



*The Mettler Guide
to sustainable success.*



"I run our textile business in the third generation. Mettler threads belong to the family from the very first minute."

Trust in highest reliability, which has proven itself for generations.

ARE YOU LOOKING FOR AN ATTRACTIVE AND COMPREHENSIVE THREAD ASSORTMENT FOR YOUR CUSTOMERS, BUT IN PARTICULAR PLANNING AND SUPPLY SECURITY FOR YOUR BUSINESS? DISCOVER THE STRENGTHS OF THE METTLER BRAND. FOR OVER 130 YEARS, WE HAVE PROVEN TO BE A RELIABLE PARTNER TO THE RETAIL SECTOR.

The Mettler brand was founded in 1883 and belongs for more than 30 years to the globally operating AMANN Group, which has been shaping the future of thread for more than 160 years. The expertise of both brands have grown together over decades and make the AMANN Group an internationally leading partner for all customers who value high-quality sewing and embroidery

threads, whether they're industrial customers, specialist stores or end consumers. The AMANN Group belongs to the non-profit Hanns A. Pielenz Foundation and is therefore financially independent. This guarantees continuity and a high degree of security when it comes to planning.

**THE HANNS A. PIELENZ FOUNDATION
BEHIND THE COMPANY.**

The charitable foundation was founded in 2005 by its eponym, Mr. Hanns A. Pielenz, and is a majority shareholder of the AMANN Group. The foundation ensures the persistence of the traditional family business on a permanent basis and a long-term support of regional cultural and charitable institutions.

**AMANN
GROUP**

THE MANUFACTURER'S BRAND.

Foundation: 1854
Head office: Bönningheim, Germany
Employees: more than 2,000 worldwide
Daily production output: approx. 1 million kilometers
Production sites: Germany, Great Britain, Romania, Czech Republic, China, Bangladesh
Sales: worldwide, in more than 100 countries

Mettler®

**THE PRODUCT BRAND
FOR CONSUMERS.**

Sales: worldwide, in more than 30 countries
End consumer distribution: via specialist stores



*Inspire your customers regularly
with top quality and lots of imagination.*

METTLER STANDS FOR THREAD, COLOUR AND IMAGINATION. WITH OUR LARGE SELECTION OF SYNTHETIC AND NATURAL THREADS, WE MEET ALL CUSTOMER REQUIREMENTS IN THE FIELDS OF SEWING, QUILTING, EMBROIDERY AND OVER-LOCKING.

Our broad, high-quality assortment is the result of our years of experience and continuously developing thread competence within the AMANN Group. The high demands in the industrial area also apply to the threads under the brand Mettler. Each of our products is always a clear commitment to quality and environmental compatibility. This is confirmed by

- the company-wide certification according to DIN EN ISO 9001,
- the product certification according to STANDARD 100 by OEKO-TEX®,
- the participation in the Greenpeace DETOX campaign as the first sewing and embroidery thread manufacturer worldwide.



THE METTLER ASSORTMENT



Sewing

Different threads in a variety of colours, surfaces, looks and effects – every thread is a result of high-quality workmanship and exhibits excellent sewability. Let your imagination run free when sewing.



Quilting

New contrasts, colour combinations and effects – with Mettler threads everyone can find their own style when quilting. The cotton threads are extremely tear-resistant and glide effortlessly even through the firmest fabrics, by machine or by hand.



Embroidery

Embroidery threads from Mettler shine with better elasticity and increased tensile strength. Paired with excellent sewability, exceptional colour brilliance and extreme resilience, whether the final effect is desired to be stylish, elegant, playful or traditional.



Overlocking

With Mettler's robust overlock threads, everything becomes easy: classic needlework projects, trims and fine fabrics as well as lingerie and sportswear. All projects will benefit from extremely clean, fine and resilient stitching.



"The Mettler display system offers the most attractive product presentation."



Rely on a committed partner, that consistently strengthens the specialist trade.

METTLER HAS BEEN COMMITTED TO INDEPENDANT STORES FOR GENERATIONS – AND THIS IS NOT GOING TO CHANGE. MUTUAL TRUST, STABILITY, AND CONTINUOUS DEVELOPMENT ARE THE BASIS FOR A SUCCESSFUL LONG-TERM PARTNERSHIP.

We pay special attention to the wishes and challenges of our business partners and aim to support you effectively with sales. You can rely on Mettler's strengths such as:

- **Personal support** by experienced employees in back-office and sales force who can also advice you on use and proper processing of our different threads.
- An **attractive product range** with thread sets and new products with which we jointly meet new market requirements and help shape trends.
- **Modular display systems** for a customer-friendly product presentation perfectly adapted to assortment, location and premises.
- Provision of **promotional material** in order to inform and inspire your customers.
- **Excellent delivery capability** through high product availability and thus less waiting times for your customers.

BETTER SELLING

Customised product presentation

The modular Mettler display system with three modules and three widths offers you unlimited possibilities. The display systems serve as an attractive sales tool for the intuitive, comfortable self-service. Clear and interchangeable module labels immediately lead to the right sewing thread quality and the hand to the desired thread.

The right thread set for every trend

With our attractive thread sets you offer your customers the matching threads in trendy colors. Your customers will love it.

Strong support at the point of sale

Convincing information and inspirational presentation – all that is included in our sales support activities.





Benefit from the recommendations of renowned manufacturers and opinion leaders.

SEWING MACHINES WORK BETTER WITH HIGH-QUALITY THREAD. WHAT COULD BE MORE NATURAL THAN COOPERATING WITH A LEADING SEWING MACHINE MANUFACTURER. ESPECIALLY WHEN THIS MANUFACTURER ALSO TESTS HIS PRODUCTS WITH METTLER THREAD.

Every new BERNINA sewing machine comes with a Mettler thread set to try. This way the machines become Mettler brand ambassadors, leading the creative needleworkers to the specialized trade. The cooperation with BERNINA is a long-term strategic collaboration between two quality leaders to strengthen you as a retailer. Mettler also works with influencers in social media that use Mettler threads and introduce the brand to their fans and followers.

BERNINA
made to create

Cooperation with BERNINA

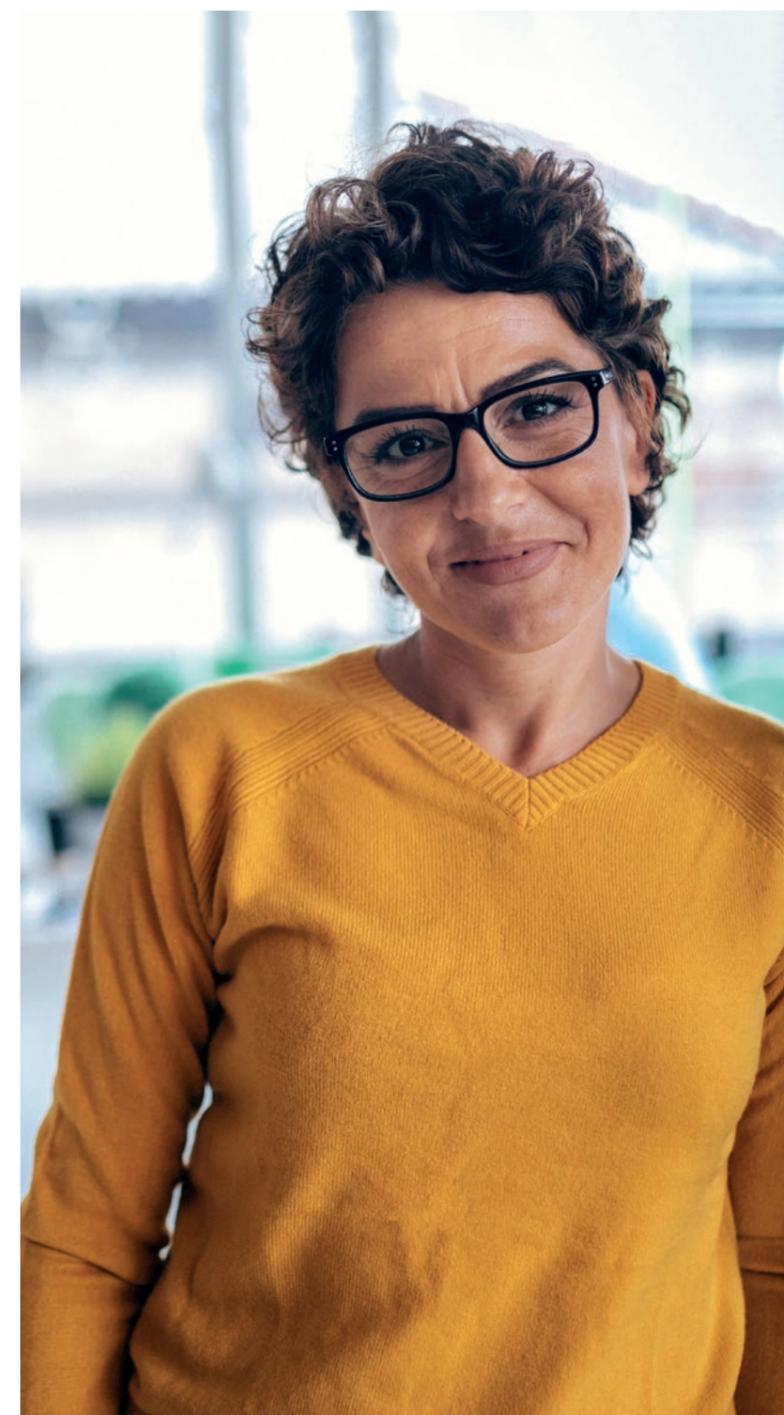
- An integral part of every new BERNINA sewing machine: Mettler thread sets.
- BERNINA recommends Mettler threads in the instruction manuals.
- The Mettler logo appears prominently on the BERNINA product catalogs.

BERNINA is a fourth generation managed Swiss family business and has been manufacturing sewing machines for 125 years. The machines are a synonym for Swiss perfection and durability – in more than 80 markets worldwide.

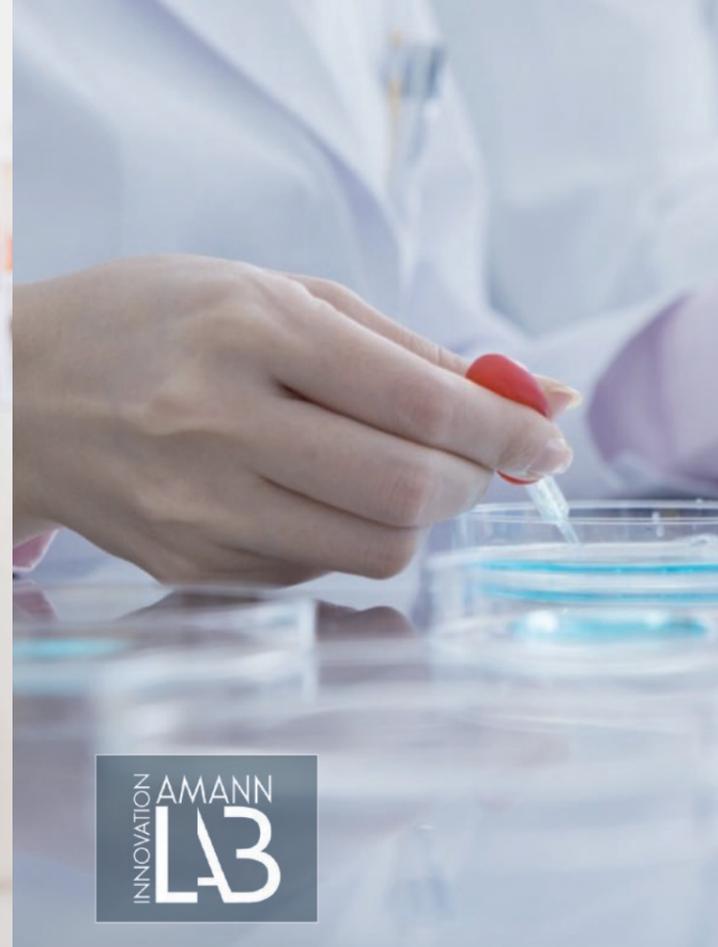
Partnerships

Cooperations with people who already have a fan base and are passionate about the Mettler brand and our products. And this by conviction. We are always looking for matching partnerships. As an influencer with an online presence or only through personal contact with our end customers. We pay attention that the cooperation is sustainable and the brand Mettler is well represented.

"If new customers ask me specifically for Mettler products, they usually have a BERNINA sewing machine."



"I always explain my customers that Mettler threads are also used by top fashion brands."



The AMANN Innovation Lab develops the so-called "Smart yarns".

AMANN Group and Mettler are present worldwide.

Order all the know-how of a worldwide technology leader.

BEHIND THE METTLER BRAND PROMISE "THREAD. COLOUR. IMAGINATION." LIE THE QUALITY STANDARDS AND THE INNOVATIVE POWER OF THE AMANN GROUP. OUR TEAM IS WORKING EVERY DAY TOWARDS OFFERING A BETTER AND MORE ATTRACTIVE RANGE OF PRODUCTS.

We research, develop and optimise worldwide – from the selection and purchase of raw materials right through to the finished end product. The high requirements of AMANN Group's industrial customers are constantly driving us on improvements and new innovations. This way we create future-oriented threads for tomorrow's market requirements. Every Mettler product benefits from this, so that you as a specialist dealer are able to enthuse your demanding customers again and again with thread, colour and imagination.

METTLER POWERED BY AMANN

The AMANN Innovation Lab

The textile think tank develops intelligent products, individual solutions and innovative concepts for textile issues of our industrial customers. The spectrum includes conductive threads and yarns, hybrid threads for composites, sensor yarns or threads with indicator function.

The AMANN Colour Competence Center

Whether sewing, quilting, embroidery or overlocking – colour is always crucial. The AMANN Colour Competence Center works with state-of-the-art technology and employs experienced experts. A huge colour palette available worldwide covers even the most diverse desires and requirements.

AMANN worldwide

AMANN Group manufactures in six production sites in Europe and Asia – always with the same high quality standards for over 100 markets around the globe. The Mettler products are predominantly manufactured in the Czech Republic and partly in Germany.

Partner for premium brands

AMANN Group is a reliable partner of international quality and innovation leaders in various industries, such as fashionable and functional Clothing, Shoes & Leather, Embroidery, Home Interior, Automotive and Technical Textiles.