



## One Family—Many Brands

The A&E Gütermann family encompasses high quality threads for every purpose.

**Intressa** for garment and fashion sewing: a polyester core-spun sewing thread that offers superior strength, the highest colorfastness, and UV protection.

**Maxi-Lock** for serging and blind hems: three distinctive collections—All Purpose, Swirls, and Stretch—specifically designed to cover all your serger needs.

**Robison-Anton** for decorative stitching: perfect for any machine and has the most complete thread selection in both colors and fibers, all with a bright, lustrous sheen.

**Perma Core Quilter's Edition** for machine quilting: combines strength and performance with ultra-strong filament polyester thread on the inside and cotton-like soft, spun polyester on the outside; ideal for home, short-, and longarm machines.

**Signature** for quilting and appliqué: three different weights—40, 50, and 60—to handle all your quilting needs from imaginative free-motion to meticulous heirloom sewing.

**Gütermann Creativ** for all your sewing adventures: a wide range of threads and vast color selection, all manufactured with precision European engineering; includes Sew-all, Quilting, Embroidery, Serger, and Specialty threads.

The history of a family-run company is always about two things: the chronicle of a developing company as it changes according to the economic and social situations—and a testimonial to those who have led and developed the company over generations. A&E Gütermann is able to look back on more than together 275 years of

successful company history. This history is characterized by innovation and consistently advancing globalisation on the one hand, and on the other hand by people who have given A&E Gütermann its own unmistakable character and unique mark.

[www.seewhatmaterializes.com](http://www.seewhatmaterializes.com)

## The A&E Story

A&E has been in the textile business for over 127 years, surviving through depressions, technological upheavals, and challenges from abroad to become one of the world's largest global manufacturers and distributors of industrial sewing thread, embroidery thread, and technical textiles.

The company began in 1891 as Nims Manufacturing Co., a water-wheel driven textile plant on the banks of Dutchman's Creek in North Carolina. In 1920, it consolidated into American Yarn and Processing Company. Later, after a merger between Efird Manufacturing Co. and American Yarn and Processing, its name was changed to American & Efird Mills, Inc.

Today, the company, with headquarters in Mount Holly, N.C., manufactures threads and yarns for apparel, non-apparel, embroidery, and technical textile applications. It produces specialty thread products that are used in electrical cords, cables, and other specialized commercial applications. The next time you sit down to have a cup of tea, think of A&E. The company produces thread that is used in tea bags, which requires a specialized environment to meet U.S. Food & Drug Administration standards.

The Consumer Products Division was established in 1979. Since that time, the A&E family of brands has expanded to include Robinson-Anton embroidery threads, Signature home décor threads, Signature quilting and

embellishment threads, Maxi-Lock serging threads, Mettler premium sewing threads, Gütermann creative threads, and YKK zippers.

In addition to being one of the first *Notions* sponsors, A&E is a long-time supporter of ASG and, as a member of the American Home Sewing Association (the former trade organization for the home sewing industry that funded the start-up of ASG), consistently supported early chapter development. A&E regularly supports a wealth of charitable organizations and industry events, both locally and nationally. In addition to ASG, the extensive list includes Allegro Foundation, United Way, Quilts of Valor, Kissing Pillows for deployed military, National Make It With Wool Competition, National Sewing Council, and New Hampshire Quilt Museum, to name just a few.



A&E has been focused on the environment for years. They have developed an Eco-Driven Sustainability program. The area is given high priority, to the extent that A&E has a vice president of environmental, health and safety, and social responsibility, who reports directly to the president of A&E. Details about the company's commitment to environmental policies can be found on [www.amefird.com](http://www.amefird.com).

## The Gütermann Story

For more than 154 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.

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 in Spiderman's outfit. The Fox Studios movie based

on the book "Water for Elephants" featured circus costumes made with Gütermann thread.