

SENSUS

GEBRÜDERMUNZERT

*The best
way to predict
the future
is to invent it.*

Alan Kay



EMBRACING DIGITAL TRANSFORMATION WITH REGIONAL ROOTS

A conscious use of the resources of our planet is not just a short-lived trend, but a comprehensive way of life.

Ever since the foundation of Gebrüder Munzert in 1925, this environmental responsibility is deeply rooted in our corporate identity. The idea of sustainability is a lasting pledge expanding from one generation to the next and regarded as one of our highest values.

We have always stepped up to the challenge of producing fabrics with sustainable technologies, because with common sense industrial production methods can be combined with responsible actions intuitively.

For us, this means sourcing and finishing with reliable partners close by as well as the intelligent recycling of scrap materials and yarn residues, along with a sophisticated energy concept. A significant part of our energy demand is generated by our on-site solar panels, and the balance is covered solely with certified green electricity generated from hydropower. Even the waste heat from the weaving mill has a secondary use by heating other company buildings with it.

Regionality is a vital asset for us; therefore, the commitment to our home base in Marlesreuth does not only secure long-term jobs in Upper Franconia, but also guarantees flexibility and the ability to react quickly according to the needs of our customers.



SUSTAINABILITY MADE IN MARLESREUTH

• **Savings of around 460,000 liters of drinking water** per year through the utilization of rainwater

• Energetic refurbishment and adaptation of existing buildings to **avoid soil sealing**

• **Natural compensation areas** on the company premises

• **Use of certified packaging film** made from 30% recycled plastic, **which is 100% recyclable after use**



*May we
introduce:*

Gründal. He lives in the company's own fire water pond, in immediate vicinity of the orchard. A rather lucky chap this frog, we dare to say, being suited in such a picturesquely neighborhood. But there is one catch, he has to share his habitat with a pair of wild ducks and countless dragonflies.

SENSUS

GEBRÜDERMUNZERT

YOU KNOW GEBRÜDER MUNZERT – **SENSUS IS NEW**

Well-being

Softness, color brilliance
and a wide variety of
shades are essential for
the product range

SENSUS
GEBRÜDERMUNZERT

*Ecologically
valuable*

Sustainable materials
and the conscious
avoidance of chemical
finishing processes
determines the focus
of every product
development

SENSUS
GEBRÜDERMUNZERT

*Outstanding
performance*

Added values and high du-
rability define our fabrics

With **SENSUS** we form a paradigm change for the production of textiles. A new brand with a clear focus and keen objectives: **the best and most sustainable fabrics we have ever created.** With all our hearts, engineering skills and decades of experience dedicated to unique fabric constructions but without greenwashing. That's a firm promise.

**AN OUTSTANDING PERFORMANCE, SENSORIALLY
PLEASING AND ECOLOGICALLY VALUABLE –
THAT'S WHAT SENSUS STANDS FOR.**

REduce
use
cycle

ON TO NEW SHORES

For us, the life cycle of a product is of the utmost importance when developing a new SENSUS fabric. We believe in a wide variety of sustainability aspects. From our point of view, a genuine textile made from recycled Polyester is as ecologically valuable as a construction made from renewable resources.

Complemented by the conscious avoidance of chemical finishes the continuous focus on the future is most indispensable when creating new designs. What motivates us is the earnest endeavor to leave the smallest possible footprint in the entire manufacturing process of our products. This involves a measurable, transparent and, above all, comprehensive company orientation.

Fabric collections made of sustainable materials, which underline the holistic approach of Gebrüder Munzert, are an indispensable part of our philosophy.

Join us in the question: what does sustainability actually mean under the pretense - preserving the tried and tested, inventing the new?! We've challenged ourselves with the mission to design a durable production that combines extraordinary textile skills with an ambitious approach.

Dare to let your mind wander and aim to reframe the term „resources“ more emphatically. The conversion of what already exists will be much more important in the future and the reprocessing of things will define the way we approach them.

SENSUS PLEDGES FOR:

- Timeless fabric creations that consist of **at least 50 % sustainable components**
- The deliberate **avoidance of chemical finishing processes**
- Added values created by **intelligent fabric constructions**
- **Commercially reproducible textiles**
- **Easy maintenance**
- **Local sourcing and finishing**
- **100 % made in Upper Franconia**, right in the heart of Germany
- Straightforward products and **definitely no greenwashing**

PURE DESIGN – NO COMPROMISES

SENSUS fabrics actually do make sense and are developed with intelligent thought. It goes without saying that the constructions are free from azo dyes and formaldehyde. Furthermore, their harmlessness is certified according to Ökotex Standard 100 and complies to Reach Standards.

Our mission is to create a refined product range combining functionality with high-end style and beautiful aesthetics while not forgetting our commitment to the environment and depletion of our natural resources.

Be part of our venture to offer a solely sustainable product range and discover the finest fabrics that do not only look stunning but also feel remarkably good.

*For me, nature is
such a multifaceted
source for ideas -
everything has
its indispensable use,
nothing is purely
coincidental.*

Hannes Neubert, Design Director





*There is nothing more
powerful than an idea
whose time has come.*

Victor Hugo

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