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YARN INSIDE

BÜHLER NEWSLETTER

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Buhler yarn trademarks – a strong marketing-tool

Textiles made from Buhler yarns have one thing in common: They are distinguished by their exclusivity, elegance, performance and top quality. Therefore, more and more customers make use of the Buhler hang-tags for labeling their products. They benefit from the excellent Swiss Quality image and use it as a unique selling proposition.

A particularly successful example for using our trademarks is the company Huber Tricot from Austria which manufactures the underwear line *Skiny®* from our yarn *SwissCotton Organic®*. To support the marketing for *Skiny®*, we have developed a special hang-tag in close cooperation with Huber. Werner Kirchmann, product manager, points out: "We use the organic cotton yarns from Buhler because we trust in the continuously high yarn quality and in the organic raw material production. Of course, we want to inform our customers about these advantages. The jointly developed hang-tags make the textile supply chain transparent and demonstrate that Huber relies on premium yarns made from organically cultivated raw materials for their *Skiny®* products". Huber Tricot obtained an extremely positive feedback from the market. Consumers appreciate the transparency and trust in the quality and ecological advantages of the yarn we use.

With our hang-tags, also you can highlight the outstanding quality of your products. The Buhler yarn trademarks are registered and protected in numerous countries in Europe, the U.S. and Asia. ■



Buhler launches Air-Jet yarns from Micro Modal and ELS-cotton

Air-jet is a revolutionary spinning technology featured by the new Rieter machine *ComforJet*. Especially for items made from Micro Modal, air-jet yarns allow to reduce pilling considerably. Besides quality advantages, air-jet yarns provide economical benefits in further processing.

In the air-jet spinning process, the fiber ends are embedded extremely well into the yarn structure, which results in a very low hairiness. The fact that the fibers are spun very firmly into the yarn is a crucial factor since it results in excellent pilling values and improved abrasion resistance. As fiber fly is minimized, the frequency of machine cleaning can be reduced and fiber fly knitted into the fabric is avoided. Air-jet yarns contain considerably less yarn connections; in fact ends are connected with almost invisible piecers.



We are convinced that the Rieter air-jet yarns are particularly suitable for knitted fabrics. The fabric keeps its excellent appearance also after multiple washings. Due to the yarn structure, the pilling typical for Micro Modal can be reduced significantly. Expensive fabric finishes required for pilling control can be avoided. The hard touch, which has been known for air-jet yarns, has been extremely improved by Rieter. Therefore, air-jet yarns are a top quality and cost effective option. ■

Course of succession in the board

Early enough, we have considered the course of succession for our proven and long time board members Paul Schnepf and Walter Huber. We were able to appoint Hermann Povel as successor of Walter Huber. Mr. Povel has graduated in textile technology. With his professional background as head of operations of a big spinning mill, he has a lot of experience and valuable know-how. Since the beginning of this year, Hermann Povel has taken over the responsibility for the production.



Furthermore, we have engaged Matthias Lauffer as successor for Paul Schnepf. Mr. Lauffer is skilled in finance due to his longtime experience as an auditor. Since the beginning of this year, he has taken over the responsibility for finance and controlling. Thanks to his master in agronomics, Matthias Lauffer also has ideal qualifications for purchasing the agricultural product cotton.



Both gentlemen joined the management board with the beginning of the year. ■