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## YARN INSIDE

BÜHLER NEWSLETTER

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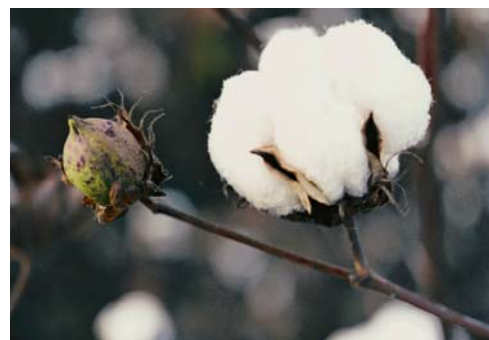
### Zurich city police patrols with SwissCotton® Organic

Bio is booming – not only in food, but also in textiles. More and more consumers decide in favour of ecologically sound products and pay attention to environmental friendly production methods when buying textiles. Accordingly, the demand for organic cotton is soaring. The city police of Zurich is a good example for the rising awareness of sustainable produced textiles. The entire police force has been equipped with shirts made from our yarn SwissCotton® Organic. In extensive wear-tests, the shirts made from our organic cotton yarn have proven their quality. Due to this success, the chances are promising that the public procurement continues on the path towards ecological products.



We are very proud being the pioneer in the segment of fine and finest extra long staple organic cotton yarns. Already 15 years ago, we have shipped the first ton of organic cotton yarn. To keep our leading position, we pursue the strategy to cultivate a close partnership with our raw materials suppliers. Thanks to the vast knowledge about our sourcing markets, we were able to secure a considerable portion of the world-wide organic ELS- cotton production for our customers. Hence, we are able to meet the rising demand for yarns made from this top quality fibre. Moreover, frequent visits in the growing areas are the best guarantee that our farmers comply with the regulations for organic agriculture.

SwissCotton® Organic is not only a special yarn, but also a notion that allows our customers to meet the demand for sustainable, environmentally sound and socially fair production without compromising quality. Be successful in the field of sustainable textiles – with SwissCotton Organic® from Hermann Buehler.



## Investments

Beside the well-known premium quality, the running properties of our yarns are of immense importance. Therefore, we play an active role as a partner for Schlafhorst in the development of a new winder type.

Since several month, we have an Autoconer Type 5 in operation. Due to the positive results, we have ordered two additional machines of this type. We will start production on the new frames in July and August 2008.

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## Business Development Manager supports our customers

In January 2008, Renata Brozova has taken the new position as Business Development Manager in our company. As a textile engineer, Mrs. Brozova has been responsible in various positions in the textile industry for quality management and product development.

With this key position, Buehler has strengthened the link between product development, marketing and sales. It will be an important task of the Business Development to track trends and markets and to develop new product ideas based on this analysis.

But most of all, Mrs. Brozova is aimed to provide support to our customers in applying new yarn technologies and to promote Buhler's yarn innovations.

