

## MEET NOTIONS SPONSOR: Gütermann

### MEET: GÜTERMANN

For more than 146 years, Gütermann has been known worldwide for producing high quality sewing threads in a large range of colors and put-ups for both the retail and the industrial market.

Max Gütermann started the company in 1864 in Vienna, Austria, but he immediately set out to find the best location to open a production facility. In 1867, he decided to settle in Gutach, a small village nestled in the Black Forrest, next to the Elz River, because the soft, clear water of this river was perfectly suited for dyeing thread. The production company was built and still resides there today.



During the 1920s, Gütermann began its worldwide expansion. Over the years, to support the growth, manufacturing facilities were built in Mexico, Spain, and most recently, in India. Distribution sites were also needed to support the international expansion plans and locations were set up in Spain, Italy, Australia, Switzerland, Mexico, and the U.S.

In 1930, a retail sales cabinet was created and patented. This new cabinet, with its unique eye-catching design, made it easy for consumers to color match and simple for retailers to service. Even today, a Gütermann display system makes the best use of valuable floor space.

In 1950, Gütermann took a major step with the addition of their high quality, world-renowned polyester thread which had the properties to "Sew All Fabrics." Over the years,

other types of threads, such as 100% mercerized cotton, 100% cotton for hand quilting, rayon and metallic for machine embroidery, as well as specialty threads like bobbin, topstitching, jeans, invisible, fusible, elastic, extra-strong, upholstery, bulky nylon, and serger threads were added.

In 1965, Gütermann introduced a tall spool with cross-wound thread which allows for smooth and even pull-off during machine sewing. The spool also has a unique tie-off device which ensures that the thread is kept neat and clean in the sewing basket and the loose end is easily retrievable.

Almost a century after its beginning, Gütermann's dye house went from manual operation to using computers to optimize the dyeing of threads. By 1971, Gütermann had the most modern, computer-controlled dye house in Europe.

In 1976, Gütermann entered the U.S. market by giving the Gütermann line to Donahue Sales for distribution. When Donahue Sales was sold to American Thread in 1981, Gütermann of America was formed with headquarters in Charlotte, N.C. In 2011, Gütermann of America will celebrate its 30th anniversary!

Since its inception, Gütermann has always been aware of its responsibility towards the environment. As an example, thanks to Gütermann's filtration systems, the water used from the Elz River is purified and returned cleaner than when it was initially drawn from the river.

Gütermann thread is used by both industrial and consumer sewers who demand the highest quality. In the

industrial division, top names such as Armani, Brooks Brothers, Prada, Marc Jacobs, and many more rely on Gütermann to supply their thread. Of special interest was Gütermann's participation in the wrapping of the Reichstag (Parliament) building in Berlin in 1995. Christo and Jeanne-Claude, artists famous for their grand-scale urban and rural artworks, used 808 miles of Gütermann thread (a much heavier weight than what would be used by the consumer) to sew the wrapping together.



Automotive industries such as Mercedes Benz use Gütermann thread to stitch parts of car interiors. Gütermann's technical threads are used to sew airbags. Formula One racecar drivers use the company's fire-resistant thread in the drivers' suits and some countries use Gütermann thread in their military uniforms. You've seen Gütermann thread in Prince's costume for the video "Purple Rain" and more recently in Spiderman's outfit. Coming in 2011 is a Fox Studios movie based on the book "Water for Elephants," featuring circus costumes made with Gütermann thread.

Gütermann is still a family-owned business that is as committed to quality and service today as it was when Max Gütermann started the company in 1864.



Evening dress embroidered with metallic thread—custom-made for Gütermann by an atelier in Spain