

SEIDRA—NEWS

About Seidra:

- intergenerational family business since 1970
- doobby weaving- and circular knitting mill (also jacquard)
- location of production = Austria
- production of highest quality fabrics for fashion, traditional wear, corporate wear and interior
- of wool, linen, cotton such as polyester/wool
- materials only with proof of origin
- agencies in 20 countries of the world
- production of own designs starts at low minimums
- sustainable and emission-free production

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FROM URUGUAY INTO THE 'GAIL'-VALLEY

'SEIDRA' - materials are made from South-American sheepswool: finest quality, up-to-date designs, oecologically produced, the threads coming from animals in proper care, and: from a seamlessly documented production chain.

Gustavo Inciarte is a vigorous man with a broad, angular face, bushy dark eyebrows and white hair in a crew-cut. Judging by his stature, he could easily have been a boxer in his youth. His handshake is strong and also has its proverbial quality. One would buy a used car from Gustavo, without thinking twice. Or better still - as in our case, buy pure wool from him!!

For our business partner Gustavo Inciarte is breeding sheep in Uruguay. He produces just such high-class wool, from which we here in Carinthia produce equally high-class woolen materials for the knitting or weaving of



F.l.t.r: Jens Kraus (Südwolle—Yarn producer), Michael Natschke (Woolbroker), Gustavo Inciarte (Wool producer), Markus Schäffel (Südwolle), Michael Pilger (Seidra) at the weaving plant from SEIDRA.

clothes: in more than one hundred different varieties. These range from the classic herringbone and jacquard patterns to new, modern and unusual designs and present day colours; we develop these in house - by request even exclusively for a single customer.

This wool-project is typical for the philosophy of our enterprise: transparency, trust and credibil-

ity are very important to us. The chain of transport from the source of the fibre out in the Uruguayan pampa is unbroken and completely executable. All participants in this chain of manufacture and refinement of the wool are known to us and we know their working quality. We believe, that only very few textile plants in Europe or worldwide can assert this with credibility.

HIGH CLASS WOOL FROM BIOLOGICALLY CONTROLLED KEEPING OF ANIMALS

Gustavo Inciartes' sheep are happy animals: they spend the whole of the year outside on their grazing meadows and are held under strongly controlled biological keeping (kbt), i.e. there is renunciation of the

'Mulesing' method. The wool is produced within high social conscience for man, beast and environment. And, of social conscience, Gustavo knows an awful lot, being father to nine (9) children of his own!!



Flock of sheep from Gustavon in free nature

All one should know about wool:

Synthetic fibres are given their quality by way of excess in energy, chemicals and thus much expense, whereas wool by its nature has many advantages already:

Technikal qualities:

- longevity
- dirt and water resistance
- genuine colors
- high thermal constancy
- inhibition of odours
- fire-proof in it's nature
- UV-constant
- antistatic

Qualities of clothing made of wool:

- allows active breathing
- keeps warm in the cold
- is cool in heat
- elegant in it's feel and drop of material in clothing
- soft, elastic, comfortable
- doesn't crease and is easy to iron

Ecological advantages:

- durable and grows again: sheep „produce“ wool continually
- natural animal fibre
- in a relatively short time biologically and harmlessly degradable

His sheep give wool in high and even quality: the climate in Uruguay is throughout the year relatively constant, there are virtually no days with frost. Besides, this wool contains practically no foreign materials.

The animals are shorn



Circular Jacquard knitting machine

once annually - in March - and of each sheep one gathers around two (2) to four (4) kilos of first-class wool. After careful spinning of this raw wool in a plant in Southern Germany, the thread arrives at our factory in Carinthia. Here we twist it further to make it even more stable and high-grade.



Twisting machine where we inclose individual fibers even more and upgrade the yarn



Weaving plant from Seidra

DYED AND FINISHED IN EUROPE

The wool is creamy-white by nature - depending on the design - and stays that way or is dyed by strict ecological norms (i.e. GOTS) environment-friendly, without harmful substances and without dangers to health and well-being. This takes place in European plants, with whom we have worked together for many years by now, in fullest trust and cooperation. The yarn is

dyed in Austria, the piece dyeing - several hundred (!) colour-variants each, is dyed in Italy.

Wool is a living, natural fiber and one requires a lot of special 'know-how' in its manufacture. So f.i. the material has to remain in the dye at an exact temperature and for an exact duration, to achieve the desired effects. Only a few seconds

too long or too short can alter the appearance and the quality.

Whereas in large industries produced material is usually chemically 'equipped', to make it easier to work with and to improve the wearability, our woollen materials are refined exclusively by mechanical and natural means such as barrel-rollers, water and steam.

SLOW IS BETTER

The high natural quality of the wool makes it possible, to refine it even greater, f.i. in twisting to inclose the individual fibres even more. And when weaving and knitting, we run our machines purposely more slowly, hence with more care, as is done in the production of synthetik fibres. Thus, we actually

produce less in quantity per hour, but with higher quality.

“Slowness”- that is the motto of life of the sheep by Gustavo Inciarte: they take a whole year to produce a couple of pounds of wool. But this is the finest!



Flock of sheep - a sheep produces between 2-4 kilos highes quality wool in 12 months under perfect climatic conditions