

## Swiss Textile- and Clothing Industry Coming Up with Success Messages despite Economic Crisis

Despite a decline in sales of 3.2% in the business year 2008 to 4.19 Bill CHF and a decrease in export compared to the year before by 5.1% to 4.18 Bill CHF the Swiss Textile- and Clothing Industry can show accounts of success in the reporting year, as Max R. Hungerbühler, president of the Textilverband Schweiz, CEO Bischoff Textil AG, St. Gallen stated on 28 April on the TVS-yearly media conference in Zurich ([www.swisstextiles.ch](http://www.swisstextiles.ch)).

This is due to the still great innovative power of the middle-size companies and the zest for action of their owners.

The company Zimmerli Textil AG ([www.zimmerli.com](http://www.zimmerli.com)) with headquarters in Aarburg and production in Coldrerio (canton Tessin) manufactures exclusive women's and men's underwear for an upscale clientele. Besides an excellent wearing comfort the underwear offers additional benefits like anti-bacterial and odor-inhibiting properties as well as a high elasticity. The enterprise has been asked last year by the luxury department store Printemps if they would like to set up a corner in the flagship store in Paris. During the conceptual work with Printemps the original corner has meanwhile become a much bigger area. Up until the middle of 2009 the concept will now be implemented, so that Zimmerli will be present next to Giorgio Armani, Ralph Lauren, Hugo Boss, Paul Smith, Christian Dior and others.

In May 2008 the Lantal Textil ([www.lantal.ch](http://www.lantal.ch)) in Langenthal, who are producing the interiors of planes, trains and busses, have been able to publish quite a special success message: after

several years of development of the pneumatic seat cushions for planes the airline Swiss was now their first customer. Beginning spring 2009 by and by all seats in the business class of the Swiss long distance armada will be equipped with the pneumatic seating system. The air passengers can adjust the hardness of the seat with it individually in the upright as well as in the entirely flat position depending on their personal taste. Furthermore Lantal Textiles takes part in a pioneer-like train project in France. The French railroad company SNCF transports with the Train Express Regional, TER for short, travelers into regions that are further off. Lantal has taken over the complete textile interior design for this prototype. The enterprise already supplies textile products for the TGV and further French trains of the new generation.

The Mammut Sports Group AG ([www.mammutsportsgroup.ch](http://www.mammutsportsgroup.ch)) in Seon – belonging to the worldwide active industrial holding Conzzeta ([www.conzzeta.ch](http://www.conzzeta.ch)) – focusses on the coldblack-equipment-technology of the Swiss Schoeller Textil Group in Sevelen. In summer last year the company for sportswear produced the fitting outdoor-pants as well as a jacket. The lightweight soft-shell-products in dark colors do not heat up so much thanks to the textile finishing "coldblack". For winter season Mammut had exclusively for their skitouring clothes the electrospinning-process developed. This membrane technology takes place in the Nano-area. The clothing production is done each at 50% in Asia and Europe. The Mammut Sports Group AG with branches and subsidiaries (in Germany in Memmingen)

includes the Alpine sports - outfitter Mammüt, the shoe manufacturer Raichle and the ski-wax- and care product expert Toko. In Seon (since 1992) 240 employees are working – worldwide 350, the yearly sales accounts to around 200 Mill CHF.

The Christian Eschler AG ([www.eschler.com](http://www.eschler.com)) in Bühler are occupying a leading position in innovations in the area of top-class sports (alpine skiing suits, also for equestrian sports (Olympic Games 2008), too). In 1927 the family company was founded and is now led by the third generation. There are worldwide four

production plants. Headquarters is Bühler (administration, finishing), furthermore plants in Münchwilen (knitting), in Frommern/ Germany – Eschler Textil GmbH/ Technical Textiles and in the Thai Petchburi under Eschler Thaiknit/ embroidery bases. The number of employees in Switzerland amounts to 125, worldwide there are about 200. Per year, 3.6 Mill m of high-tech fabric after the bluesign-standard is being produced.

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