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 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 Introduction – Outdoor Photos
1) Company Introduction

Company Introduction – Production Images
Product Portfolio (Adults)

- Towels
- Blankets
- Cosmetic Bags
- Turban
- Apron
- Bathrobes
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
2) Product Portfolio

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.
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.
Explanation – What is Chenille?

PRODUCTION OF CHENILLE

STEP 7

Finished Chenille fabric with identical colour pattern on both sides.
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.
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)
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)
3) Feiler Worldwide

Feiler – Monobrand Stores Worldwide (Frankfurt / Tokyo)
Feiler – Show Room (Moscow)
Feiler – Monobrand Shop (Almaty – Coming Soon)
Feiler provides best quality woven Chenille products for everyday’s use!
Feiler - Brand Identity

Love at first touch!

- Distinctive
- Skin pleasing
- Soft
- Well being for skin
- Well being for heart
- Reliable
- Safe
- Well being for mind

QUALITY

TOUCH & FEEL

DESIGN

"Zeitgeist"
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!