

# NIDA

TEXTILES

## Brand Guide



# NIDA

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For the Women of Africa

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# Nida Textile Mills

**Your Partner in Marketing Success**

Nida Textile Mills (T) Ltd, has been manufacturing specialized and custom designed Khanga, and Kitenge for brand development and to raise public awareness on various issues through this unique African medium. Nida Textile Mills (T) Ltd. has been producing Khanga and Kitenge for many global and regional brand such as Omo Detergent(Unilever Tanzania & Uganda) , Jebel Gin(Serengeti Breweries), Capital Fisheries (Zambia),Darling Hair Additions(Kenya) , Turbo Detergent(Tanzania), and MAQ detergent. We have also manufactured and printed Khanga and Kitenge for international aid organizations and NGO's such as US Aid, Global Hand Washing Day, John Hopkins University Tanzania, Young Mothers Foundation, Malaria Day Awareness Program, HIV Aids Prevention Awareness Program (Zambia and Tanzania) Medical Store Department Tanzania (hospital bed sheets).



Brands &  
companies  
NGO's  
Churches &  
Missionaries  
Political Parties  
Governments



# History of Khanga & Kitenge



## Khanga

For more than a hundred years, the world's ultimate cover-up for East African women of all shapes and sizes has been – the “khanga” also called “leso”. Some believe the word Khanga comes from the Kiswahili verb Kukanga, to wrap others believe it comes from the Khanga, a noisy, sociable spotted Guinea fowl.

Over a century Khanga designs have evolved from simple spots and borders to a huge variety of elaborate patterns in every conceivable motif, and bright dazzling colours. The designs either reflect culture or topical subjects depicted both pictorially and with slogans, from famous attractions, to political messages, wildlife and even pop stars the variety of subjects covered is incredibly vast and absolutely staggering.

Khanga is a simple yet elegant body wraps that functions as an entire wardrobe for African women. Mostly worn as a three piece cloth, with a one covering the waist, another, the upper body and a third on the head and shoulders. Folded, wrapped, twisted and tied – add a little imagination and you have a skirt, a sundress, a turban or a toga; perfect for a day at the beach or pool, a picnic in the park, or as a attention-getter at a cocktail party. A typical Khanga in East Africa consists of a wider border, “pindo,” the central motif “mji,” and the writing “ujumbe or jina.” Khanga are printed as a repetitive pattern on a long roll and often bought as a “doti” a pair of the same design.

Khanga are the perfect gift, these multifunctional fabrics are used as decorative tablecloths, tapestries, drapes and even as seat covers. They are frequently worn by men and women around the house, in health clubs, saunas, and as costumes by restaurant and hotel staff. This simple piece of cotton cloth today has reached mythical proportion, and has a mesmerizing effect on the womenfolk of East Africa. Today it has started to transcend East Africa, and its appeal has spread not only to other parts of Africa, but also worldwide.



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# Kitenge

The Kitenge (vitenge in plural) are similar to khangas, it is a thicker cloth with an edging only on a longer side. In Malawi, Namibia and Zambia, kitenge is known as “Chitenge” and is used as material for making long and short skirts to modern and trendy dresses in a variety of patterns and styles

Like Khangas, Kitenges are also used as a sarong, women wrap them around the chest or waist, as a headscarf, or a baby sling. Kitenges are worn in most of Africa and serve as an inexpensive, informal piece of clothing that is often decorated with a huge variety of colors, patterns and even political slogans. Specific designs and communications are printed on them to address national holidays, political messages, mega projects, and marketing campaigns.

Kitenge are used as decorative batik artworks, as wall hangings, table cloths, and also used for making colourful shirts for boys and men, made famous worldwide by renowned African leaders.

Thus Kitenge opens up a completely new area for creating brand awareness via product placement in malls, hotels, shops, retail outlets, beaches, and parks. Men will wear with pride branded colourful Kitenge shirts, as these are part of the African culture and will effectively replace T-Shirts as a means to promote your marketing goals.



# History of Khanga & Kitenge





# A 100 Year Old Marketing Tool



## Khanga & Kitenge

The Unique facet of Khanga is that its tailor made for communication, and thus a perfect tool for brand promotion and advertising. The unique use of colours and words printed on a Khanga cloth forms an integral part of Swahili lifestyle, just waiting to be exploited. This exceptional marketing tool is ready for you to create brand awareness and brand recognition across both urban and rural population.

Worldwide branded T-shirts printed with logos and advertising messages target audiences via a in your face campaign, the use of Khanga is already a culturally excepted tool for communicating with the people of East Africa. It's a perfect tool for the promotion of FMCG (fast moving commercial goods) products. Another sector that has used printed Khanga & Kitenge to promote their mobile and data services are telecommunication companies, as well as beverage manufacturers of soft drinks, beer, lager, and other alcoholic drinks who have used it as promotional giveaway to increase sales.

Since women are both the principal decision makers as well as the majority wage earners in the rural areas, addressing them via printed Khanga is a perfect tool. A Khanga cloth with product advertising given as gift on purchase of your product will have a direct effect on sales volumes. When worn each woman becomes a brand ambassador for your product. The promotional benefits to your brand are innumerable and multi dimensional. Traditional advertising channels are severely handicapped in reaching rural audiences due to lack of infrastructure, (roads, transport, and electricity) mediums such as Print Ads, Radio or Television has a very limited reach in rural areas. This is where you can capitalize, by using the printed Khanga to target both rural as well as urban population. The average life cycle of the Khanga cloth is approximately two years, targeting and using it to market, position, advertise and promote your brand is only limited by your imagination.





In a highly charged and competitive market, selling products in Africa has its unique challenges. Brands have to innovate and move beyond traditional advertising mediums to create mass appeal across different strata of society. Savvy marketers who want to market fast moving consumer goods like detergents, hair additions, beauty creams, and soaps can use the medium of Khanga and Kitenge to promote thier brands. Other African brands have also used the medium to create brand recognition, increase sales and reach out to potential customers these include companies providing services in the power sector and telecommunications.



# Brands & companies





# Ngo's



Ngo's and aid organizations such as U.N.I.C.E.F, US Aid and John Hopkins, Breast Cancer Foundation, Red Cross Society, Mothers Alive, Africare etc. are just a few from the hundreds of ngo's for whom we have printed Khanga and Kitenge to spread awareness about critical diseases and prevention programs. Issues addressed and messages communicated cover subjects such as Breast Cancer, HIV Aids, Malaria, Importance of Child Cleanliness, and Maternal Health. The printed artwork is also used as an email tool to spread awareness. Some of these Ngo's distribute the Khanga - Kitenge material free to create awareness and spread the message. While other Ngo's sell theirs to raise funds for purchase of much needed medical equipment such as mammography and x-ray machines.



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A number of Churches and Missionary organizations, print a unique and diverse range of messages and statements to achieve and propagate their religious goals and ideas. Printed Khanga- Kitenge are used to raise much needed funds for different project which are sold in church shops and at times also given free depending on the occasion and message.



# Churches & Missionaries





# Political Parties Governments



Election campaigns have always realized the power and potential of using Khanga-Kitenge to create awareness and spread the message by printing an image of the candidate with a bold slogan, from local politicians to presidential candidates all have used and capitalized on this unique medium to create winning campaigns. Visiting dignitaries such as President Obama and the Chinese President have been welcomed in a unique African style with thousands of people wearing printed Khanga-Kitenge on their arrival. Governments organizations have printed Khanga and Kitenge on occasions celebrating golden and silver jubilee's, and the Independence day.

