

# CALIFORNIA Apparel News

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## ADVERTISEMENT

## In Decorated Apparel, Dimeo Checks All the Boxes for Quality, Cost, and Compliance

In Mexico, nothing's more important than *la familia*, and this is perfectly embodied by Dimeo, a 30-year-old manufacturer whose extended family includes 150 employees at its Guadalajara headquarters. Fernando Villalever founded the business along with his mother at age 16.

Today, he boasts the title of CEO and awaits the onboarding of his two children when they graduate from university. In an age of logistical challenges, frustrating

timelines, and increasing costs, Dimeo checks the three crucial boxes: fast, good, and affordable.

The company has worked with major retailers in the U.S. apparel industry, specializing in the embellishment of tees, polos, and sweatshirts. It also produces garments for marketing companies and uniforms for industry.

*California Apparel News* recently interviewed Villalever to learn what makes Dimeo an ideal solution for U.S.-based fashion brands.

**CAN:** Your specialty is decoration. What does that include?

**FV:** The most important is screen printing, followed by embroidery, sublimation, DTG, DTF, textile vinyl, heat transfers, and embossing. Every decoration technique is available for all our products, and our machines are the most advanced in the world.



ROQ ECO: 16 stations, 14 colors

**CAN:** What makes you so good in tees and sweatshirts?

**FV:** Two things: one is the cost and second is the availability. We always have at least 4 million blanks in our inventory sitting and ready to be printed, from the low end to the highest Supima cotton. We have the same quality as high-premium brands.

**CAN:** Is there a minimum-order size?

**FV:** Our MOQ for special orders is 1,200 pieces per color and style, but we can start at 600 pieces. We can generally make samples in eight days. The delivery time for orders also depends on other factors required for the project, but the turnaround time is very fast for simple orders.

**CAN:** Considering all the logistics challenges right now, working with you must be much more convenient for companies in the U.S.

**FV:** Air freight from Asia is costly, but we do it almost daily from here. We can

fly orders to Tijuana and then transport them to L.A. by truck for a competitive cost. The final LDP cost is often less than domestic manufacturing within the United States.

**CAN:** What about duty fees and taxes?

**FV:** The TMEC agreement means that cotton from the U.S., Canada, and Mexico can be imported with no duty fee or tax, so it's like buying domestically. There's certainly no agreement like that with China.

**CAN:** What else makes you the best solution in your specialty?

**FV:** We're simply the best choice regarding timing and cost. We're less expensive than options from Asia with the same quality or better. We're also well known for making T-shirts for political campaigns, the uniform industry, corporate promotions, and marketing.

**CAN:** Do you feel like American companies are unaware of the quality, cost, and convenience of doing business with Mexico?



Dimeo Apparel Group headquarters

**FV:** Definitely. We're 100 percent compliant on all environmental and ethical production matters, which is crucial for many customers. This proves the reliability of our company and sets us apart from others in the industry. When some companies lower their cost, they do so without concern for social responsibility, making their employees work extra shifts or not paying for health insurance. We're respectful of all that, and this is the most important thing for many of our customers. We pass every audit and are very proud of that fact.



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**CAN:** How should prospective customers reach out?

**FV:** Email is the easiest way to contact us, and then we can set up a Zoom conference or even a personal visit to our facilities. Please message us at [direccion@dimeo.mx](mailto:direccion@dimeo.mx), visit [www.dimeoag.com](http://www.dimeoag.com) or call +52 33-3576-6170 and simply tell us what you need.



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