

# SENSUS

GEBRÜDERMUNZERT

## SQUARING THE CIRCLE



german  
brand  
award  
23  
winner

Our latest and most tangible brand concept, SENSUS, was just awarded with the **German Brand Award for 2023.**

ECO NEXT LEVEL – INTRODUCING  
OUR FIRST COLLECTION MADE  
OF UP TO 100% POST-CONSUMER  
RECYCLED MATERIAL.



ECO  
Next level

### What does sustainability actually mean?

There is no general solution, but instead, multiple approaches for a practical answer. Those ideas need to be well thought out and thoroughly considered for a holistic solution to this matter. There cannot be a trial and error method anymore in today's environmentally conscious society.

For GEBRÜDER MUNZERT, the development of resource efficient textiles starts with the conceptual planning in our design department. **The term „use less“ with its nuanced ambiguity, inspired our brand new ECO Next Level collection, in a multi-faceted way. Because what's not used initially doesn't need to be saved from becoming waste afterwards.**

### Our Vision:

With a consistent focus on sustainability and quality, GEBRÜDER MUNZERT is striving to become the leading innovative partner for textile solutions and performance fabrics.

Join us on our ambitious journey!

## SQUARING THE CIRCLE

When considering and developing our new SENSUS collection, we did not compromise when it comes to the aesthetic of the design, the hand, or the performance of our fabrics. We wanted to create textile innovations under the premise that they should always be extraordinary. Being environmentally friendly while telling a sustainable story is as equally important to us as is the longevity of our products.

### Our local commitment

We love the sound of our Franconian forests and verdant fields, which is why we solely manufacture right here in Marlesreuth!

With ECO Next Level, we succeeded in the next step to complete our circular story!

### Less is more

Our focus is to deliberately use less resources without depleting our precious raw materials while simultaneously not sacrificing any performance qualities of the final product.

### Material saving design

Timelessly beautiful looks and colors which blend easily into every surrounding without failing to live up to our principles of: reduce, reuse and recycle.

### Closing the gap

Our emphasis is on genuine constructions that enable an easy reintegration into another lifespan after their initial use as a superior SENSUS textile. We consider our fabrics as being a valuable raw material and thus want to preserve it for the future.

### Conscious yarn selection

Our highly durable yarns are sourced in a responsible manner, using fibers which have already had a life and are upcycled from waste to value. We are on a continuous journey, ultimately striving for a 100% recycled product portfolio.

**SENSUS**  
FROM WASTE  
TO VALUE

### Usage

Continuing and prolonging the life cycle of the textiles is our focal point from beginning to end for our SENSUS collection. We want our consumers to embrace and appreciate the environmentally conscious longevity of our fabrics.

### Optimized production

The goal is to make a real difference in which all manufacturing processes are perfected in ways to lessen our footprint as much as possible. In addition, we can say that our partners throughout the entire supply chain share our values in this regard.

### Verifiable storytelling

We can absolutely attest to doing no Greenwashing with full transparency when it comes to the marketing features we claim. And whenever possible, we also nurture eco-certified partnerships.

### Chemical free finishes

We use only eco friendly and pure treatment methods for our SENSUS textiles, such as mechanic, thermal or water based finishes. In addition, adding a great deal of love and passion is a must!

We are aware that innovation only works in symbiosis with nature and never against it!  
Thus our new brand, SENSUS, was born!