

The e.s. Customer Magazine

# REDWHITE

## SOUNDS FROM THE ICE

The polar collection is  
put through its paces.

Issue FW 2017/18

engelbert strauss



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**LIFESTYLE  
SPECIAL**  
*Make Fashion  
Work*



# A WARM WELCOME

We are very pleased to welcome you to engelbert strauss. In this latest issue of our REDWHITE magazine you will find insights into our company, product developments as well as new items. We will also introduce you to the people behind our brand with the red white ostrich logo.

One completely new generation of workwear is our e.s.dynashield collection. This collection combines outstanding flexibility and ultimate comfort. In time for the winter, we have also developed these products for the cold season.

Temperatures of minus 20 degrees, snow drifts and thick layers of ice - ideal for testing our new snow e.s.dynashield. These garments were designed for working in extremely cold conditions. We tested them at the Ice Music Festival in the winter resort of Geilo in Norway. Just take a look.

Out of the way! Here come Farmer Franky, Woodman Willy, Paintmaster Pete and their friends. Vehicles with their own character from various trades are the real heroes in the new engelbert strauss 3D animation trailer for children. This trailer called 'Little Worker' was

launched in the cinemas in July. The figures are also used as motifs on our new children's shirts.

And of course, we also want to tell you about our latest company projects. One big highlight was a visit by the German Chancellor Angela Merkel, who came to find out more about our new building project. The new CI-Factory is a transparent production facility for company clothing and will be a logistics hub, allowing us to supply even more individual outfits.

We hope that you enjoy this read and getting to know our company.

*The Strauss family*



# OUT INTO THE FIELD

*e.s.dynashield more flexible and durable than ever before*

The e.s.dynashield collection is our new workwear generation. Thanks to its special material composition it is the perfect material for the agricultural sector.



**DYNASHIELD**  
engelbert strauss®

From sophisticated agricultural equipment through to tough work on the field, the world of farming is diverse. As different as the work in this sector is, they all have one thing in common; everything takes place outdoors. And this requires products that can withstand all kinds of weather and give the wearer absolute freedom of movement. A powerful fabric for big tasks so-to-speak.

Our e.s.dynashield collection is ideally designed to meet agricultural needs perfectly. This year, for the first time, it is also available in a winter collection. "The e.s.dynashield collection creates a modern appearance and reflects the standards of the industry. Professional appearance in the agricultural sector is growing in importance," says Henning Strauss. Just in time for autumn, engelbert strauss has the ideal colour in stock: hazelnut / chestnut. Just right for masters of the fields.

Ultimate flexibility, pleasant comfort, warm lining - the e.s.dynashield covers all eventualities. Continuous working on the knees and standing up again becomes child's play - even on cold days.

Just like in the agricultural sector, product quality is our top priority. For instance, our development team has come up with a very special fabric composition for the e.s.dynashield collection - bXeric® double weave.



*Ultimate freedom of movement, even in winter - the e.s.dynashield collection makes it possible.*

## **AGRITECHNICA - WE ARE TAKING PART**

The agricultural sector is as diverse as our product range, which is why we will be participating at the world's leading exhibition for agricultural equipment, the Agritechnica, on a 350 sqm stand. The exhibition is taking place from **12th-18th November 2017 in Hanover/Germany**. Our stand is in **Hall 21/20, Stand 2108**.

# TECHNOLOGY YOU CAN WEAR

*A material that moves as smoothly as you do*

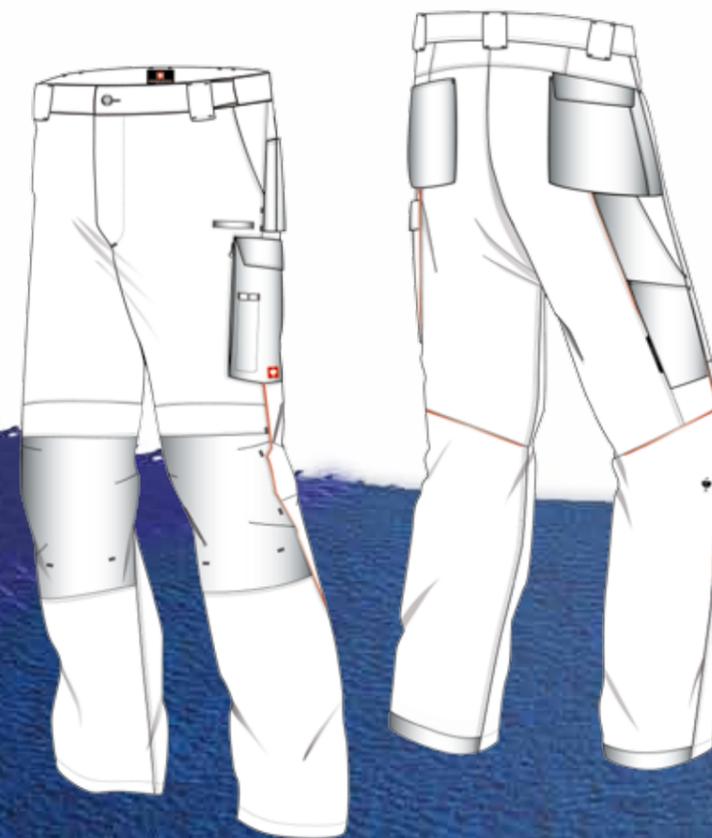
Our development team worked intensively on developing a fabric that is extremely durable, flexible in terms of movement and extremely comfortable. The result is the bXeric® double weave material.



Strong on the outside - soft on the inside. This special mix of polyamide and elastane, and the unique double weave technology are the secrets behind the bXeric® double weave fabric. Whilst the outside of the fabric is extremely tear-resistant and durable, the inside is pleasantly soft on the skin.

The material composition offers technical textile performance of the very highest order. The fabric stands out thanks to its excellent moisture absorption properties; it is also fast-drying, water-repellent and breathable. The special yarn used in the fabric is very light and has flexibility properties never seen before. All these factors are precisely what is needed to work successfully in the agricultural sector.

**BXERIC**<sup>®</sup>  
DOUBLE WEAVE



*[Picture on the left] developed for the collection: the material bXeric® double weave with technical drawings by the developer team  
[Picture at the top] A yarn that offers technical textile qualities of the very highest order*

# COOL COMPOSITION

*e.s. at the Ice Music Festival in Norway*

Real wearing tests are immensely important. Workwear needs to prove itself in practice, not just in the lab. The products of the new series snow e.s.dynashield, which were specially developed for extremely cold conditions, were tested at the Ice Music Festival in Norway.

A temperature of minus 20 °C, snow drifts, a thick layer of ice on the lake - perfect conditions to celebrate a festival in Norway and to put the new snow e.s.dynashield collection through its paces in extreme conditions.

In addition to its large range of workwear, engelbert strauss also attaches great importance to the topic of weather protection. For instance, our developer team has developed products for extremely cold conditions. This was based on the popular e.s.dynashield collection, which is extremely flexible and very comfortable. The result: the snow e.s.dynashield collection.

Functional parka, trousers and overalls – the products of the snow e.s.dynashield collection are waterproof, breathable, padded and keep the wearer warm even in very cold conditions. Also, the garments have a detachable snow guard and inner sleeves. So that the wearer is excellently equipped for snow and ice.

There is no other event like the Ice Music Festival in the winter resort of Geilo in Norway anywhere else in the world. All the musical instruments used are made of thick blocks of ice that are cut and carved by hand.



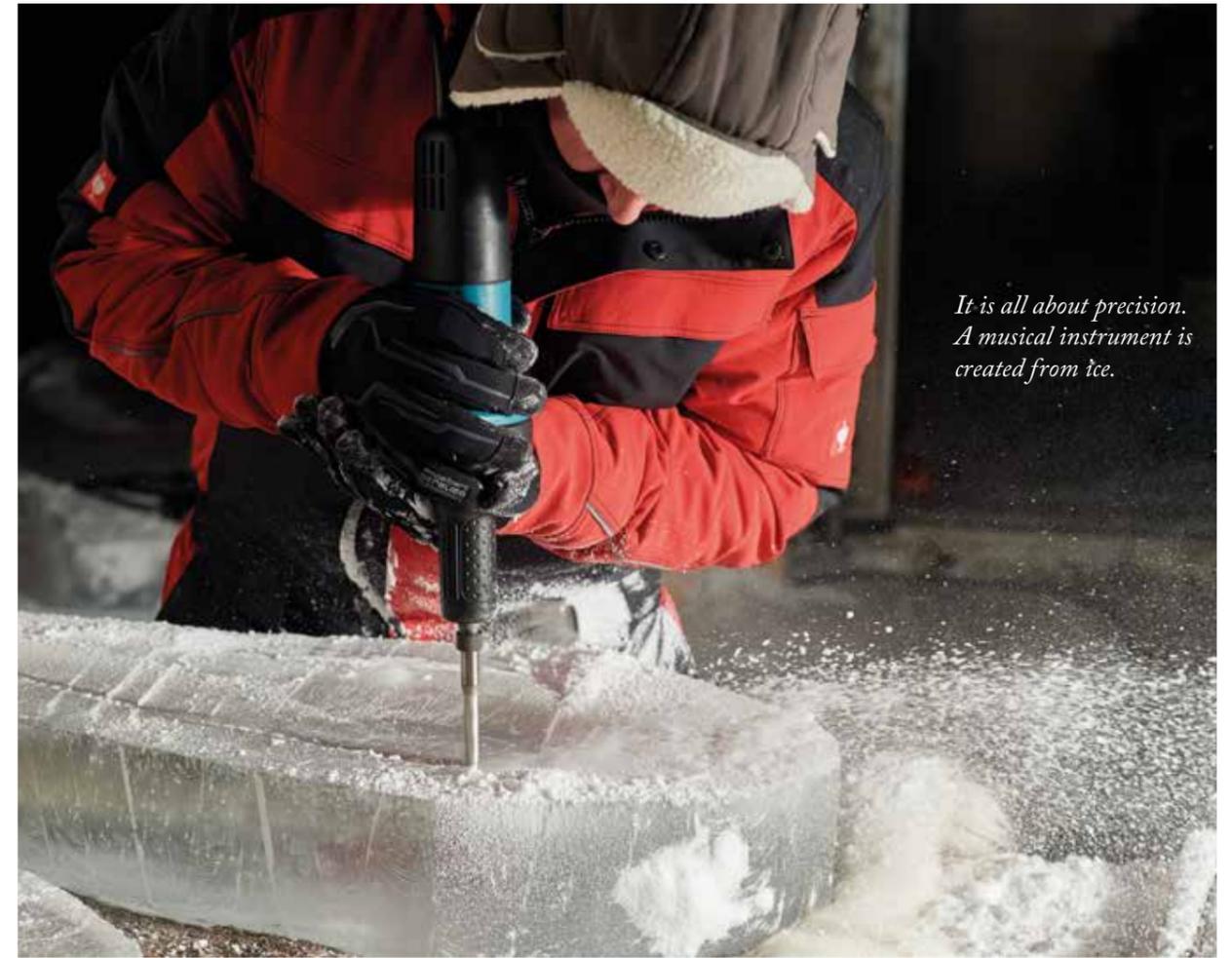
*“The Festival offered us a unique opportunity to test our collection in extremely cold conditions.*

*Many of our customers have to work and move around a lot in icy temperatures.*

*Also, the combination of craftsmanship and music was a perfect match for our brand,” says Henning Strauss.*

*The optimal collection in extreme weather conditions.*

*What ice age? The snow e.s.dynashield protects and keeps the wearer warm.*



*It is all about precision.  
A musical instrument is  
created from ice.*



*Millimetre-precision  
and dexterity are  
required to make the  
special instruments.*



# LITTLE WORKER

*A great film for the  
masters of tomorrow*

Make room! Here come the Little Workers from engelbert strauss. A great troop of painters, forestry workers, farmers, technicians, excavator operators and other cool guys. Motifs that underscore craftsmanship and motivate the younger generation! It is precisely this enthusiasm for trades that will boost the little workers. The natural curiosity of the children is awakened by the impressive animations. Vehicles are lent character, the world of work becomes more understandable and trade professions are given a cool touch.



# MAKING OF

... Woodman Willy



The vehicle was developed using elements of our product and work world. The visor as the windscreen, colours and samples from our vision cross cut protection clothing: Woodman Willy and his driver are a great team in the forest.

You can also see all 'Little Worker' in action in our 3D cinema trailer at:

[engelbert-strauss.de/videos](https://engelbert-strauss.de/videos)



*4-wheel steam ahead! Woodman Willy carries out all the work in the woods and forest. A forestry helmet from our product range stood in as a model for the first drawings of the courageous jeep.*



*"The Little Worker motifs will boost the engelbert strauss brand and the image of traditional crafts. Children have a great affinity for construction machines and the real world of work," Henning Strauss explains.*



**NEW**  
The movie collection

[littleworker.de](http://littleworker.de)





Cucina  
del Campo

# ENJOY WORK

Training, degrees, jobs –  
engelbert strauss has a lot to  
offer. Find out more at

[engelbert-strauss.de/training](https://engelbert-strauss.de/training)



# RIGHT UP THERE WITH THE BEST



## *Company awards for engelbert strauss*

We are extremely pleased to have received several employer awards in recent years. This reflects our efforts to continuously improve the level of satisfaction and well-being of our employees.

We received the 'Top National Employer' in the category 'Clothing, shoes and sports equipment' in 2017 for the second time running. More than 100,000 employees from various industries were asked to rate over 2,000 companies from 22 sectors.

The survey, which is one of the largest of its kind in Germany, was conducted by Focus in cooperation with Xing and Kununu. Survey participants were asked for instance how satisfied they are with the management style of their line manager, what career prospects they have and how happy they are with the working climate.

We also won another coveted employer prize, the 'Most popular family business, which means we are one of the top 100 family-run businesses in Germany. This year we took the 22nd place in the overall ranking, a significant improvement over the previous year. This was the result of the latest nationwide survey by Germany Test and Focus Money.

More than 106,000 people were asked to rate 229 selected family businesses on a scale from 1 (excellent) to 5 (poor). The objective was to identify family businesses and brands that were particularly respected by the consumers.

"For us as a traditional family-run business, it is great news to know that our engelbert strauss brand is so popular in Germany. We are extremely gratified that our employees can identify with our brand and the company engelbert strauss, and that they communicate our philosophy outside the company," says Steffen Strauss.

We also won the German Brand Award in the category 'Employer Branding' for the first time. This is an award that recognises successful branding in Germany. Innovative brands, consistent branding and sustainable brand communication are assessed by top design experts.





# CRAFTSMANSHIP IN A NEW LIGHT

*The concept behind the e.s. workwearstores®*

engelbert strauss offers a unique experience in its workwearstores®. The creative design elements and the special architectural statements are even appreciated by people outside trade and surprise the visitors.

Chandeliers made from pit lamps, design lights crafted from spirit levels, walls constructed with historical drills and chainsaws, oversized decorative coils and elegant pallet loungers - we really have interpreted craftsmanship with a unique style in our workwearstores®.

Landscaping, the electrical sector, the construction industry - the engelbert strauss workwearstore® is the best address not only for professionals, but for anyone who likes to get "stuck in". Creatively staging the products sends out an enthusiastic message of fun for the world of work. The extensive range of workwear for all weathers is divided into various colour schemes and professional groups.

From merino to polyester, socks to scarves, our functional area displays products to match the different warmth classes for every material and user type. The logo lounge offers an opportunity to discuss made-to-measure plans for textile personalisation directly at the point of sale for company owners, clubs and private individuals. There is also a large women's section. Real worker trousers very small - the little ones really big. Our workwearstores® also have a separate play area with an ostrich slide for the master craftsmen of tomorrow.

"We love to emotionalise our products. We believe that our fresh designs and modern presentation of products in the workwearstores® have played a large part in creating a modern image for the craft professions" says Henning Strauss.

All our workwearstores® are centrally located and conveniently situated in close proximity to motorways. In addition to the flagship store at Biebergünd near Frankfurt am Main, there are further stores in Bergkirchen near Munich, Hockenheim near Mannheim and Oberhausen near Düsseldorf.

For more information about the engelbert strauss workwearstores® please visit:

[engelbert-strauss.de/workwearstore](http://engelbert-strauss.de/workwearstore)

# RETAIL 4.0

*Refills are always close at hand*

As tall as a four storey building and as wide as a premier division football goal. The 5,500 most popular items are kept stocked in our fully automated replenishment warehouse at our workwearstore® in Oberhausen. The so-called paternoster is integrated into the retail floor. If you require a product that is not on the shop floor, we can dispense it via the paternoster. "The paternoster gives us a high quality presentation and at the same time functions as a compact small parts storage" says Steffen Strauss.

RETAIL

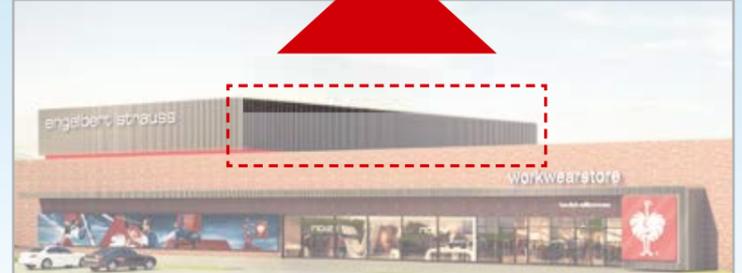
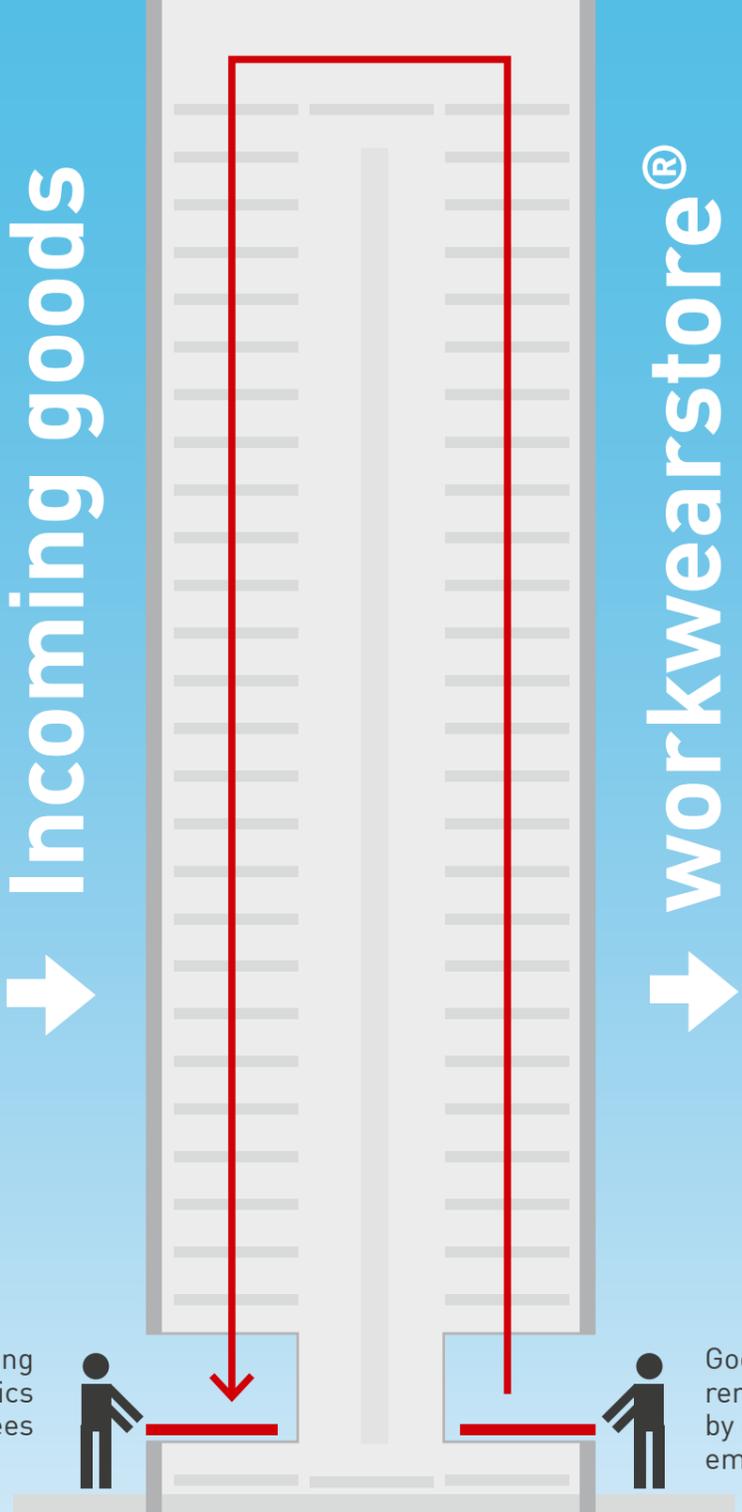
Incoming goods

workwearstore®

Loading by logistics employees

Goods are removed by service employees

*Trousers in 80 sizes, shoes up to 52 – we have a broad selection of products. The paternoster is an optimum solution.*





# ROUTE 66

*Welcome to Workwear Valley*

In our Kinzig-Valley, which is directly located on the A66, everything seems to focus on workwear. The headquarter of engelbert strauss with its three building complexes Atrium, Campus and Workwearstore® are located between Frankfurt and Fulda. This is the central hub for everything from the first idea through to marketing of our products.

Just a few kilometres to the east of our headquarter work is under way on constructing our new productionsite – the CI-Factory: a transparent production facility for company clothing and a logistics hub. This will allow us to supply even more individual outfits in the future.

# COMPANY IMAGE FROM HEAD TO TOE

*New e.s. production site*



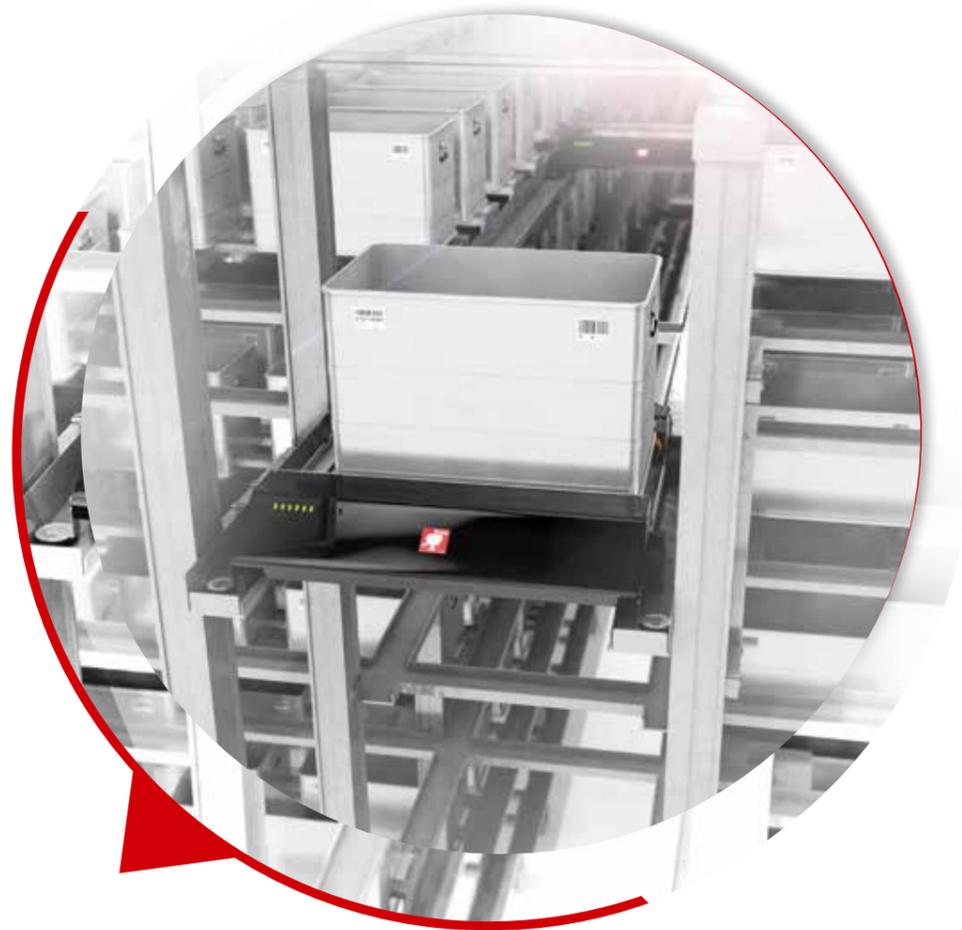
# ONE TEAM ONE LOGO

## *The new 'us' feeling*

A modern company look - branded with our customers' logos - this is engelbert strauss. We are one step ahead and are investing in a new production facility: the CI-Factory. The focus here is on Corporate Identity, which in our case means personalised outfits from head to toe. We facilitate this through offering unprecedented branding options. More individual product configuration and an even greater selection.

# 1 SHUTTLE LOGISTICS

*CI-Factory –  
production starts  
in Autumn 2020!*



# CI-FACTORY

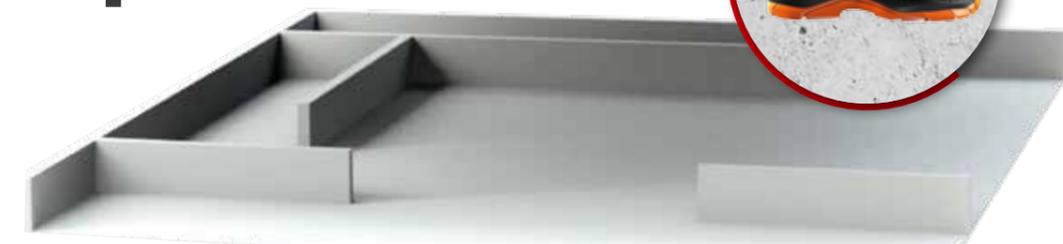
## 2 LOGO MANUFACTURE



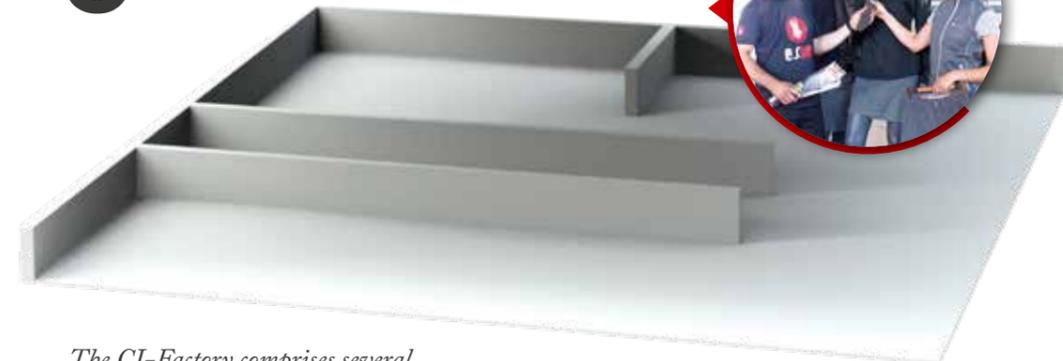
## 3 TEST LAB



## 4 TRANSPARENT SHOW PRODUCTION

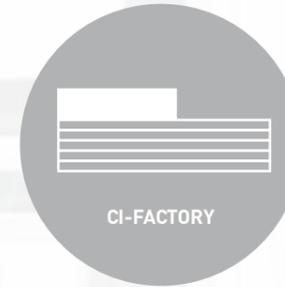


## 5 FACTORY POP-UP



*The CI-Factory comprises several  
production areas.*

# SHUTTLE LOGISTICS



*There are more than one million flexible storage slots in a shuttle logistics system. Fully automatic shuttles move the goods through all production areas for further processing.*

215/118381



# LOGO MANUFACTURE

*The logo manufacture is directly connected to the shuttle logistics; in this way the raw products are moved from the logistics centre straight to the personalisation process. Our experienced design team ensures the individual implementation of the customer's CI.*



*The logo says more than a thousand words. For this reason, we also use new digital personalisation techniques in addition to the proven technologies.*



SEAPORT

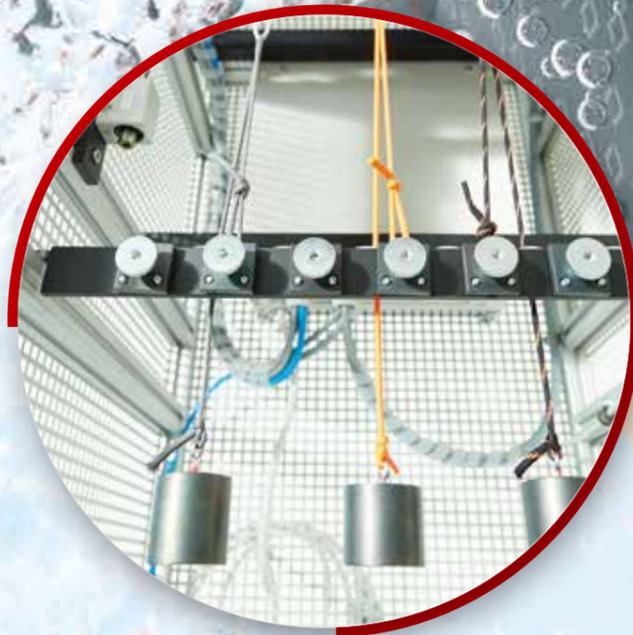


VITALIST





*We are investing in a new test laboratory to ensure that the garments still look good, even if they have been worn frequently. This is specially tuned to how our products are used and ensures their durability.*



*The German Chancellor Angela Merkel at the site finding out more about the technical innovations by engelbert strauss.*

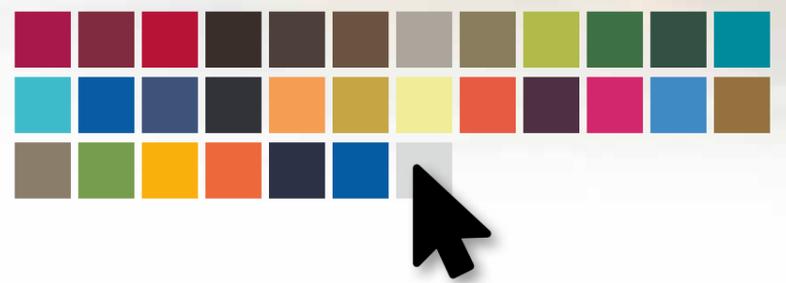


*We develop membrane technology in cooperation with reputed partners from across the world.*

# TEST LAB



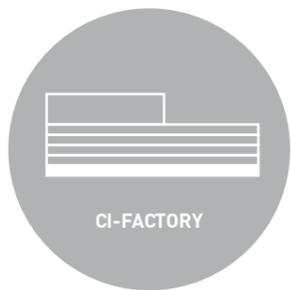
▶ COLOUR



# TRANSPARENT SHOE PRODUCTION

*One highlight of the CI-Factory: the production for individual work shoes. High-quality components are configured to create personalised company shoes using robots.*

*We will be presenting exclusive special topics and real unique items in the sporadically opened factory outlet - the so-called Factory Pop-Up.*



# FACTORY POP-UP



*This is how it could be:  
Henning Strauss shows  
the work shoes of the  
future*

*"It is time for new innovative branding offers. Each of our customers is their own brand," says Henning Strauss*

# COMPANY IMAGES NEED A PROFILE

*This indicates close cooperation between logistics, production and shipping. Why is this so important?*

In a way, you could call us the wardrobe of the German economy. The depth and combination diversity of our range make us unique. The CI-Factory is a permanent way of accessing all products and components. We have more than one million flexible storage slots in a shuttle logistics system that is tailor-made for our needs. The shuttles are an efficient way to send even small quantities or single orders to the next production step or dispatch quickly and reliably. The site needs to be equipped with high-tech systems to allow this direct access.

*The CI-Factory also houses a test laboratory. Why is that?*

We still have numerous ideas. Workwear should become more innovative. And this requires new materials that we develop jointly with our partners across the world. To ensure the function and durability of the materials for our customers, we develop our own test methods in addition to the statutory specifications. Our worldwide quality assurance is bundled in the CI-Factory.

*Will Biebergemünd remain a company site?*

Biebergemünd is an important part of our logistics mix. And this will remain so in the future. The CI-Factory will help us to secure and expand our logistics capacity in the Main-Kinzig region. It will be decisive for our new branding offers to also increase customer support capacities.

*After the company campus, the CI-Factory is the second large investment within five years. How much more growth is engelbert strauss seeking?*

We are not interested in size. We want to position the company successfully in the long-term. This is important to ensure the uniqueness of the product and brand.

*Why the logo is not the be all and end all ...*

*engelbert strauss has supplied embroidery and prints for garments for more than 30 years. What is different in the CI-Factory?*

Today's technologies have hardly changed over the past 30 years. It is time to create new innovative branding products. Because today, it is no longer enough just to replicate individual company logos, it is important to see these as brands. This means creating a high-quality appearance for the respective company that reflects their philosophy. The CI-Factory will be focussing on elegant accessories such as zipper-pullers, haptic web batches or cool 3D prints.

*The branding possibilities also include shoes. Who needs personalised company shoes?*

Work shoes personalised to specific configurations is something completely new. In the future, our customers will be able to design their own individual shoes using a wide range of components, all of which are precisely tailored to their work area. By using state-of-the-art robots and automated systems in the logistics process, even small series of shoes can be branded in company's CI.





## ENGELBERT STRAUSS **ASIA**

How are engelbert products created? Where do they come from? The answers and some insights are shown in a documentary that was filmed in Asia.

*[Picture on the left] Quality check: Trousers e.s.motion 2020  
[Picture on the right] e.s. Glove production in Vietnam*

We have selected production facilities in Asia that manufacture exclusively for engelbert strauss. We work with our partners on-site to directly coordinate the production processes for our products, from the production of the materials through to sizing and sewing.



Every good product starts with high-quality raw materials. Our work materials need to satisfy very high technical performance values. We attach great importance to the durability and comfort properties of our products which is why we often arrange for our materials to be produced specially to our specifications.

In addition to the choice of raw materials and the right thread composition, colour stability is very important for engelbert strauss workwear.

Due to the use of various materials, natural fluctuations in the properties of the cotton and colour changes as a result of UV, colour management plays a central role in this process. To guarantee that colours remain the same for many years, we have developed our own colour formulas.

engelbert strauss dyes the threads for special patterns. In this case, the thread is dyed first, then woven. This is, for instance, how the engelbert strauss check pattern of the e.s.fusion gastronomy collection is created.

The woven raw material wound onto large coils is then sent for cutting. Supported by large plotters, the material strip is cut in several layers and the cut-out parts are then bundled. Experienced seamstresses create our garments in several steps on various production lines.

Because of their many pockets and details, work trousers in particular are difficult to manufacture and demand experienced employees in the sewing shop. In addition to the threads defined by engelbert strauss, it is important to use the correct machines and ensure that they are configured accurately.

State-of-the-art technologies and trained staff help us implement our ideas. We set ourselves high standards in terms of the design and function of our products. Every step within the production process has been carefully coordinated. Extensive checks are conducted during the entire production process.

[engelbert-strauss.de/development](https://engelbert-strauss.de/development)



*[Picture top left] Production facility in Vinh, Vietnam  
[Picture bottom left] Henning Strauss in the material production  
[Picture bottom right] It is all down to the right mix  
[Picture on the right] The defined composition is woven to the required yarn count.*

## RAW MATERIAL & YARN

## WEAVING PROCESS



*When special patterns are woven, the yarn is dyed first. Quality checks are carried out directly on the machine.*





*[Picture top left] Production planning with long-standing partners*

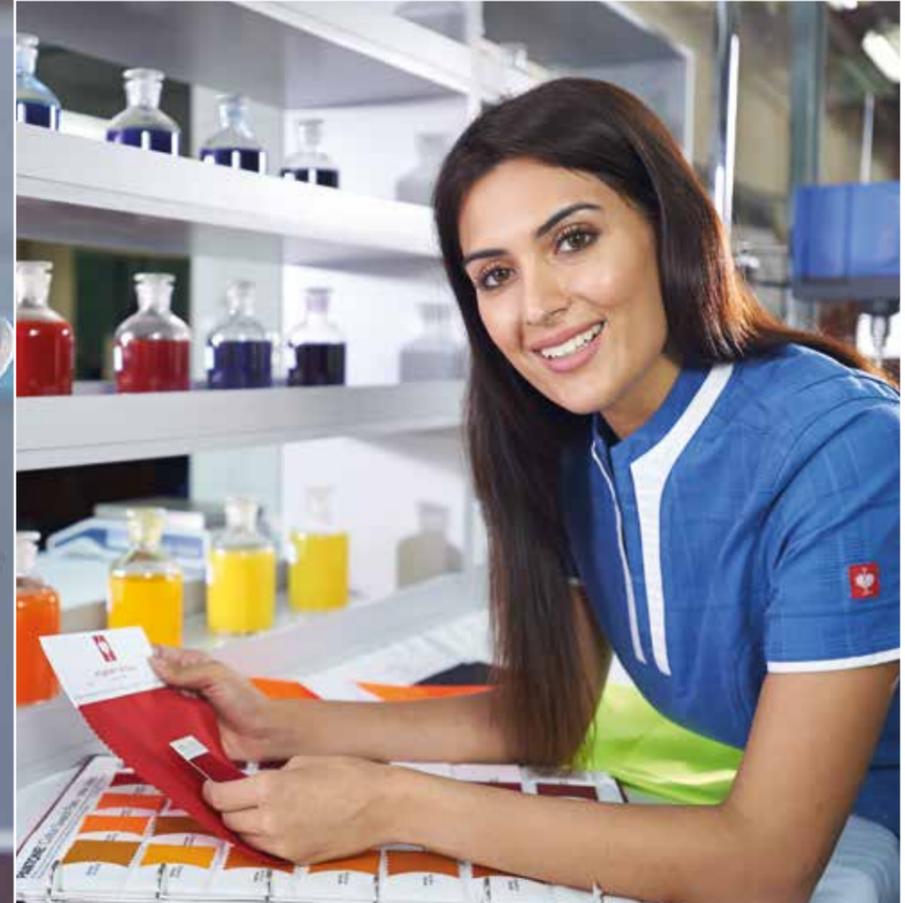
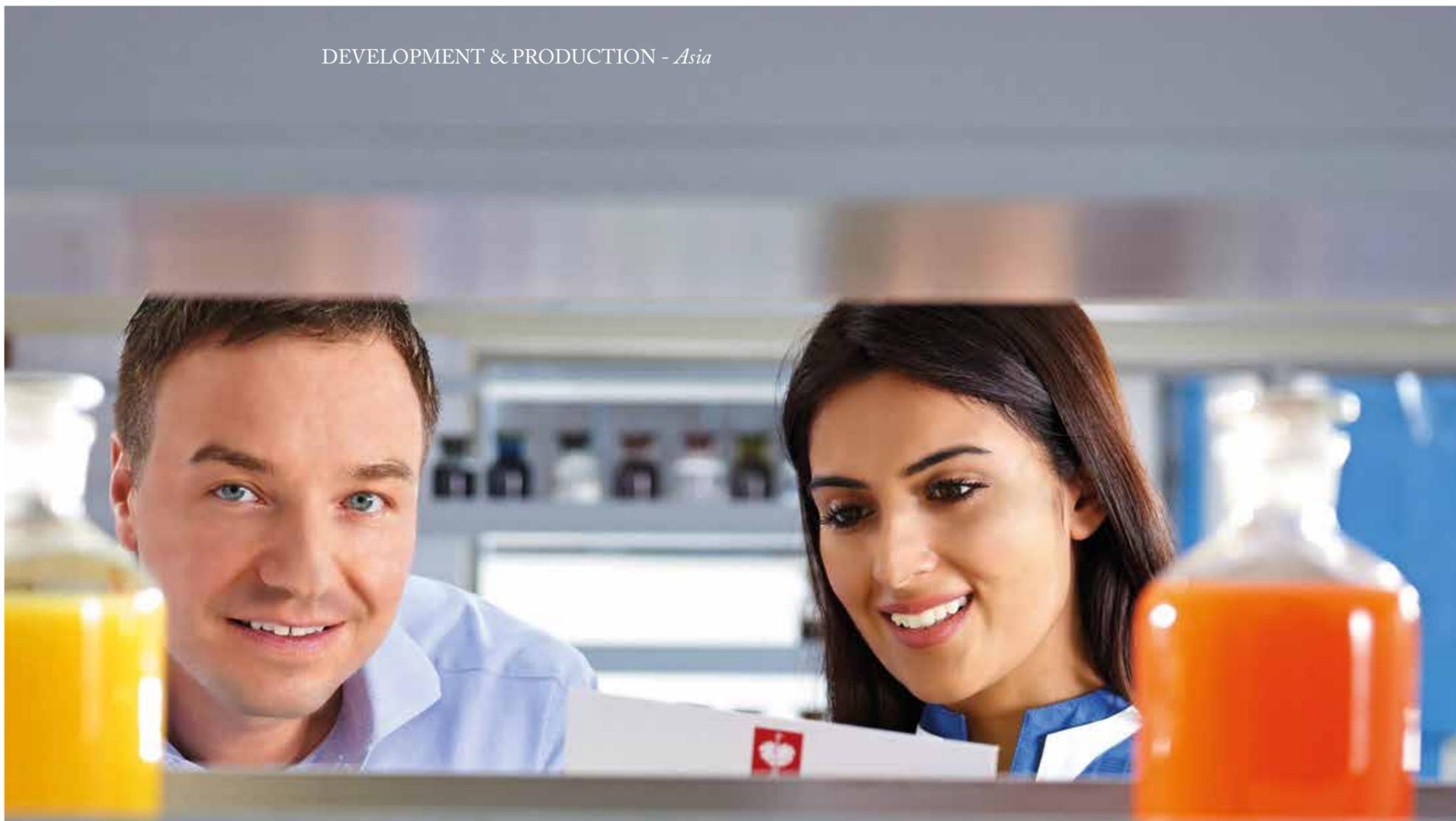
*[Picture bottom left] 100% visual inspection to check the quality*

*[Picture top right] Digital cutting pattern: Lots of single parts go into making e.s. worker trousers.*

*[Picture bottom right] the strong work fabrics must be sewn with absolute precision.*



## CUTTING & SEWING



## DYE PRODUCTION

The colour management for workwear is very important, which is why engelbert strauss has come up with its won colour formulas.

*[Picture on the left]  
Henning Strauss in the dye lab  
[Picture top right] A new dye  
colour is created  
[Picture bottom right] Detailed  
harmonisation to the  
engelbert strauss colour range*



## QUALITY CHECK

To guarantee a constant high level of quality, we check our products throughout the entire production process.



*[Picture top] Mechanical load is checked in the pilling test  
[Picture bottom left] Ready to wear! Workwear must be able  
to withstand a wide variety of loads  
[Picture bottom rights]. Martindale test – the number 1,  
as far as wear is concerned*



*[Picture left page] Model Sirius in action – enjoy work!  
[Picture top right] A great deal of dexterity is required  
when sewing the shaft  
[Picture bottom right] e.s. Shoe technician Carsten checks  
the colour and materials before the next processing stage.*

## SHOES





*[Picture top left] Automated production at e.s. Mechanics' gloves Viper*  
*[Picture bottom left] Hand in Hand – real team work*  
*[Picture on the right] Perfect protection for your most important tool*



**GLOVES**



**engelbert strauss**  
enjoy work.