

personal protective equipment



Why

supply to



Soft Touch AB

Enabling Efficiency and Opportunity

Experience & Heritage

Soft Touch AB is an internationally recognized wholesaler of PPE “Personal Protective Equipment”. Established in 1913, with an experience and dedication of more than nine decades, it is committed to provide the best.

By focusing on building lasting relationships with customers and partners, Soft Touch AB consistently excels at guiding customers through all aspects of PPE. Tried, tested and reliable it has stood the test of time as a company.

Over the years it has increased market visibility and sales techniques necessary for being competitive in today’s global economy. The results are, an increased market share, sales growth and reduced costs.

Soft Touch AB is a responsible corporate citizen that strives to act ethically and respectfully wherever it operates.



Soft Touch AB has offices in Hong Kong, Malaysia and Pakistan with a full-time staff. Corporate governance is well-rounded and balanced through breadth of international perspective and executive experience.



Soft Touch Int. Ltd. Hong Kong is located in the center of business for the Chinese market. The main task of the office is to search for new products, quality, delivery, insurance, logistics and more.

Soft Touch Int. Malaysia Sdn Bhd is working with business development, logistics, procurement, IT development, new products etc. The company operates in its own premises in Kuala Lumpur, Malaysia.

Soft Touch Pakistan (Operations) is based in the third largest economic hub giving direct access to the manufacturing units. Regular quality routines at manufacturing units are carried out from purchase of raw materials to production and packaging to shipping.

Innovative Strategies

Soft Touch people meet and exceed the customers' expectations by keeping customers' interests first.

The company reacted to high demand for protective goods especially in Scandinavian and European markets at an early stage with a global growth strategy. The company is focusing on advanced IT, contemporary branding and bold marketing strategies.

In order to broaden the target group it has raised the bar in e-commerce by creating, Skydd.com, which is a marketing platform and a one stop solution for any PPE customer on the Internet.

Skydd.com is a website with more information and knowledge about PPE. Also, through Skydd.com Info Center, one has access to reference works that will help choose the right equipment and make better decisions on purchases.

The driving force behind its success is the consistent team work. Together with their shared value system of commitment to excellence, closeness to customers and the spirit of innovation it has been able to build bonds with their customers and partners.



Soft Touch AB has proved and tested the effectiveness of an automated warehouse. Using technology they made possible the challenge to solve logistics, storage, handling, label printing, packaging, tracking and management.

The warehouse allows to intelligently use the space as well as time. Any order coming into the Soft Touch system is automatically picked and delivered time efficiently.

With automatic stock-machines, the handling of stock has been automated. All products at Soft Touch warehouse are placed on trays in the machines.

There is always a 100 % access to every pallet. The combination of smart aisles and increased height provides maximum storage capacity.

As such it stands as the most efficient and cost effective system with more satisfied clientele.



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