

weseta  
switzerland



MADE TO BE TOUCHED -  
IN THE ONLY TERRY CLOTH WEAVING MILL IN SWITZERLAND



# weseta switzerland



EXPERIENCE AND INNOVATION. SINCE 1864.

Our mill was founded in the golden age of the textile industry in the canton of Glarus. We are based in the picturesque village of Engi in the Sernftal valley. Thanks to our innovation and open-minded approach, we are the only terry cloth weaving mill in Switzerland today. Our production location guarantees the highest quality, reliability and sustainability.















# SWISS RELIABILITY

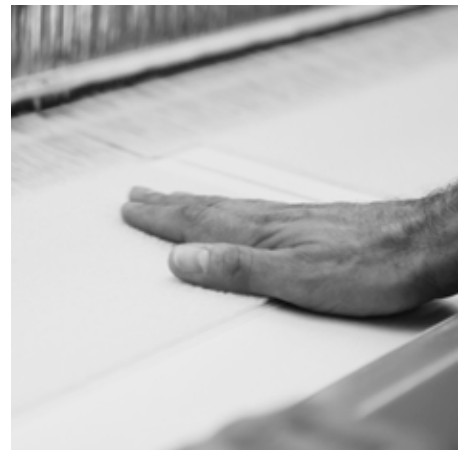
## TRUSTWORTHY PARTNERS

All our products are made of 100% cotton, a pure natural product. *weseta* acts in a responsible and environmentally friendly manner at every stage of manufacture. This starts with carefully selecting reliable partners in cotton cultivation. 'We know and inspect our cotton growers and spinning mills and we can trust them,' says CEO Conrad Peyer.

## SUSTAINABLE PRODUCTION

All *weseta* products are woven and sewn in Switzerland. This guarantees short transport routes, fair working conditions and consistently high quality. The production machinery at the company headquarters in Engi is run on CO<sub>2</sub>-free energy from our own hydropower plant.

The products are, of course, certified in accordance with STANDARD 100 by OEKO-TEX®, making them safe and environmentally friendly. *weseta* towels are especially durable and incomparably soft.



# CRAFTSMANSHIP ON EVERY LEVEL

1

## THE SELECTION OF RAW MATERIALS



Carefully selected raw materials are the foundation for *weseta's* unique level of quality. We use medium- and long-staple cotton, purchased by the CEO personally. We work with extremely reliable partners to guarantee premium quality.

2

## THE SPINNING AND TWISTING



To balance out factors such as climate-related variations, different crops are combined before the fibres are spun into a yarn. The yarn is warped in the outwork and smoothed in a starch bath to ensure it does not break on the weaving machines.

3

## THE WEAVING PROCESS



Weaving requires a great deal of experience and finesse in handling materials and machinery alike. A special basic fabric ensures our terry cloth keeps its shape. The special *weseta* weaving technique allows a pile with slightly twisted threads to be woven onto it. This creates unique softness.



4

### THE DYEING



Our luxurious terry towels are dyed using very gentle and sustainable processes. This helps them keep their stunning colour. When the drying process is complete, the towels are pre-washed and tumble-dried. This means they hardly shrink at all at a later stage and keep their light and airy feel.

5

### THE SEWING



Products are cut, sewn and kitted out with the appropriate labels at our mill in Engi. When sewing vertical and horizontal seams, our employees take care to create straight edges on terry towels and improve them by hand if necessary.

6

### THE QUALITY CONTROL



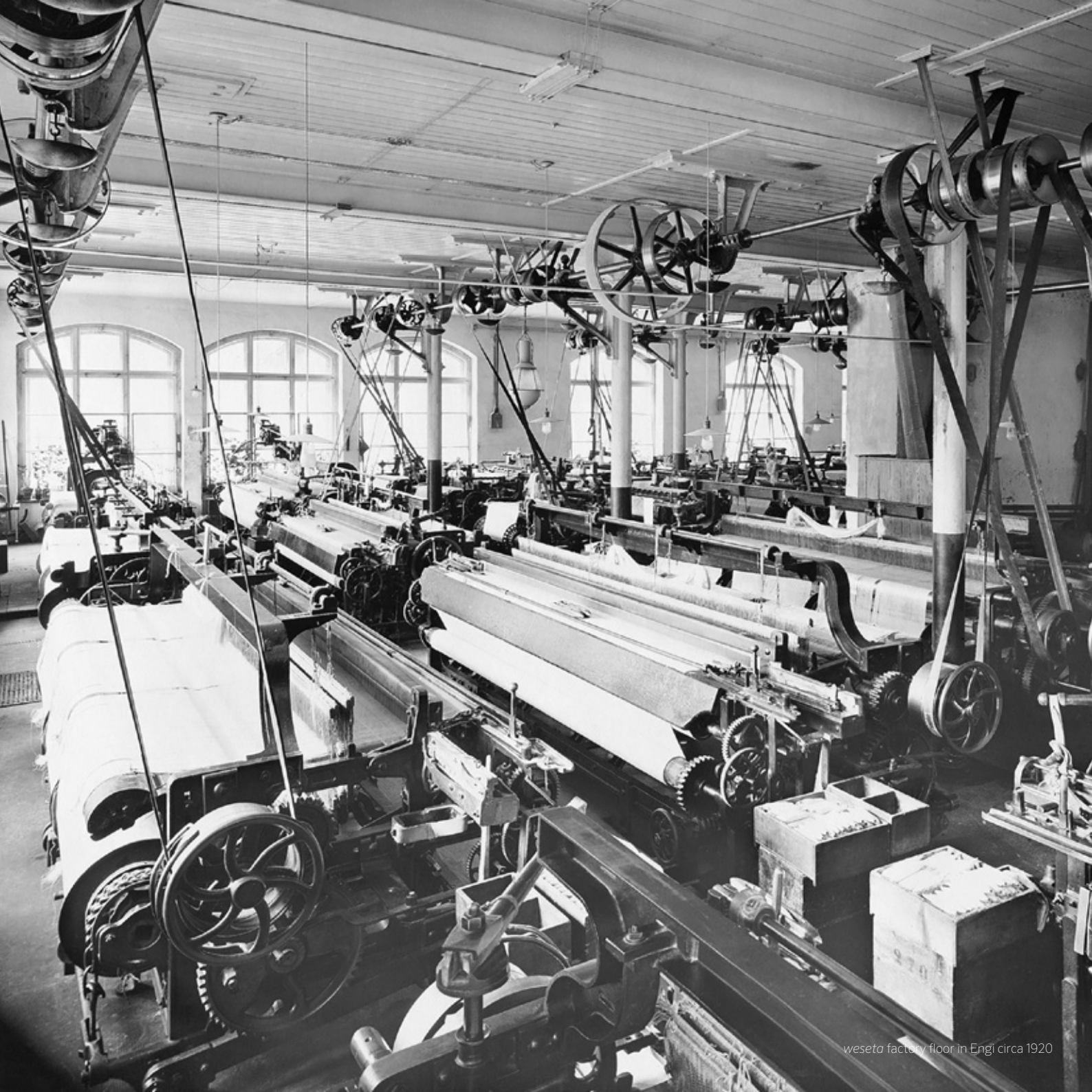
Loving attention to detail is what sets us apart. That's why every single *weseta* product undergoes another strict quality control at the end of the production chain, i.e. they are carefully selected, checked for colour irregularities and protruding threads, and are folded and packed by hand.











weseta factory floor in Engi circa 1920



# OVER 150 YEARS OF CONSTANT INNOVATION

THE WATCHWORD IN *weseta*'S HISTORY: ENTREPRENEURIAL SPIRIT  
It all began in the mid-18th century, the textile industry's golden age:

1864



Leonhard Blumer, a 19-year-old from Engi, establishes the *Sernfthal weaving mill* using funds from investors. Hydropower from nearby Mühlebach is used for production on the 180 weaving looms.

1900



Leonhard Blumer successfully develops the business. Later, he will even establish a school in the village and the *Sernftal tramway*.



1930  
–  
1936

A global economic crisis breaks out, and *weseta* also feels the effects. New investors bring capital on board from 1936 onwards. *weseta* is fully renovated and modernised over a period of several years.

*weseta* develops its unique weaving technique and brings a light, cuddly soft terry towel onto the market. The original *dreamflor* with meander border sets a new standard in the bathroom.



1995

Current CEO, Conrad Peyer, takes over the business. His grandfather and uncle were previously co-owners of *weseta*.

1980





weseta celebrates its 150th anniversary.

2014



2019



weseta launches an unprecedented tactile experience onto the market in the shape of the *DREAM ROYAL*. It presents the softest terry towel in the world – made to be touched.

It builds on its strengths and stands on its own two feet. The product brands *dreamflor*, *dreampure*, *puro* and *dreamtuft*, as well as the *DREAM ROYAL*, *douceur*, *softweight bio* and *folklore* collections, are now sold under the *weseta switzerland* umbrella brand, which undergoes a slight rebrand.

#### WHAT THE FUTURE HOLDS...

*weseta* will, of course, remain true to its values in future, and the popular products will continue to be made in Switzerland, in Glarnertal. Now and going forward, our weavers are working meticulously on new products to ensure many people get to feel the luxury of Swiss craftsmanship on their skin.

As the only terry cloth weaving mill in Switzerland, *weseta* is committed to high quality 'made in Switzerland'.

# QUALITY YOU CAN FEEL



## EXPERIENCE AND INNOVATION

In a history spanning around 150 years, *weseta* has developed a unique weaving technique and unbeatable feel for every stage of production thanks to constant innovation. 'Thanks to experience and development, we can rely on a wealth of expertise,' says CEO Conrad Peyer.

The *weseta* weaving technique makes it possible to weave a slightly twisted thread into terry cloth loops without it breaking. This makes our terry cloth incomparably soft, absorbent and light.



## EMPLOYEES WITH FINESSE

Well-trained, highly experienced employees with plenty of patience and finesse contribute to the high quality of our products. Weaving with cotton, a natural product, requires the machinery to be precisely set and constantly adjusted.

The collaboration between people and machinery helps us achieve a consistently high level of quality for our terry cloth products. Flat hierarchies and interpersonal communication play a key role.



#### LOVING ATTENTION TO DETAIL

Terry cloth products from our mill are woven slowly and carefully. They are not mass-produced. The airy terry cloth loops are not pressed together on big, heavy rolls – another factor that contributes to our products' unique softness.

Every single terry towel is carefully selected, checked for impeccable quality, folded and packed by a conscientious employee.



#### RELIABLE SERVICE

When dealing with our customers, we prioritise personal contact and communication. Callers are dealt with personally by our team, who are happy to help. We take their concerns seriously. 'Our partners should feel free to call us in Switzerland,' stresses *weseta* CEO Conrad Peyer.

Thanks to our comfortably manageable size, we can quickly align our range of colours and sizes with our customers' needs. Product availability is guaranteed for the long term.



## OUR COLLECTIONS

**dreamflor<sup>®</sup>**



THE ORIGINAL WITH A MEANDER BORDER

100% COTTON | 420 g/m<sup>2</sup>

  
DREAM ROYAL



ROYALLY SOFT

100% COTTON | 570 g/m<sup>2</sup>

**dreampure**



TIMELESS LUXURY

100% COTTON | 450 g/m<sup>2</sup>

**douceur**



CUDDLY AND CONTEMPORARY

100% COTTON | 520 g/m<sup>2</sup>

## puro



PURE AND WEIGHTY  
100 % COTTON | 600 g/m<sup>2</sup>

## softweight bio



THE EXTRA SOFT ORGANIC TOWEL  
100 % COTTON | 400 g/m<sup>2</sup>

## folklore



HISTORY REINTERPRETED  
100 % COTTON | DEPENDING ON DESIGN

## dreamtuft



WALKING ON CLOUD NINE  
100 % COTTON | 1950 g/m<sup>2</sup>

The selection of colours can be found in the relevant colour charts and price lists. Please feel free to contact us at [mail@weseta.ch](mailto:mail@weseta.ch)





## FIRST HAND

### THE ONLY SWISS PREMIUM MANUFACTURER

We produce high-quality premium terry cloth that's softer on the skin, in a wide range of sizes and colours. We do this with a great deal of passion and loving attention to detail.

A cornerstone of our success is the typical Swiss combination of sophisticated weaving technology and expertise acquired and developed over generations and the highest level of quality and reliability. We dare to innovate and take a visionary approach. We have developed a production method which allows us to manufacture light, incomparably soft yet highly absorbent terry towels.

However, we do not just see ourselves as manufacturers. Above all, we see ourselves as reliable and skilled partners for our customers and build on many years of collaboration. Our modern warehouse relieves stores of the burden of costly storage and guarantees rapid delivery times.

We maintain close contact with customers, offer training sessions for sales staff and continually invest in our own employees' development. All with the aim of providing the customer not only with an outstanding product, but an outstanding shopping or consulting experience into the bargain.



CONRAD PEYER

CEO | OWNER

'For me, *weseta* is a real love affair. I'm proud to be able to run this family business with a rich heritage. I'm equally proud of our unique products and loyal, committed workforce.'



URSULA FREITAG

HEAD OF MARKETING AND SALES

‘I’ve been dedicated to *weseta* for 20 years. My passion is being there for our customers to rely on – with absolute confidence and utmost dedication.’



PREDRAG MIJUK

HEAD OF PRODUCTION

‘Our little Swiss terry cloth mill is the perfect place for me to put my passion for beautiful textiles and enthusiasm for unique quality innovations into practice.’



EVELINE KÖSTER

SALES MANAGER SWITZERLAND

‘Being part of a business that makes luxury terry cloth in Glarus in a careful, respectful and sustainable way brings me joy. I feel it every single day, and so can our customers.’



KATHRIN ILGNER

SALES MANAGER GERMANY, AUSTRIA, BENELUX

‘*weseta* is all about high-quality products. As a family-run mill, it epitomises values that are unfortunately rare nowadays – values that mean a lot to me. This all makes for happy customers and employees.’





LUZIA RHYNER

MARKETING, COMMUNICATION AND SALES MANAGER

‘*weseta* provides a sense of home while also prompting feelings of wanderlust. We’re at home in a little village in the heart of the Glarus mountains, yet we’re in touch with customers from all over the world every single day.’



DAVID UMHHER

CUSTOMER SERVICE MANAGER

‘Bringing joy to customers at home and abroad with our luxurious products is really satisfying for me. Top products need top service – in consulting and sales. That’s what I do.’



DAMIA MARTI

HEAD OF PLANNING

‘*weseta* is also all about the utmost reliability. As a planner, I coordinate the product cycle from raw materials to delivery. Fast decision-making processes and short transport routes are the aces up our sleeves.’

### THANK YOU

‘Behind every premium product, there’s a strong team. Over 30 dedicated and professionally skilled employees work hard for *weseta* every single day.

Let’s keep making history together. For our valued customers and the only terry cloth weaving mill in Switzerland.’

A stylized, handwritten signature in black ink, consisting of a large, sweeping arch over the letters 'CP'.

CONRAD PEYER

CEO | OWNER









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