Our success is defined by the trust of our clients and our extensive footprint across the Egyptian industry

Installed Base

Over 800 industrial machines successfully installed and commissioned.

Customer Trust

A loyal database of over 2,000 active customers, ranging from industrial giants to emerging digital print houses.

Strategic Objective:

We leverage our 30-year legacy to offer a sophisticated platform that dominates the local market, ensuring our partners' technology remains at the heart of Egyptian production.

Strategic Value Proposition

This value proposition highlights our strategic strengths, combining market insight, technical mastery, integrated solutions, and ethical, financially stable partnerships globally.



Market Intelligence

Intimate understanding of the local landscape, from large-scale factories to digital boutiques.

Integrated Expertise

Uniquely positioned to understand both the substrate (Yarns/Knitting) and the machine (Digital Printing) for superior output.

Technical Proficiency

We don't just sell; we support. Our team provides high-level installation and preventive maintenance.

Financial Stability & Ethics

A track record of consistent growth, transparent dealings, and long-term loyalty to our foreign principals.

Core Capabilities

Our core capabilities ensure end-to-end excellence, driving growth through strong sales, reliable support, efficient logistics, and impactful market positioning.



Sales & Business Development

A proactive team targeting high-growth sectors (Sublimation, DTG, DTF & Direct fabric printing).



After-Sales Excellence

A dedicated helpdesk and rapid-response technical team protecting brand reliability.



Logistics & Distribution

Expert handling of customs clearance, import regulations, and an efficient delivery network.



Marketing & Positioning

Active participation in trade fairs, digital campaigns, and live demo workshops.

Our Professional Team

Our greatest asset is our team of 20 specialized members working in synergy

Sales & Business Development Specialists

Deep technical knowledge focused on long-term relationships.

Technical Engineers

The backbone of our service, providing maintenance and comprehensive operator training.

Operational & Administrative Excellence

Managing logistics and operations workflows for seamless machine and consumable buying experience.

Facilities Highlights

TTS operates through a well connected facilities designed to meet customer's needs

Presence

Two major branches in Cairo and Alexandria.

Warehousing

Three specialized warehouses (2 in Cairo, 1 in Alexandria) for machines and consumables.

Service Center

A specialized facility in Cairo dedicated to technical excellence and demo workshops.

Our Vision for Our Brands

We aim to position the brands we represent as undisputed market leaders in Egypt by



Targeting key industry players for flagship installations



Ensuring 100% availability of original consumables to maintain print quality.



Providing world-class training for local operators on the latest technologies.

Our Brands

- ◆ Shima Seiki (Flat Knitting – Japan)
- ◆ Jiunn Long (Circular Knitting-Tiwan)
- ◆ Filivivi (Yarn –Italy)
- ◆ Lanerossi & Folco (Yarn –Italy)
- ◆ Plotter Film (HTV- Italy)
- ◆ Aeoon (DTG-Austria)
- ◆ Sub-Jet (Sublimation printer, paper & ink-China)
- ◆ Trans-Jet (DTF printer, ink, powder & film –China)

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