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**TEXTILWERK
CARL FRIEDRICH
GMBH & CO.
1919 TO 2019**



FOREWORD

100 YEARS OF TRADITION

This year, Textilwerk Carl Friedrich is celebrating its 100th anniversary. This is a very special anniversary for us and good reason to be grateful for many things. We're grateful to the generations before us, to the employees, who have supported the company over the decades with their commitment and expertise. We're grateful to the Markowski and Jarminowski families, who have followed this path with the best of intentions– even when the going got tough. We're grateful to Mr Kolitschus, who did his best to support the company as a will executor and member of the advisory board for over 50 years. Finally, we're grateful to our representatives and business partners for the successful, long-term cooperation.

On this special occasion, we would like to take the opportunity to tell you a bit more about our family-owned company with this brochure. Let's take a brief journey back through our company's history, from its founding to present day.

Carl Friedrich



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Friebo

*Modische
Schuhoberteile*

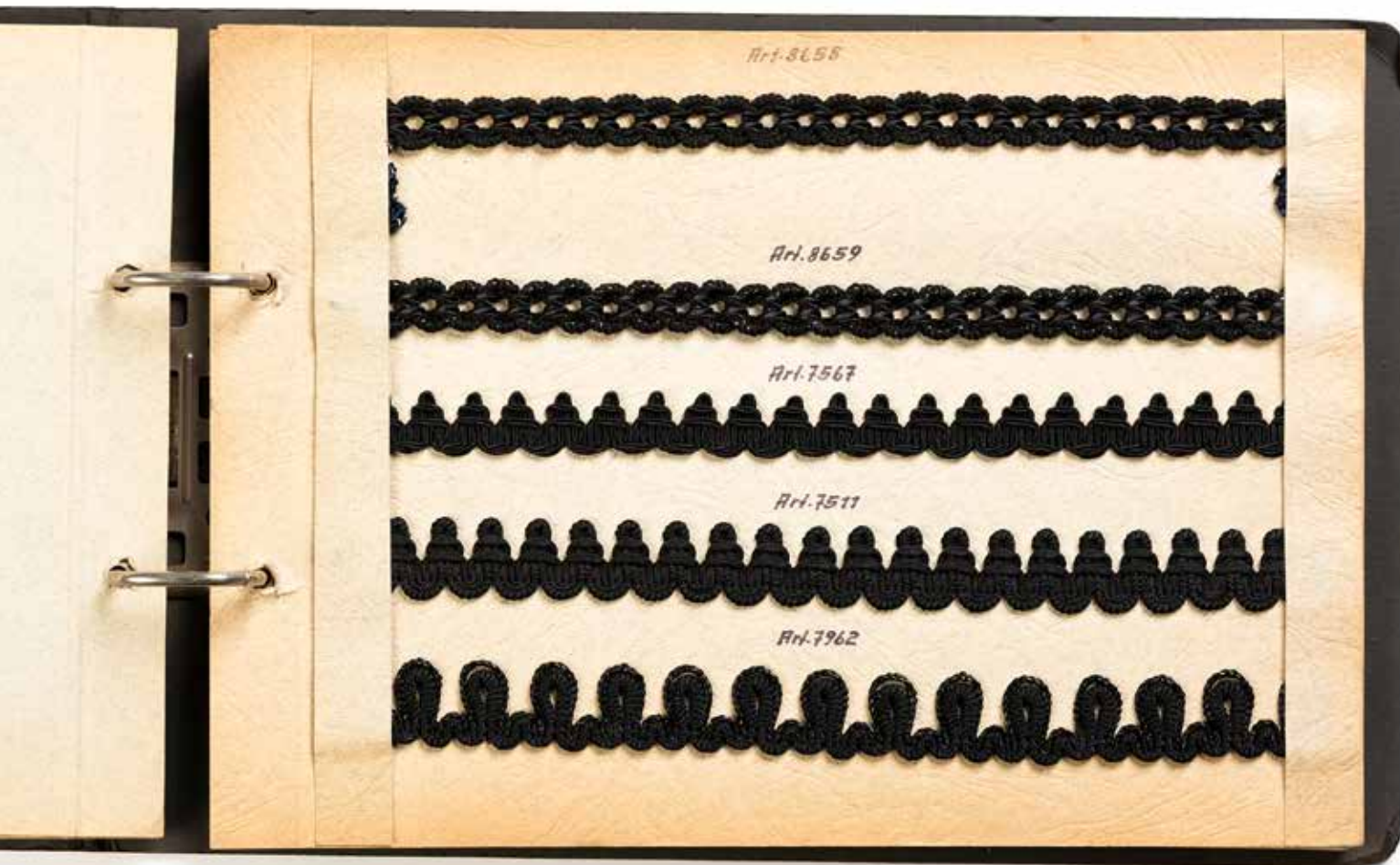
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TEXTILWERK CARL FRIEDRICH
WUPPERTAL - EBERFELD



OUR HOME

A TRADITION OF TEXTILES IN THE BERGISCHES LAND

Wuppertal was once a major centre for the European textile industry and boasts a history that is as long as it is glorious. FRIEBA is proud to be a part of that.



So it wasn't by accident that we chose this city to serve as the headquarters for our company – alone based on its history. In the mid-19th century, the region located in the Wupper valley was one of the largest economic centres on the European continent and one of Germany's first industrial regions. Records show that textiles have been manufactured and bleached here since 1450. A prosperous, multifaceted textile industry based on the bleaching and subsequent dying of yarn in the water of the Wupper sprouted up in the valley meadows.

Lindtwirken, or ribbon weaving, was mentioned as early as 1549 in a contract between the towns of Schwelm and Elberfeld. In 1597, Duke Johann III of Jülich-Cleve-Berg granted the people of Elberfeld and Barmen the privilege to pursue the yarn livelihood, that is, the exclusive right to dye, weave and knit yarn and cloth. The mechanisation of production followed around 1750, initially in the form of hand-driven plaiting machines.

Beginning in 1780, hydropower replaced manually generated power. The sought-after products from the region were shipped to all corners of the world and commonly referred to as "Barmer articles". This included, among other things, ribbon, cord, braids, pillow lace and numerous other products. In the second half of the 18th century, braiding emerged as its own branch of industry. The first braided articles included shoe laces, which were first made by hand and later on bobbin machines. Over time, the Barmer textile machine industry developed specialised bobbin and braiding machines that were capable of processing all types of thread.

It didn't take long before ribbon seats were rocking and braiding machines were whirring away wherever one went. Almost the entire regional economy was more or less linked to the Barmer article industry.

TEXTILWERK CARL FRIEDRICH



HISTORY

PASSION, CREATIVITY AND INVENTIVE GENIUS



Ingeborg Markowski
and Carl Friedrich,
approx. 1962

Carl Friedrich was not only the founder and eponym of the company, but also its trailblazer and soul. He laid the foundation for the company's success, which has reached international proportions today.

**“A company can only
be as good as the qualifications
of its employees.”**

Jürgen Solenski, former managing director

Carl Johann Friedrich, the founder of FRIEBA, was a trained machinist, a savvy businessman and passionate inventor. The Barmer local, born 14th September 1887, registered countless patents over the course of his life. When he decided to take over Riemendreherei Wilh. & Rud. Müller in 1919 at the age of 32, he already had a large network of business contacts in the flourishing textile industry. In 1925, he had the company, initially registered as “Maschinenfabrik Carl Friedrich in Barmen”, renamed to “Textilwerk Carl Friedrich Barmen”. The FRIEBA brand name that is known today is an abbreviation of his family name and the past location in Barmen (FRIEdrich Barmen).

In his factory, Carl Friedrich primarily manufactured shoe laces, plaits, edging, lacquered braids, leather straps, straps for high-heeled sandals and other semi-finished goods mainly used for shoe production – with considerable success: By 1929, FRIEBA was exporting nearly 20 per cent of its total production volume abroad. FRIEBA also participated in the Internationale Schuhmesse in Pirmasens (IMS/International Shoe Trade Show), Rhineland Palatinate that began in 1955.

The company made it through the challenging post-war era without any major economic setbacks. This is due not lastly to the fact that it employed a relatively small number of skilled employees as permanent staff. Friedrich assigned the bulk of production work to homeworkers in the region.

In June 1970, the founder passed away leaving the company to his two granddaughters, Ingeborg Markowski and Annegret Jarminowski, after whom the subsequently founded MAJA Beteiligungsgesellschaft is named. The managing director of the new GmbH & Co. is Jürgen Solenski, who has worked there since 1967. This is a period of transition for the ribbon and braiding industry. The industry once limited solely to the supply of articles develops new found confidence. Changes to production processes for footwear make semi-finished products obsolete. This calls for innovative spirit within the industry. FRIEBA also breaks new ground, aligning itself increasingly with the clothing industry. The company now acts as a partner and is also regarded as one. Independent design and creative collaboration with customers becomes a major focus of its work. Jürgen Solenski guides FRIEBA into the new era. Among other things, he arranges for FRIEBA to take part in Interstoff Frankfurt, which opens its doors in the mid-1970s.

In the years to come, presenting at trade shows becomes the preferred way to kick off the upcoming season. As of the fall of 1996, the company moves from Interstoff to the newly founded Munich Fabric Start. The trade show that began with a mere 50 exhibitors has grown to nearly 950 international exhibitors today becoming one of the most important fashion trade shows in Europe. From 1997 on, FRIEBA is also represented at the Première Vision in Paris (then Mod'Amont).

Since January 2004, Uwe Hein has occupied the company's helm as its managing director. Its presence within the European territory gradually expands in the years to come with new branches. With two branches in Germany as well as branches in the countries of Austria, Denmark, France, Great Britain, Italy, the Netherlands, Portugal and Spain, we can now offer our customers extensive consulting that is always nearby. European exports now accounts for nearly 60 per cent of total business. We have also supplied more distant locations like Peru, Mexico, New Zealand and China in the past.



Paulina Pitten, daughter
of Paula and Carl Friedrich,
1932



Carl Friedrich,
1963



Paula and Carl
Friedrich, 1941



Pirmasens trade show
stand, est. 1955

Paulina Pitten
at the office, 1935



Ingeborg Markowski
and Carl Friedrich, 1963



Jürgen Solenski
and Horst Kolitschus

ESCHENBEEKER STRASSE 4-8
D-5600 WUPPERTAL-ELBERFELD
TELEFON 02 02/75 10 93-94
TELEX 08 591 381
TELEGR.-ADRESSE TEXTILFRIED

TEXTILWERK
CARL FRIEDRICH GMBH + CO.

FRIEBA



ART. NR. 115 / 5 cm

ART. NR. 40 014

ART. NR. 33 016

SCHUHSENKEL-
FARBENKARTE

TEXTILWERK
CARL FRIEDRICH GMBH + CO.

D-5600 WUPPERTAL 1

FRIEBA



ESCHENBEEKER STRASSE 4-8
D-5600 WUPPERTAL-ELBERFELD
TELEFON 02 02/75 10 93-94
TELEX 08 591 381

TEXTILWERK
CARL FRIEDRICH GMBH + CO.

FRIEBA

MUSTERKARTE



Textilwerk Carl Friedrich
WUPPERTAL-ELBERFELD
Bismarckstrasse 4-8
Telefon 02 02/75 10 93-94
Telefax 02 02/75 10 95



THE BRAND QUALITY AS A COMMON THREAD

Maschinenfabrik Carl Friedrich Barmen became FRIEBA and a production plant developed into an esteemed global brand that embodies the values of lasting quality and continual flexibility.



“Our articles are capable of complementing and accentuating the expression and style of an article of clothing.”

Anja Albrecht, designer

Today, FRIEBA is a modern brand with an international reputation. For us, attention to detail is the common thread that runs through our company's history – when it comes to design, selecting materials and manufacturing. Expertise cultivated for over 100 years guides us every step of the way when developing a new product. Our range of plaited, crocheted and woven articles continues to develop on the basis of customers' ideas and a steady supply of new trends, which we check up on every season – a vibrant portfolio that accommodates the wishes of our customers in every respect. We never stand still. After all, embracing change is a large part of what has made FRIEBA so successful.

Time and again, our high standards and flexible production have attracted international brands like Chanel, Olymp or Swiss furniture designer Vitra to our products. The philosophy of our company perfectly accommodates the individual wishes of designers. Numerous theatrical stages across Europe also refine their creations with ribbons, piping, cords, plaits, trimmings or fringes from FRIEBA – we're proud of that.

Despite all the success, FRIEBA has remained a down-to-earth medium-sized family-owned company. A total of 25 employees work at our corporate headquarters near the Holstein steps in Wuppertal-Elberfeld. Textilwerk Carl Friedrich is still family owned and continues to exclusively manufacture articles “made in Germany”.



PEOPLE TODAY





TIMELINE

TEXTILWERK

CARL FRIEDRICH

1919 TO 2019



1919
Acquisition of the company
"Wilh. & Rud. Müller, Riemendreherei"
and relocation of "Maschinenfabrik
Carl Friedrich Barmen" to
Wuppertal-Elberfeld.

1925
Officially renamed
"Textilwerk Carl Friedrich Barmen".

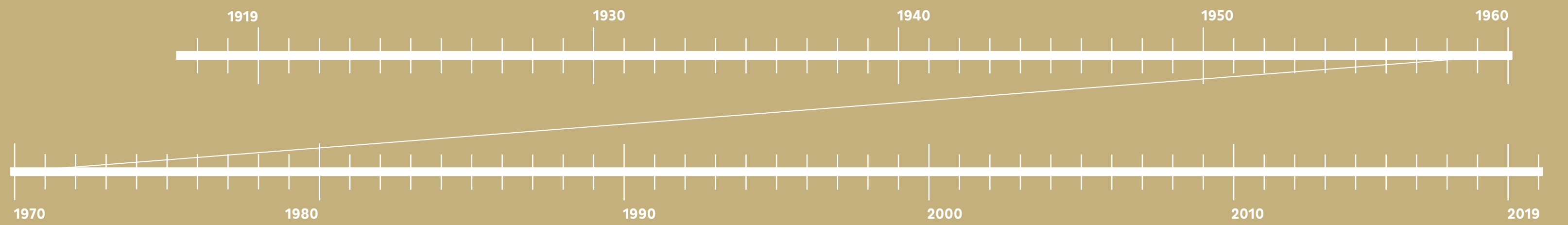
1937/38
FRIEBA manufactures steel thread laces,
trouser piping and other articles for the
army and navy. By 1939, the share of public
orders increases to 70 per cent.

1945
End of World War II: FRIEBA issues
a request to the military government
to continue production. The request is
granted and production is resumed.

1952
The share of exports increases and the company
operates at capacity. Around 60 employees work
at FRIEBA. Laces and fashionable shoe tops drive
sales during this time.

1945 – 1948
Raw material shortages and energy
consumption restrictions complicate
production.

1955
The Internationalen Messe für Schuhfabrikation
(IMS/International Trade Show for Footwear
Production) begins in Pirmasens. In 1970, the
trade show is renamed the Pirmasenser Leder-
woche (PLW). Shoe lace manufacturers –
including FRIEBA – present their products in
separate halls.



1970
FRIEBA founder Carl Friedrich
passes away in June 1970.

1973
MAJA-Beteiligungsgesellschaft is
founded and named after the two
granddaughters of the founder, Ingeborg
Markowski and Annegret Jarminowski,
whom the company is left to. Jürgen
Solenski, who has worked at the com-
pany since 1967, becomes the managing
director of the new GmbH & Co.

As of est. 1976
The company's portfolio continues to
develop. Close collaboration with the
fashion industry and article design
become increasingly important. FRIEBA
presents at the industry's leading trade
shows every year.

est. 1975
First-time participation in
Interstoff Frankfurt.



March 1996
Last time participating in Interstoff
Frankfurt. The appeal of the trade
show to visitors and exhibitors has
declined in recent years.

Fall 1996
FRIEBA is the founding member of
Munich Fabric Start in Munich, which
starts as a regional trade show with
only 50 exhibitors. Today, there are
around 950 international participants
and the trade show has become one
of Europe's leading fashion fairs.

March 1997
First-time participation in the
Mod'Amont in Paris, which is renamed
Première Vision in February 2015.

January 2004
Uwe Hein becomes the new managing
director of FRIEBA.

October 2004
New branch for the clothing industry
in France.

November 2004
New branch in the Netherlands.

October 2007
New branch for the English market.
FRIEBA now has branches in a total
of seven European countries.

2019
The company celebrates its
100-year anniversary.



OUR WORK

EVERY THREAD COUNTS

The entire FRIEBA collection is manufactured on the basis of over a century of expertise, which is absolutely essential – after all, every thread has a life of its own and every machine its own soul. No one knows that better than our employees.

For us, variety is the order of the day. That's why many of our articles are manufactured individually to accommodate our customers' wishes. We also have plenty of sample stock as well as a fixed in-stock range of standard articles. The FRIEBA collection consists of several hundred sample cards, which our original articles are affixed to. This lets our customers inspect the feel, colour and overall composition in an authentic, hands-on manner, which makes finding the right one easy. To ensure that our sample cards have a consistently high level of quality, we have them hand made by a long-established book binding master in Wuppertal. As a result, every sample card is its own unique piece of craftsmanship.

Our collection of articles, which we make on location using braiding techniques or on the basis of crochet gallooning, meets the highest quality standards. This is not only due to the careful selection of threads, but also our employees whose years of expertise are instilled in every inch of our products. As the profession of decorative textile manufacturer is of hardly any significance in the domestic market, we opt to train our employees right here at FRIEBA. Handling braiding and crocheting machines properly requires great care, technical expertise and a keen sense for sensitive material. It takes several years to learn all the tips and tricks needed for equipment. Or as our plant manager Frank Thorack, who has worked at FRIEBA for 25 years, puts it: "The machines have a soul."

In addition to our modern machines, which we regularly ensure reflect the latest state of the art, we also operate a few old gems from the early days. For good reason, after all, the old Barmer machines, which are very gentle on the materials due to their low rotation speed, are capable of manufacturing extraordinary articles. Of course, these gems require significantly more care and

attention. Spare parts have long since vanished and now have to be individually manufactured. But it's worth it for us since it means we are still able to offer these unique articles to our customers.

As for the younger machines, we are committed to investing in the future. That's why we have purchased numerous new units in the past twenty years. As they can't just be bought "off the shelf", every single machine is specially manufactured according to our requirements. Variety is also the key to success here as well: A total of 336 braiding machines in 39 different configurations form the basis for FRIEBA's extensive portfolio that our customers so value. Our extensive stock of different threads means that, once the order has been placed, we are able to manufacture without delay and with the same high quality.



**PIPING BRAIDED AND
TWIST CORDS BRAIDS
TWILLED BRAIDS HOLLOW BRAIDS
PRESIDENT BRAIDS
BOOKMARK BRAIDS SOUTACHE
PLAITS BORDER TRIMMINGS
DECORATIVE BRAID AND
OTHER TRIMMINGS
BUTTONHOLE TRIMMINGS
NOVELTY TRIMMINGS
CHANEL TRIMMINGS TRIMMINGS
WITH BOBBIN LACE APPEARANCE
TRIMMINGS WITH
SEQUINS PLAITS WITH KNITTED
APPEARANCE FRINGES
COTTON TWILL RIBBONS
DOUBLE SATIN AND
GROSGRAIN RIBBON TAFFETA
RIBBON RIBBONS WITH STRIPES,
CHECKS AND DOTS
TRANSPARENT RIBBONS
ORGANDY VOILE
VELVET RIBBONS VELVET PIPING
NOVELTY VELVET RIBBONS**

OUTLOOK THE CRAFT OF TOMORROW

**“Our strengths are flexibility, creativity
and quality – timeless virtues.”**

Uwe Hein, Managing Director

In light of our experience and positive attitude towards constant change, we at FRIEBA are optimistic about the future. We believe that quality is timeless, which is why our knowledge and creativity will serve us in the centuries to come ensuring that FRIEBA is guided into the future in a stable and successful manner.

One of the main topics our customers have been asking about to an increasing degree is production based on renewable materials. That's why we are currently developing special articles from certified organic cotton and recycled polyester. We also think about new production possibilities. In so doing, we are also evaluating the extent to which our articles could be manufactured on the basis of additive manufacturing technology – that is, using 3D printing.

Further options include so-called heat transfer or application techniques, which are of interest when it comes to further processing. To develop is to move forward – or as the age-old saying goes: “To stand still is to fall behind”. That's why we have taken the first steps of many towards preparing for the future.



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Art.: 17028 Masch.: 17

Farbe: 674

Meter: ~~950~~ 150

Mat.: 17x1/50/2 Bl

(Uw. 95056)

Fl.: 29 Br.: 45

