

The e.s. customer magazine

# REDWHITE



The right cut  
for everyone

# FIT YOUR STYLE

Issue SS 2018

engelbert strauss



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#### LIFESTYLE MAGAZINE

WORKS OF ART, Los Angeles

“Craft is Art”



**COTTON  
STRETCH**  
*Feel-good shirts*

Henning and Steffen  
Strauss with the mascot  
Luigi at the ground-  
breaking ceremony for  
the CI-Factory.



## A WARM WELCOME

Great that you are here - on page three of our REDWHITE magazine that is hot off the press. We will be giving you a few glimpses into the cosmos of the red-white brand. What clever innovative products has the product development team come up with? What was Strauss doing in Hollywood recently? What is behind the new construction project 'CI-Factory'? We will be answering all these questions on the following pages.

“Fit Your Style” will be the future motto when the boss kits out the team in a corporate look. We have improved the fit of our shirts. With the various fits on offer, everyone in the team will feel great in the new cotton stretch shirts. A Win-Win situation for the boss and the crew - because anyone who feels good is motivated and can really get stuck in.

**Strauss goes Hollywood!** The stunt and media industry in Hollywood has opted for Strauss workwear for the first time. We have set up Strauss Workwear Inc, a national subsidiary, in the film metropolis Los Angeles. It has a black and white logo.

**Breaking ground for the future:** We broke the first ground for the construction project CI-factory in September 2017. Now the building machines have arrived to pave the way for tomorrow's workwear.

**Everything OK in the team** - at the new production site we create the possibility for individual company images from top to toe. Here too, the focus is on team spirit. A special highlight of the new facility is the transparent shoe production. In combination with a robot-supported shuttle logistics system, it allows a great number of components to be used to create individual and branded company shoes.

As you can see, things never get quiet round here - we are working together on designing the future of the world of work. Have a look for yourself. Have fun diving into the engelbert strauss world.

*Your Strauss family*



# FEEL-GOOD FOR EVERYONE

*We make it possible.*

engelbert strauss is kitting out teams - for quite some time now. With our new cotton stretch shirt collection we are taking company attire to a new level: high-grade cotton combined with elastic stretch and all in several cuts. Whether its figure-accentuating, casual or a little bit longer - the individual has the choice to wear their shirt just the way they like it within the corporate look. This creates high spirits within the team, because motivation comes from feeling good. This transfers from the 'I' to the 'We' - a team spirit that accelerates every business.

# WHO DECIDES WHAT FITS?

*Find your golden  
ratio.*

Different cuts allow  
individual styling.  
One shirt - three styles.



**REGULAR**



**SLIM**

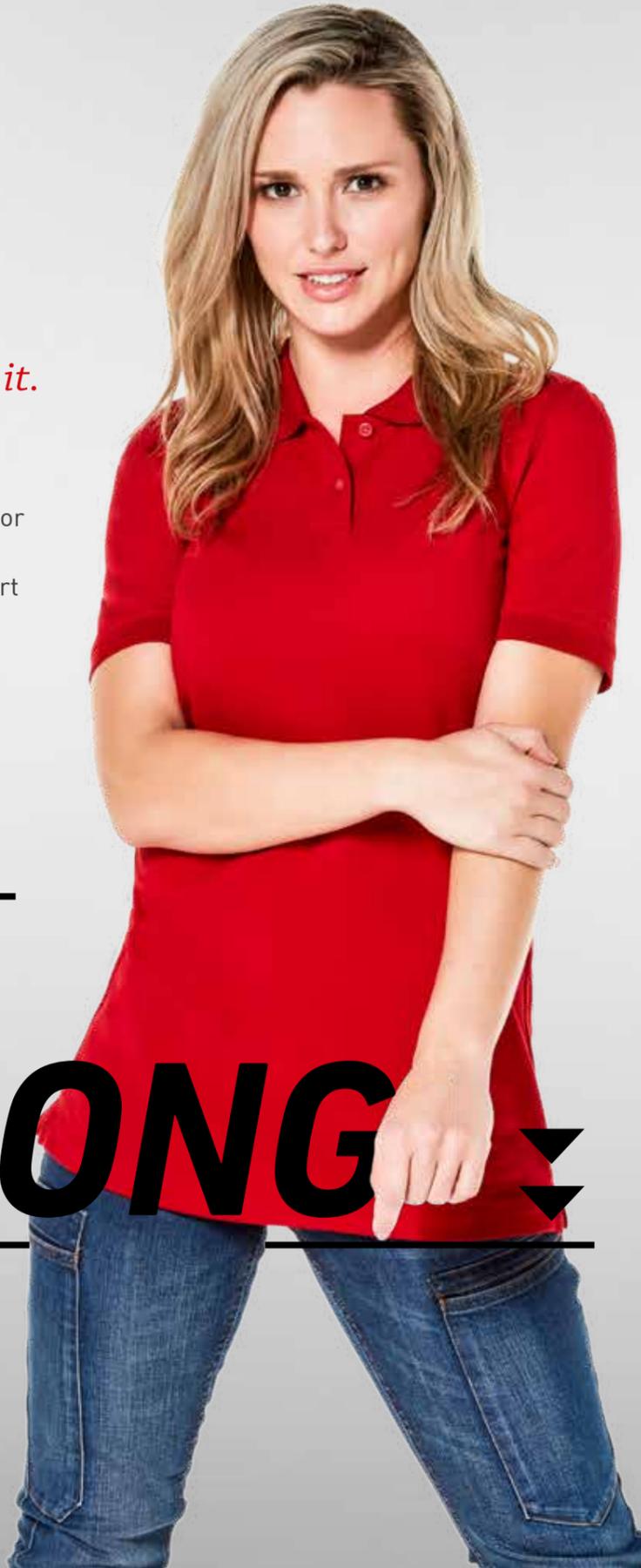
**LONG**



# EXACTLY MY CUT!

*That's how I like to wear it.*

Individual feel-good look in the new cotton stretch shirts. Be it a T-shirt or polo shirt, with short or 3/4 sleeves in a wide range of colours - your shirt just how you like it.



**REGULAR**



**LONG**



**PLUS**





# STRAUSS GOES HOLLYWOOD

*New workwear for Movie and Stunt*

The ostrich has arrived in Los Angeles – the stunt and media industry in Hollywood has now opted for workwear from strauss for the first time. For our expansion in the USA we have founded Strauss Workwear Inc., a national subsidiary, in the movie metropolis. In line with the media industry, the colour of the new Stunt'n'Media- collection is black and is now a 'Black Label' in every sense of the word.

How did this happen? We have enjoyed a reputation for upmarket film and photo productions in California for many years. On set we were frequently asked when we were going to launch our products in the USA. We are now presenting our collection for stuntmen and women and the team behind the camera.

STRAUSS  
WORKWEAR  
INC  
1301 MAIN ST  
VENICE  
CALIFORNIA  
90291

# PARTNERS IN ACTION

## *Cooperation with the Stuntmen's Association*

The conditions on the set are often extreme - and require the best equipment. Elastic high-tech materials, fire-resistant aramide, wear-resistance made of ceramic: Most of the components were specially developed for the new Stunt'n'Media collection. We have been working closely with experts in Los Angeles.

In cooperation with the reputed Stuntmen's Association of Motion Pictures we have designed a high-tech collection. The Stuntmen's Association of Motion Pictures is the first and largest association of

professional stunt performers and movie makers in Hollywood.

In future they will be kitted out by Strauss. Jeff Wolfe, President of the Association, is looking forward to the new workwear: "High-tech features in a cool design - we are hugely looking forward to working together and creating a joint branding with Strauss."



*Symbolic 'cube handover' on Sunset Boulevard.*

# CRAFT MADE IN HOLLYWOOD

*The best of 10 years on the set.*

*The material for real heroes. [2009]*



*The motto  
now is  
"enjoy work".  
[2014]*



*stretch  
your  
limits  
[2016]*



*We are  
setting the scene  
for craft.*

*"Appearance is important in the craft sector too. For years we have staged our photo and film shoots in Hollywood to generate enthusiasm for the world of work", says Henning Strauss.*



*We are turning  
the world of work  
upside down.*



*work on  
vision  
[2012]*



*An important step -  
the ostrich  
in the movie  
metropolis.  
[2017]*



# BREAKING GROUND FOR THE FUTURE

*BUILDING PROJECT 'CI-Factory'*

Finally things are underway! We broke the first ground for the construction project CI-factory in September 2017 after an intensive planning phase. This is where we want to work on the future of workwear.

Now the building machines have arrived - we are paving the way for tomorrow's workwear in the CI-factory. This new building will create space for innovative logistics systems and also previously unknown individualisation possibilities for workwear.

The special highlight of the new CI-factory is the transparent high-tech shoe production. The concept of configuring work shoes according to personal preferences is, in this form, unique in the world. Customers can configure company shoes with individual colours, materials and a personal logo. The integration of robotics and automation into the logistics process will allow even small volumes to be produced.

"We are noticing that individually branded clothing for companies is growing in importance. Employees become ambassadors for the company. The team concept is promoted and at the same time the high-quality appearance underlines its competence. And this is where the name comes from: CI stands for Corporate Identity - and a unique identity is exactly what we want to give our corporate customers," says Henning Strauss.

Currently the construction team is levelling the site with heavy machinery. From January the stairwells will rise from the ground - in 2020 we can then take the steps to new heights in the workwear world.





# ROUTE 66

*Welcome to Workwear Valley*

In our Kinzig-Valley, which is directly located on the A66, everything seems to focus on workwear. The headquarters 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 production site – 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*



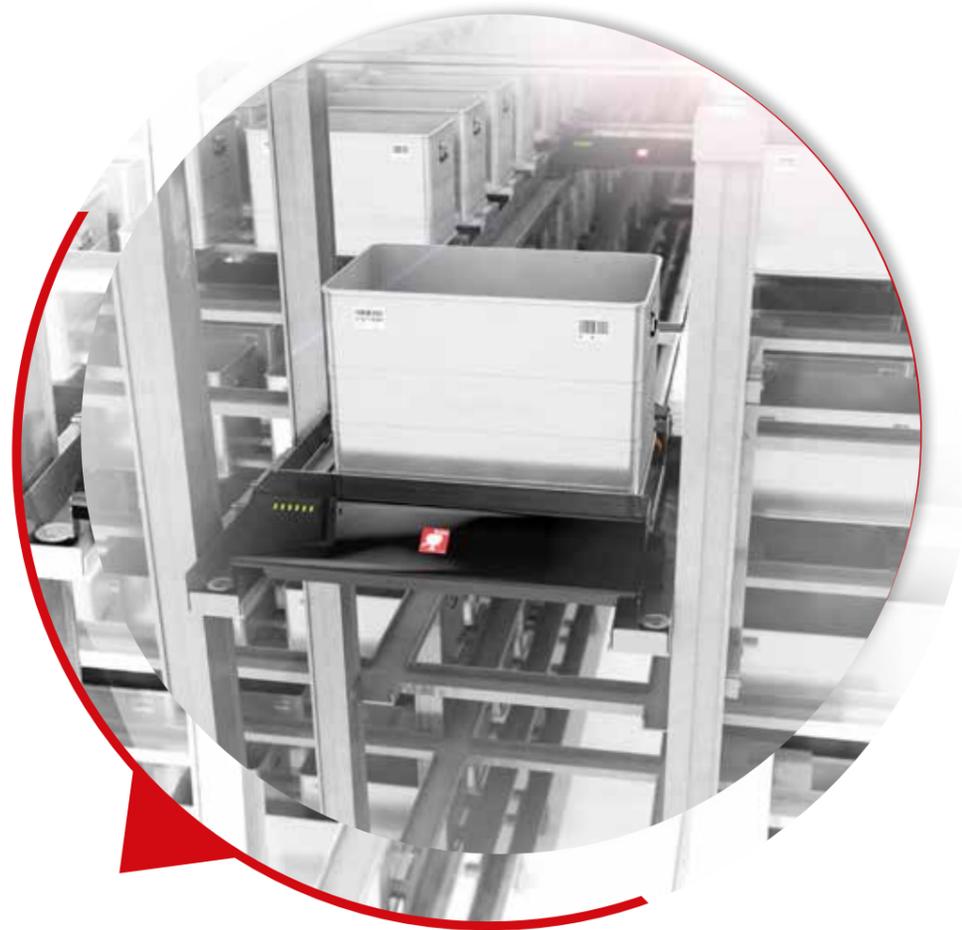
# ONE TEAM ONE LOGO

## *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 even greater selection.

# 1 SHUTTLE LOGISTICS

*CI-Factory –  
production start in  
autumn 2020!*



# CI-FACTORY

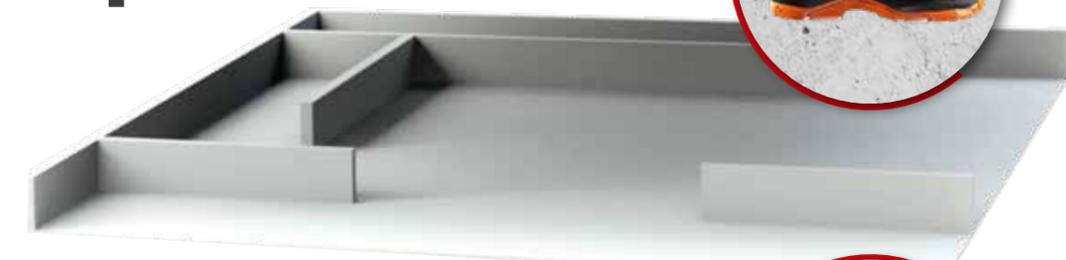
## 2 LOGO MANUFACTURE



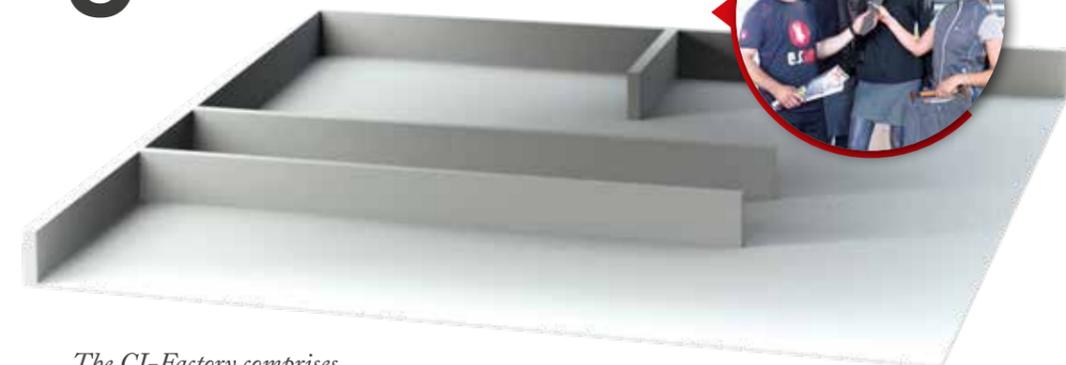
## 3 TEST LAB



## 4 TRANSPARENT SHOE PRODUCTION



## 5 FACTORY POP-UP



*The CI-Factory comprises  
several production areas.*



# 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

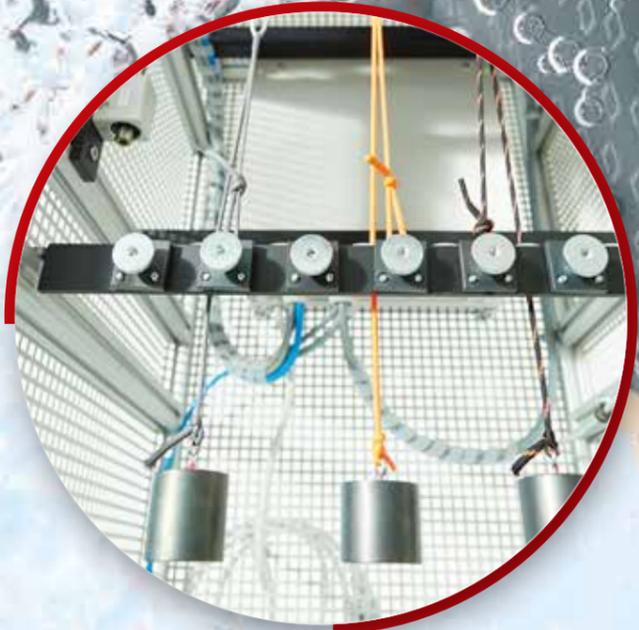


VITALIST

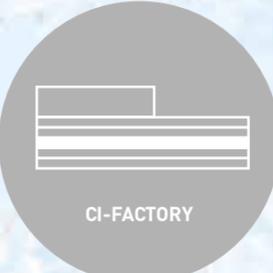




*We are investing in a new test laboratory to ensure that the garments still look good, even if they have been worn frequently. This is specially tuned to how our products are used and ensures their durability.*



*The German Chancellor at the site in June 2017 finding out more about the technical innovations by engelbert strauss.*

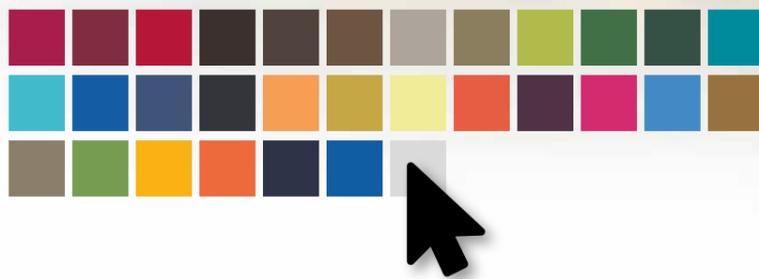


*We develop membrane technology in cooperation with reputed partners from across the world.*

# TEST LABORATORY



▶ 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.*



*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

*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 individual 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 the company's CI.

*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 a 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 order 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 created 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.





## 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 facility*

*[Picture bottom right] It's all about the right mix.*

*[Picture on right page] 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 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 at the top] Mechanical load is checked in the pilling test.  
[Picture bottom left] Ready for use Workwear needs to withstand a variety of different loads.  
[Picture bottom right] 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 tools*



**GLOVES**



**engelbert strauss**  
enjoy work.

**EXACTLY** ▶

**MY**

▶ **CUT**

**#fityourstyle**

#whatfits #youdecide  
#regular #long  
#plus #slim #shirts  
#premiumcotton  
#stretch #yourstyle  
#oneteam #enjoywork