



# COMPANY PRESENTATION - FEILER

## 1) Company Introduction



### Company Introduction – Ernst Feiler GmbH

- Founded in 1928 in Hohenberg an der Eger (Bavaria, Germany)
- Global market leader for 100% cotton woven chenille
- Around 150 employees
- 100% Made in Germany production
- „Feiler“ as international luxury brand



# COMPANY PRESENTATION - FEILER

## 1) Company Introduction

### Company Introduction – Owner Family & CEO

- Owner family in its third generation
- 100% family owned
- All production steps in-house
- In-house engineering expertise with second to none machines in the world
- Cooperation with dealers & retailers over more than half a century



# COMPANY PRESENTATION - FEILER

## 1) Company Introduction

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### Company Introduction – Outdoor Photos

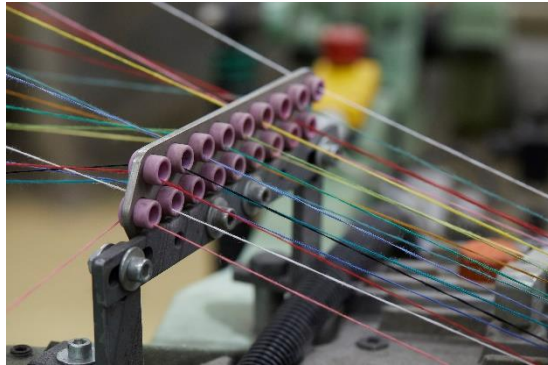




# COMPANY PRESENTATION - FEILER

## 1) Company Introduction

## Company Introduction – Production Images



# COMPANY PRESENTATION - FEILER

## 2) Product Portfolio

### Product Portfolio (Adults)



- Towels
- Blankets
- Cosmetic Bags
- Turban
- Apron
- Bathrobes



# COMPANY PRESENTATION - FEILER

## 2) Product Portfolio

### Product Portfolio (Babies & Juveniles)



- Towels
- Blankets
- Cosmetic Bags
- Comforter
- Bibs
- Bathrobes

### Explanation – What is Chenille?

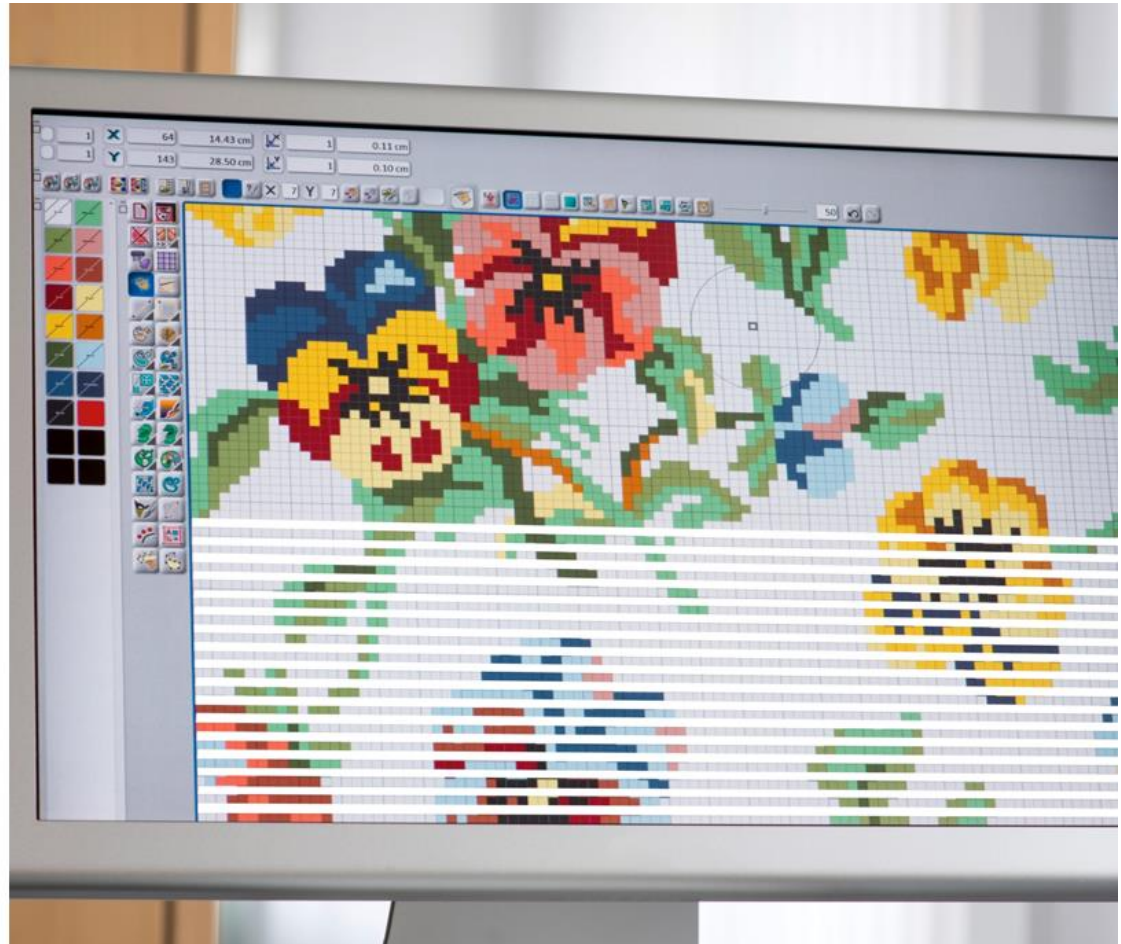
#### PRODUCTION OF CHENILLE

##### STEP 1

Internal & external designers compile a digital design ...

... which consists of a multitude of individual pixels

... grouped in horizontal stripes





### Explanation – What is Chenille?

#### PRODUCTION OF CHENILLE

##### STEP 2

Only high-class yarn are used...

... Out of 100 % cotton



### Explanation – What is Chenille?

#### PRODUCTION OF CHENILLE

##### STEP 3

The horizontal stripes, which had been grouped together in the digital draft, are processed to „Vorgewebe“.

Each stripe contains its unique and detailed colour pattern information.



### Explanation – What is Chenille?

#### PRODUCTION OF CHENILLE

##### STEP 4

The woven fabric is cut into stripes and flat ribbons, the pre-step for Chenille, is made





# COMPANY PRESENTATION - FEILER

## 2) Product Portfolio

### Explanation – What is Chenille?

#### PRODUCTION OF CHENILLE

##### STEP 5

##### Chenille-Caterpillar Yarn:

In a Feiler specific production process the flat ribbons are twisted and the second to none Chenille-Caterpillar yarn is produced.



### Explanation – What is Chenille?

#### PRODUCTION OF CHENILLE

##### STEP 5

Making of the true FEILER-Chenille on the loom.





# COMPANY PRESENTATION - FEILER

## 2) Product Portfolio

### Explanation – What is Chenille?

#### PRODUCTION OF CHENILLE

##### STEP 7

Finished Chenille fabric with identical colour pattern on both sides.





# COMPANY PRESENTATION - FEILER

## 2) Product Portfolio

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### Advantages of Chenille – Why Chenille?

- ✓ Soft Touch Effect for especially sensitive skin
- ✓ High level of water absorbency without any binding of dirt particles (e.g. sand)
- ✓ Very fast drying due to its light weight woven texture
- ✓ Particularly durable and long lasting due to no terry slings
- ✓ Every FEILER towel has the exact identical design on both sides, creating a more complete impression
- ✓ Becomes softer & fluffier and more absorbent with washing
- ✓ Characteristic – slight differences within the fabric itself make every piece unique
- ✓ FEILER products never lose their brilliant colours when treated properly. They do not wash out or fade.

# COMPANY PRESENTATION - FEILER

## 2) Product Portfolio

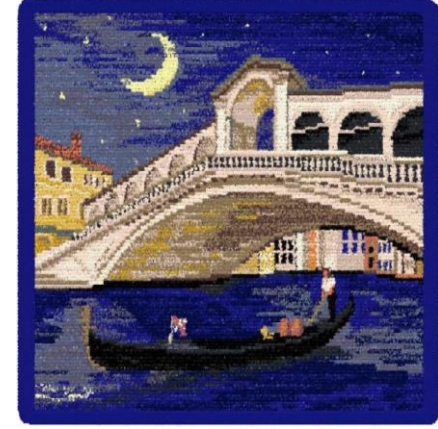
### Examples of customized designs



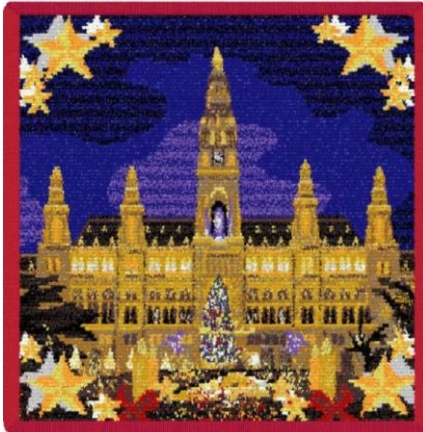
ANA Sunflower (Airline Business)



Schweiz (Country Design)



Venice (City Design)



Vienna City Hall (City Design)



Royal Crown (Country Design)



Ceylon Arrack (Merchandise Gift)

# COMPANY PRESENTATION - FEILER

## 2) Product Portfolio

### Examples of customized designs



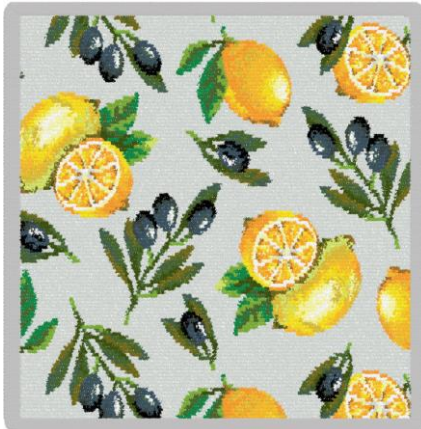
Mickey Star Flight (Airline Business)



White Marguerite (Exclusive Design)



2020 (Exclusive Design)



Siciliano (Exclusive Design)



Penguin Island (Exclusive Design)



New Heidi (Exclusive Design)



# COMPANY PRESENTATION - FEILER

## 3) Feiler Worldwide



### Feiler – Monobrand Stores Worldwide (Frankfurt / Tokyo)





# COMPANY PRESENTATION - FEILER

## 3) Feiler Worldwide

### Feiler – Show Room (Moscow)



# COMPANY PRESENTATION - FEILER

## 3) Feiler Worldwide

### Feiler – Monobrand Shop (Almaty – Coming Soon)



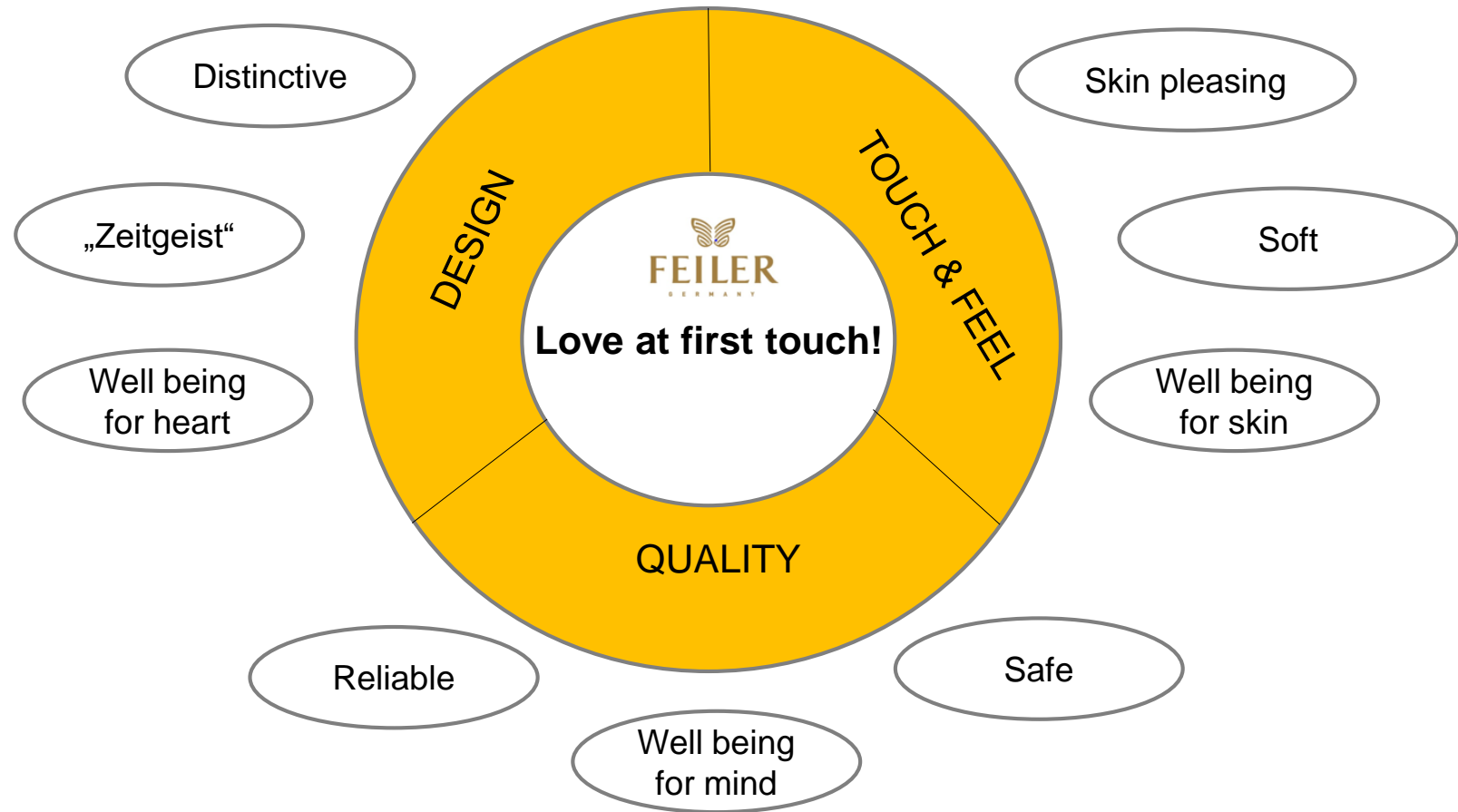


### FEILER – Brand Vision



Feiler provides best quality woven  
Chenille products for everyday's use!

### Feiler - Brand Identity



### Feiler – Market Positioning

- Industry innovation leader in luxury segment
- Iconic products
- „Zeitgeist brand“
- Best class performance





## Briefing – What does Feiler look for?

- Search for a long-term strategic distribution partner / importer in the Philippines with whom we can introduce and establish the brand Feiler
- Distribution partner should meet following prerequisites:
  - Familiar with the import process of German made products
  - Active in the field of textiles (home textiles and / or baby & juvenile textiles)
  - Plan & execute sales strategies for a luxury brand together with the brand owner
  - Have an existing sales network (preferably own stores) and / or distribution partners within the industry

## Briefing – What does Feiler offer you?

- A supplier of an unique product which is second to none in the market
- Attractive margins & marketing support of brand owner
- Experienced, reliable & long term business partner with great aspirations to expand in the Philippines
- Top-notch production know-how & skills
- Possibility to customize designs specially to the local Filipino taste
- Highest quality standards due to its Made in Germany origin as well as OEKO Tex 100 certificate

**Thank you &  
we are looking forward to working  
together with you!**