



LINDER

TISSEUR CRÉATEUR

PRESS KIT

— MAISON FRANÇAISE —



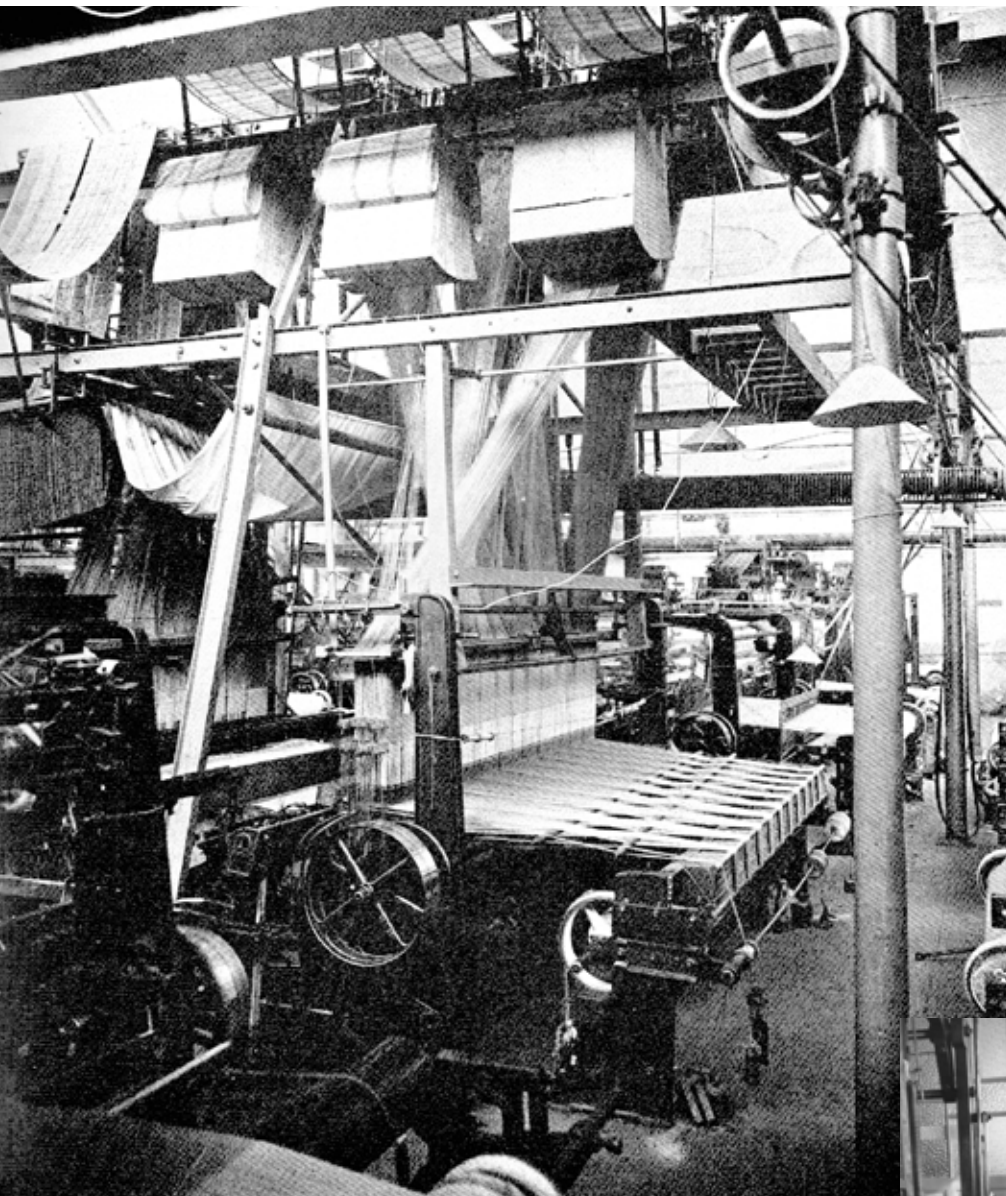
VIOLAY  
LOIRE  
FRANCE





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# LINDER THROUGH THE AGES





## **CREATION**

In 1904, Célestin Linder, a young Swiss textile engineer and migrant in France, purchased the weaving plant for which he worked. At the time, the plant located in Violay (France) made woven products of all kinds from cotton, silk, and wool.

## **DEVELOPMENT OF THE COMPANY**

At the start of the 20th century, Linder's technical know-how was known throughout Europe. This success allowed the company to establish other production sites, increase the number of machines and achieve the outstanding technological feat of creating the first 240-centimeter-wide loom.

## **FIRST AND SECOND WORLD WARS**

Despite the drafting of staff, mandatory service, power cuts and the lack of raw materials, weaving continued even if 40 % of the machines were shut down. The Linder plants retained their personnel as best as possible.

## **AFTER THE WAR**

Célestin Linder and his son René focused on innovation and increased their production of tablecloths and fabrics through the designs of new Jacquard looms and by extending their workshops. As a result, a single worker could then operate five automatic looms.

## **THE 30 POST-WAR BOOM YEARS**

Linder SA expanded its plant and worked on new light, transparent synthetic fibers for table linens, bedding, curtains, and home furnishing fabrics. The advent of window decoration was underway.

## **THE 80S**

With the explosion of the window decoration market, the emergence of polyester voile curtains and the success of the Tergal Plein Jour line, Linder gained access to many international markets. The plants were further expanded, and Linder began exporting its products worldwide.

## **LATE 20TH CENTURY**

As the 21st century dawned, ushering in an age of globalisation, the distinctive features of each region remain intact. Despite aggressive international competition, Linder stands firm and leverages on its French know-how.

## **INTERNATIONAL EXPANSION**

Now more than ever, Linder is focused on international expansion to promote its know-how. The company operates in 58 countries, with a subsidiary in the United States and networks across the world.

# LINDER, A FAMILY PACT

The family pact, the genuine lifeblood of LINDER, has unquestionably been a foundation for the company's survival for the past four generations. At the height of the textile crisis, even though most competitors failed, were bought out, or dismantled, Linder was able to count on family resources.

To this day Linder remains an entirely family-owned business, not given to speculative activities and transactions.

Célestin Linder, the founder and creator, displayed true visionary genius and common sense by dictating what could nowadays be considered a shareholders' agreement. As a matter of fact, he believed that the company could develop as a family dynasty. However, this approach needed to be profitable and therefore rules had to be set.

The first rule was limiting the number of shareholders per branch. Indeed, many family-owned businesses have failed due to the high number of added family-member shareholders. At present, there is a restriction to only three family branches and one "Linder" per branch.

Other rules have been set over the years. Today, any new member entering the company must, of course, be qualified and competent for the position. This person must meet a specific need of the company, have experience in another company and, finally, must be keen on working alongside his or her cousins.

## **A 10-YEAR PLAN**

Every year, the family clan draws up a 10-year plan and identifies well in advance the key positions that will need to be replaced, thereby allowing the time to find the right solution at the right time. This strategy has worked for four generations.



Virginie Linder  
*Product*



Patrick Linder  
*Management*



Cyril Linder  
*Sales*

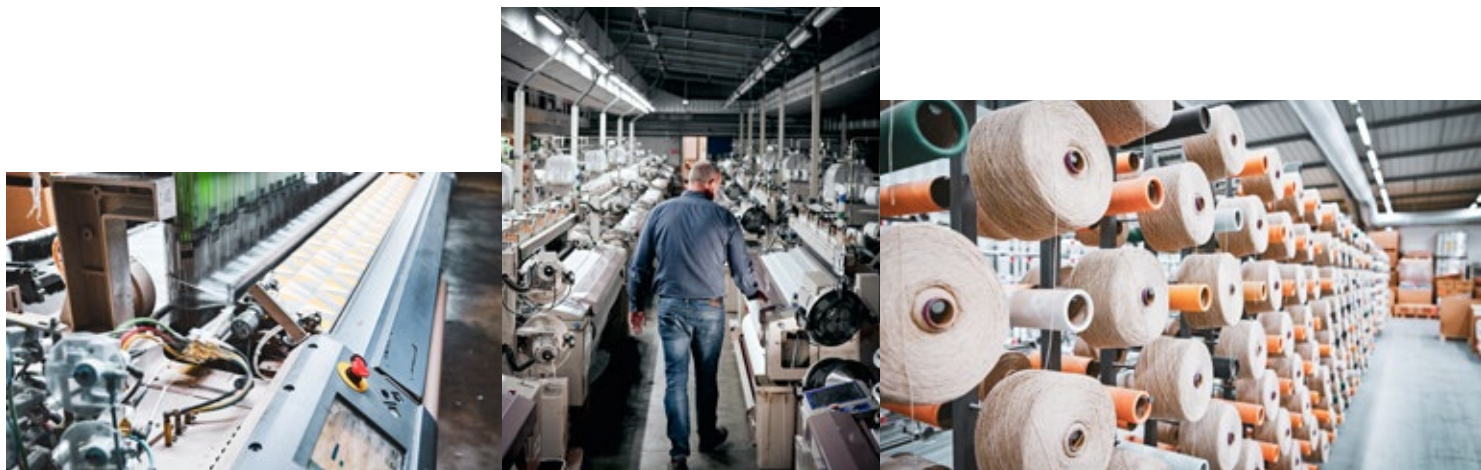


Pierre-Marc Linder  
*Production*



# LINDER, UNIQUE KNOW-HOW AND EXPERTISE

LINDER IS NOW THE ONLY  
COMPANY IN EUROPE TO  
DESIGN, WEAVE, DYE  
AND CREATE ITS OWN  
COLLECTIONS.





### **CREATION (VIOLAY - LOIRE)**

Linder designs all its voile curtains, ready-made curtains, and fabrics in its own facility in Violay. Having complete control over the creation process, the origin and the quality of yarns allows Linder to easily follow trends and meet customer demands.

### **WEAVING (ST MARCEL DE FÉLINES - LOIRE) - 45 PEOPLE**

Warping, drawing, weaving, Linder embodies over a century of experience in all facets of the weaving process. All its machines and looms are able to work on many different types of yarns and to create all types of weaves, designs, and fabrics (taffetas, voile curtains, organza, muslin, satin, printed design, jacquard, etc.). The French craftsmanship requires quality and know-how. Currently, Linder produces about 10 million square meters of material every year.

### **DYEING (TARARE - RHÔNE) - 30 PEOPLE**

The dyeing facility houses the entire textile chain. Qualified laboratory technicians design the colors and ensure that the colors are in keeping with standards. The fabrics are then dyed depending on their composition, using different techniques to guarantee impeccable quality and richness of the colors and to ensure they withstand the test of time. Based on specifications, chemical or mechanical finishes (water repellents, emery grinding, softeners, etc.) are applied to the fabrics. The state-of-the-art technologies require flawless knowledge of ecological requirements and current standards.

### **WORKMANSHIP (VIOLAY - LOIRE) - 20 PEOPLE**

Linder's made-in-France workmanship is based on the mastery of its seamstresses. They flawlessly perform their art, creating couture-like, beautifully finished pieces. Accordingly, this high-quality workmanship and assembly allows the company to tailor its products to meet the specific requirements of its customers.





# LINDER, A COLLECTION



### VOILE CURTAINS

Linder offers a wide range of voile curtains in many styles: plain, colored, embroidered, printed, whimsical. All styles are made in France. Customers can get eyelet panels, rolls, or made-to-measure pieces. New products are added to the collection throughout the year.

### CURTAINS AND FABRICS

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### QUILTS AND BEDSPREADS

To complement its curtains, Linder has created a collection of quilts, bedspreads, and throws that perfectly match the curtain and fabric collections. The same degree of care is given to the quality of production and aesthetics.

### TABLECLOTHS

The Linder tablecloth collection caters to all table sizes and shapes. The workshop also offers made-to-measure tablecloths.

### CUSHIONS AND DECORATION

The new cushion cover collection matches the patterns and colors of the curtains and fabrics made by the brand.

### WORKMANSHIP

Linder's workshop can create custom pieces. Drawing on many years of experience, each seamstress uses precise and flawless movements that give the Linder workshops their expertise and make them a recognized benchmark.

# PERSPECTIVES



OF PATRICK AND  
VIRGINIE LINDER  
FATHER AND  
DAUGHTER

## **WHAT MESSAGE WOULD YOU LIKE TO SHARE WITH THE 5TH GENERATION OF LINDERS?**

**Patrick Linder:** Above all, I would like to relate the desire to continue to perpetuate the dynasty. Naturally, I would also like to continue the industrial, commercial, and real-estate heritage in a rural area.

## **HOW WOULD YOU LIKE THE COMPANY TO DEVELOP?**

**Virginie Linder:** I hope that we will always be able to create decorations, to maintain our lead over the competition, and to surprise our customers.

## **WHAT ARE THE PROSPECTS FOR THE FUTURE?**

**Virginie Linder:** We have to stay in tune with market needs. Our world is changing and with it the ways of buying and selling. At present, we make decorations; maybe in the future we can expand to more industrial markets. In a word, we need to be attentive. We are able to constantly challenge ourselves. Today, our added value is responsiveness. In our business, we need to surprise customers and then we have to act quickly and stay ahead of the competition.

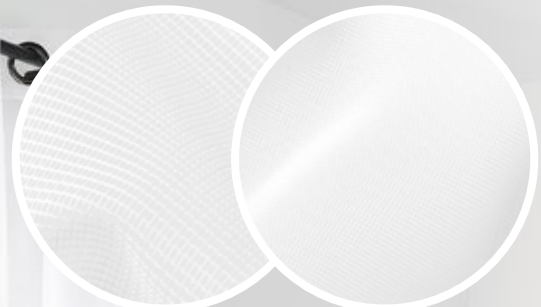
**Patrick Linder:** With the arrival of the Chinese and the Turkish players on the market, we are aware that there is a chance that any innovation will be copied or used as inspiration within 6 months. Our customers know that Linder provides them with the latest product on the market.

## **WHAT ABOUT YOUR INDUSTRIAL FACILITIES?**

**Patrick Linder:** We are the last of the Mohicans; we are the only company that creates, weaves, and dyes its own collections. It is our lifeblood. Although Asian competition is brutal and harsh, Linder must remain true to its French craftsmanship. Today we are the best, and we will remain so in the future. Every year, we invest huge amounts in dyeing and workmanship. We invest € 500,000 to have top-of-the-line plants. No loom in our plants is more than 10 years old. When you open our catalog, you see our facilities and employees, even before the collections.

## **AND IN TERMS OF CHALLENGES?**

**Patrick Linder:** Linder's history has not always been smooth sailing; we have had our ups and downs. Thirty employees died in the 1st World War. We were affected by the Spanish flu and had to deal with energy shortages forcing us to cut down forests for the steam boilers. With the 1929 worldwide financial crisis, turnover fell and many companies failed. The Nazis invaded Violay and factories were shut down. Next, there were the Indochinese and Algerian wars, which decreased our workforce. With the oil crisis we narrowly avoided a catastrophe, and we're had to adjust to the 35-hour work week. Now the Chinese are competition, but we are still here! We have faced and withstood many difficulties over the years! So when difficulties loom, go outside, take a deep breath, feel reassured, and imagine what we will be tomorrow.



Mosquito Netting

Voile fabric

## PRACTICAL AND ATTRACTIVE

"Stop Moustique" voile fabric is supple and lightweight. It can be used as curtains, a bed canopy, etc. Sold in ready-to-hang panels starting at 45€ depending on the model, by the metre or made to measure. Available in fabric shops or on [www.linder-shop.fr](http://www.linder-shop.fr)



## TESTED EFFECTIVENESS

100% mortality  
after 30 minutes of exposure\*

\*Testing and controls carried out by the IRD (Development Research Institute), French public research laboratory.



## INNOVATIVE & LONG-LASTING

The active substance is incorporated into the fibres before weaving



## SAFE & SUSTAINABLE

Odourless & compliant with WHO requirements



## VOILE FABRIC THAT ELIMINATES 100% OF MOSQUITOES!

It's summer again... which means Mosquitoes are back, bringing discomfort and aggravation with them. But this year, a revolutionary textile made in France can finally make our homes mosquito-free!

Created over a century ago, the family-run business Linder continues to innovate, leveraging its industrial savoir-faire to create a voile fabric that eliminates 100% of mosquitoes. Laboratory testing on mosquitoes by the Development Research Institute (IRD) shows mortality within 30 minutes after direct contact with the textile. Made in France, in the Loire department, this voile fabric is woven from fibres incorporating a lethal insecticide substance. This technique is compliant with WHO norms to combat infectious diseases, is safe for the environment and, of course, for humans.

### A veritable innovation

Tergal Protect® was created to respond to the “No Bug” tender for bids launched by the European Commission in 2007 to subsidize research into anti-mosquito textile solutions using nanotechnologies. The patented technique developed by Tergal Protect® consists of incorporating an active substance into the heart of the fibres—interlocking it with the polyester molecules at very high temperatures—before weaving. The insecticide then migrates towards the surface via contact zones. This innovation prevents active substances from being released into the atmosphere, eliminating any danger for the environment. Testing was carried out with Linder to ensure that the voile fabric, at the end of the manufacturing process, is effective over time and compliant with norms established by the WHO which has made fighting the spread of mosquito-borne diseases a priority. Odourless, it is UV-resistant and wash-resistant (2 washes per year for 3 years), and generates no active substances in laundry wastewater. It presents no danger for humans, including children\*. \*Tests carried out by the Tergal Protect® laboratories.

**Its effectiveness on mosquitoes was tested by the IRD, the international reference in terms of insect-related research.** Testing on the “Stop Moustique” voile fabric was performed at the “Infectious disease and vectors, genetic ecology, evolution and control” (MIVEssGEC) laboratory of the Development Research Institute (IRD).

Results show a 100% mortality rate for mosquitoes after 30 minutes of exposure. Upon contact with the fabric, the insect is “dazed”: this is called the **knock-down** effect. It essentially loses its ability to sting, then dies in the minutes that follow. IRD tests show the effectiveness of the voile fabric on mosquitoes, including the tiger mosquito. Additional laboratory tests underway show promising results for its efficacy on flies, fleas and bugs which land on the fabric or try to fly in through the window, while bees remain unharmed.



### Mosquitoes, a global health threat.

Mosquitoes are by far the most dangerous animal for humans. Vectors for a number of diseases, they indirectly kill 800,000 people every year. The WHO has made this global health threat a priority.



With this latest innovation, the Linder Tisseur Créateur company proves that quality and savoir-faire are valuable assets for long-term success. President of the Group and member of the dynasty's fourth generation, Patrick LINDER declares: *“today we are proud to perpetuate our textile making profession, employing modern, innovative weaving techniques.”*

# LINDER INNOVATIONS



Depolluting fabric (linen, polyester, viscose), available as ready-made curtains in major home goods and home improvement stores at the average price of € 50 or as rolls in specialised fabric stores. 9 colors for the curtain, 12 for the voile curtain. Also available on [www.linder-shop.fr](http://www.linder-shop.fr)



VARNISHES  
DYES



TOBACCO



DETERGENTS



GLUES



CANDLES



# LINDER CREATES THE FIRST DEPOLLUTING CURTAIN



DESTROYS  
FORMALDEHYDE



PURIFIES  
THE AIR

Leveraging on its century-long expertise, Linder has created a range of depolluting curtains that blends beauty and innovation. The fabric is woven and finished in Linder's workshops located in Loire and Rhone. It destroys 90% of the most common and most dangerous pollutants found in the indoor air of homes: formaldehydes and aldehydes.

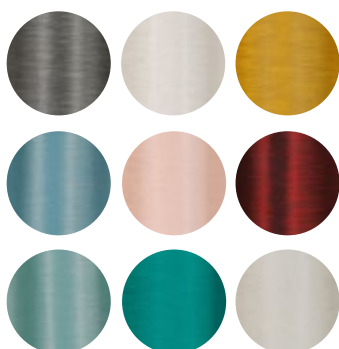
It took almost two years to achieve this result, invisible to the naked eye, without altering the shape, flexibility, or color of the fabric. This innovation, driven by Linder, was possible because the family-owned company still weaves, creates, and dyes all of its fabrics. It is during the dyeing process that an active liquid process is applied to the curtain, allowing it to capture and destroy the formaldehydes and aldehydes in the air.

As the number one pollutant of confined spaces, this volatile organic compound (VOC) can be found in certain laminated floorings, cigarettes, smoke, candles, adhesives, carpets, and cleaning products. It causes allergies, asthma, nose and eye irritations, rhinitis, and migraines and has been classified as carcinogenic by the World Health Organization.

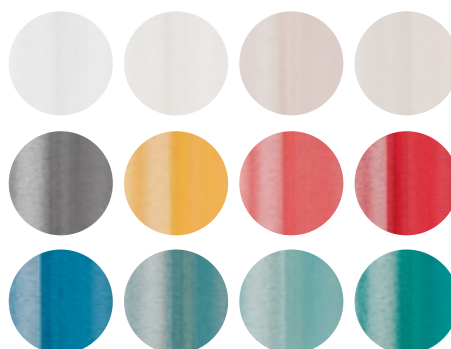
With this new entry in its product catalogue, available in nine trendy colors, Linder demonstrates its high quality know-how that has allowed it to stand the test of time.



## Depolluting curtain - 9 colors



## Depolluting voile curtain - 12 colors





## LINDER PRECURSOR OF UPCYCLED CURTAINS



Linder SA has earned the OEKO-TEX® label. This label guarantees that no toxic products are used in the manufacture of Linder textiles.

Upcycling consists of extending the lifecycle of raw materials by using manufacturing remnants selected for their quality. This process enables us to reduce our carbon footprint for the production of specific products, by using less water and less energy.

Upcycled fibres are given a second life. Textile industry waste and fabric remnants are recovered then sorted by colour in order to extract the fibre by a mechanical process. The upcycled fibres are then reintegrated into the traditional manufacturing process.

The fibres, therefore, are recycled “upwards” and reused in the Linder workshops. The benefits are huge: products manufactured with upcycled fabric have 98% less environmental impact than products manufactured with all-new raw materials. This process also enables traceability of raw materials and transparency of product production.

View all the Linder upcycled fibre collections in fabric shops and on [www.linder-shop.fr](http://www.linder-shop.fr).

# LINDER IN FRANCE AND WORLDWIDE

- **10 million** m<sup>2</sup> of fabric woven per year
- **650** tons of consumed yarns
- Established in **58 countries** worldwide
- **2.5 million windows** dressed per year
- **160 employees**

Turnover: **€ 22 M**

## **NORTH AMERICA**

Canada, USA

## **EUROPE**

France, Belgium, Spain, Germany, Switzerland, Italy, the Netherlands, Greece, United Kingdom

## **ASIA**

Kazakhstan, Uzbekistan, Azerbaidjan, Kirghizstan, Japan

## **EASTERN EUROPE AND THE BALKANS**

Poland, Hungary, Russia, Ukraine, Belarus, Armenia, Georgia, Estonia, Latvia, Lithuania, Romania, Bulgaria, Serbia, Montenegro, Croatia, Albania, Kosovo





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