

A close-up photograph of a man's torso and neck, wearing a crisp white dress shirt with a pointed collar. The man has a light beard and mustache. The background is a plain, light-colored wall. The text 'WENDLER INSIDE' is overlaid on the image, with 'WENDLER' in white and 'INSIDE' in blue.

# WENDLER INSIDE

*Because what's inside counts.*

# Company Profile

Wendler Interlining Group

# Agenda

- ☒ Company movie
- ☒ Executive summary
- ☒ History
- ☒ Global presence & Production sites
- ☒ Responsibility & Sustainability
- ☒ What we stand for
- ☒ Our Quality promise
- ☒ Products & Service
- ☒ Customer benefits
- ☒ Customer testimonials & brands

# Company Movie

Company movie can be shown separately  
It is optional.



**We are the worldwide specialist in interlinings for shirts and blouses.**

- Company Movie

# Executive Summary



Founded 1843  
Since 1974 specialization in interlining



Family-owned company



250 people (globally)



45% market share  
in woven cotton interlinings



Woven interlinings (Cotton; Polyester)



Production in Germany, China, Bangladesh, India, Vietnam



Present in 78 countries  
Interlining for more than 500 million shirts/year

#### Offices:

Germany:	Wendler Einlagen GmbH & Co KG. (HQ)
Hong Kong:	Wendler Interlining H.K. Ltd.
China:	Wendler China Ltd.
Bangladesh:	FEM Wendler Interlining Ltd.
India:	Wendler Interlining Pvt. Ltd.
Italy:	Wendler Italia S.r.l.
Vietnam:	Wendler Interlining Vietnam Company Ltd.



[www.wendlerinside.com](http://www.wendlerinside.com)  
[www.wendlerinside.it](http://www.wendlerinside.it)

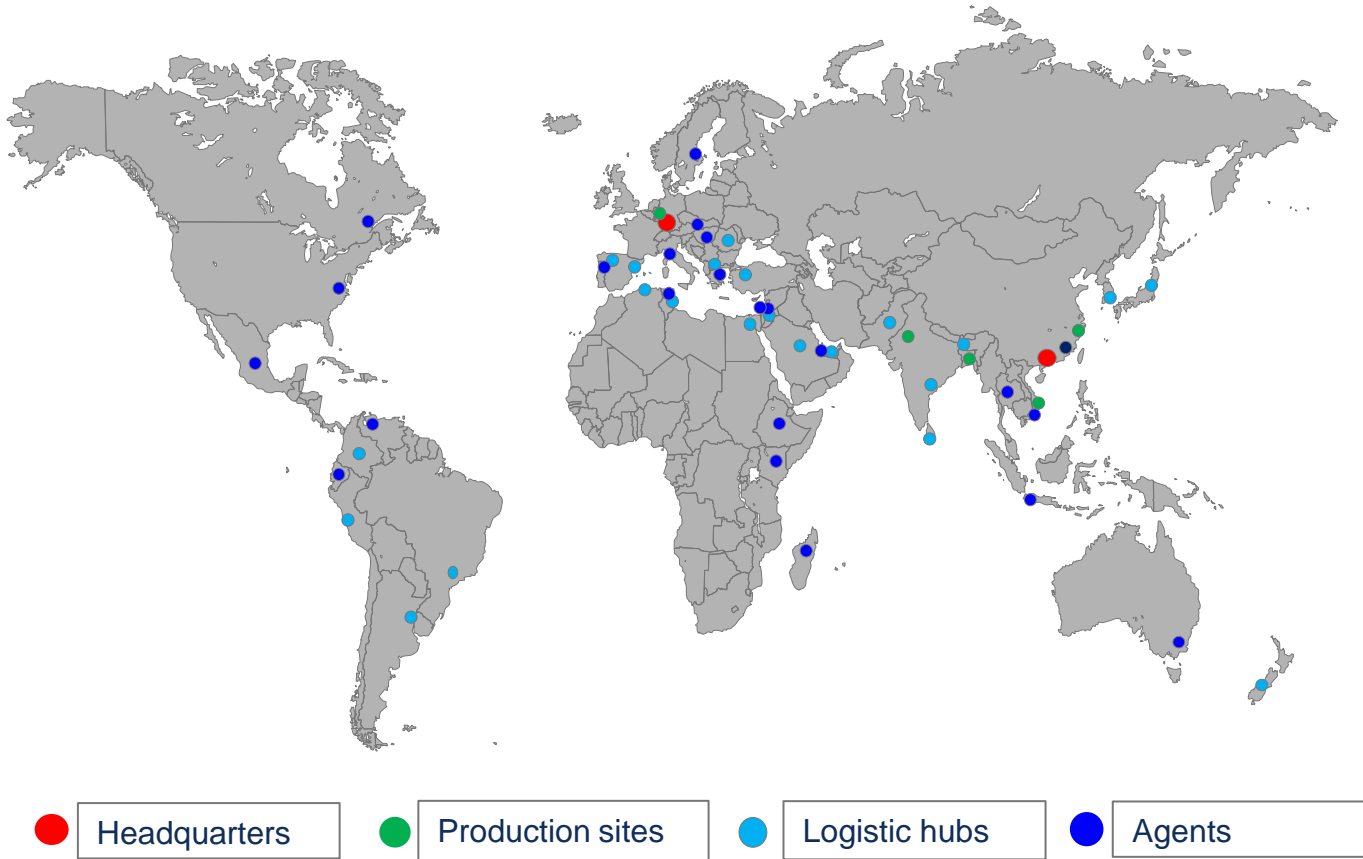
1843	Germany	Wendler begins finishing cotton textiles.
1974	Germany	Hugo Wendler and Gerhard Lohrer found the Wendler Einlagen GmbH & Co. KG. The business specialises in high quality woven interlining fabrics for shirts and blouses.
1977	Hong Kong	Wendler Interlining H.K. Ltd was founded due to the shift of the shirt production from Central Europe to Asia.
1984	Germany	Dr. Gerhart Wendler joins the company aged 33.
2005	China	Wendler founds “Wendler Interlining (China) Co., Ltd.” in Shanghai and increases its presence in Asia.
2007	China	Opening of own production mill in China due to significantly increasing market demand for the Far East lines.
2009	Bangladesh	Production and Sales office in Dhaka; short cut to the world’s largest shirt production country.
2014	India	Production and Sales office in Delhi; direct access to a fast growing local market.
2015	Germany	Frank Sailer succeeds Gerhard Lohrer in his position as Managing Director of Wendler Group.
2016	Hong Kong	Edith Wendler joins the Hong Kong subsidiary, she represents the 7th generation of the Wendler family.
2019	Italy	Foundation of Wendler Italia S.r.l for quick-response supply and efficient on-site technical support in one of the global key markets for “High-Fashion”.
2020	China	Reorganization in China by establishing a new Supply & Logistics Hub in Nantong as time to market with shortest lead times plays a vital role. Wendler Nantong is the supply hub to serves all markets, both domestically and internationally.
2020	Vietnam	Founding of “Wendler Interlining Vietnam Company Ltd.”. A production site operating as a fully green factory.





# Global presence – worldwide network

...in all major shirt production countries



Subsidiaries					
	USA		Kenia		South Korea
	Canada		Ethiopia		Australia
	Hong Kong		Sri Lanka		New Zealand
	China		Madagascar		
	Bangladesh		Israel		
	India		Lebanon		
	Italy		Jordan		
	Vietnam		Saudi Arabia		
			Qatar		
			UAE		
Partners:					
	Argentina		Pakistan		
	Brazil		Indonesia		
	Columbia		Vietnam		
	Ecuador		Thailand		
	Venezuela		Japan		
	Peru				
	Mexico				
			Macedonia		
			Turkey		
			Sweden		
			Tunisia		
			Egypt		

# Global presence – production sites

1843



2014



2007



2020



2009





## ✉ Wendler Code of Conduct - Preamble:

„As an **owner-managed** company, responsible and sustainable corporate management is the basis of our corporate actions. We set goals and make **decisions for the long term**, meaning that we value a sustainable and profitable basis for our customers, employees and partners over short-term profit maximisation.“



Dr. Gerhart Wendler, Chairman  
Wendler Group





## 1. ORGANIC COTTON & GOTS (GLOBAL ORGANIC TEXTILE STANDARD)

### GOTS Certification of a ready-made shirt

Our entire interlining product range is certified according to Premium Oeko-Tex® Standard 100 (Product class II, appendix 6) and therefore fulfils the requirement that the ready-made shirt can be certified according to GOTS provided that the shirt fabric itself is certified. Interlining belongs to the accessories segment.

### GOTS Certification of interlining

The non-fusible (i.e. uncoated) interlining articles made of ORGANIC cotton can be certified as GOTS products. These can then also be marked with the GOTS label. Fusible (i.e. coated) interlining cannot be GOTS certified due to the coating application, but it can generally be used for GOTS certified shirts as mentioned above.

### Social Compliance

We are currently in the process of having all our production sites certified according to GOTS. Our plant in India, Wendler Interlining Pvt. Ltd. has been GOTS-certified since 7 September 2019, our headquarters in Reutlingen (Germany) since 11 May 2020.

This year, our production site in China (Nantong) and our brand-new production facility in Vietnam will be certified.

With the GOTS certification not only the social compliance is guaranteed, but also the economic prerequisite to prove the use of organic cotton to our customers via a transaction certificate (TC - see also point Organic Cotton).

### ORGANIC Cotton & OCS (Organic Cotton Standard)

On request we can offer our complete interlining portfolio based on 100% cotton in ORGANIC cotton. With the GOTS certificate we have also received the OCS certificate. Proof for our customers that organic cotton has been used is provided by an OCS transaction certificate (TC).

## 2. GRS RECYCLED PES & RECYCLED COTTON (GLOBAL RECYCLED STANDARD)

### SE Line rPET

We also received the GRS certificate on 11 May 2020. For this we already have the article SE310 based on 100% PES in our rPET version (made of 100% recycled PET bottles) in our program. If further PES articles with GRS standard are needed, we can offer them on request. We can also supply articles made of recycled cotton and add them to our product range. As with GOTS, the proof for our customers is provided via a transaction certificate (TC).



Certified by ICEA  
GOTS 2020-080



Certified by ICEA  
GRS 2020-090

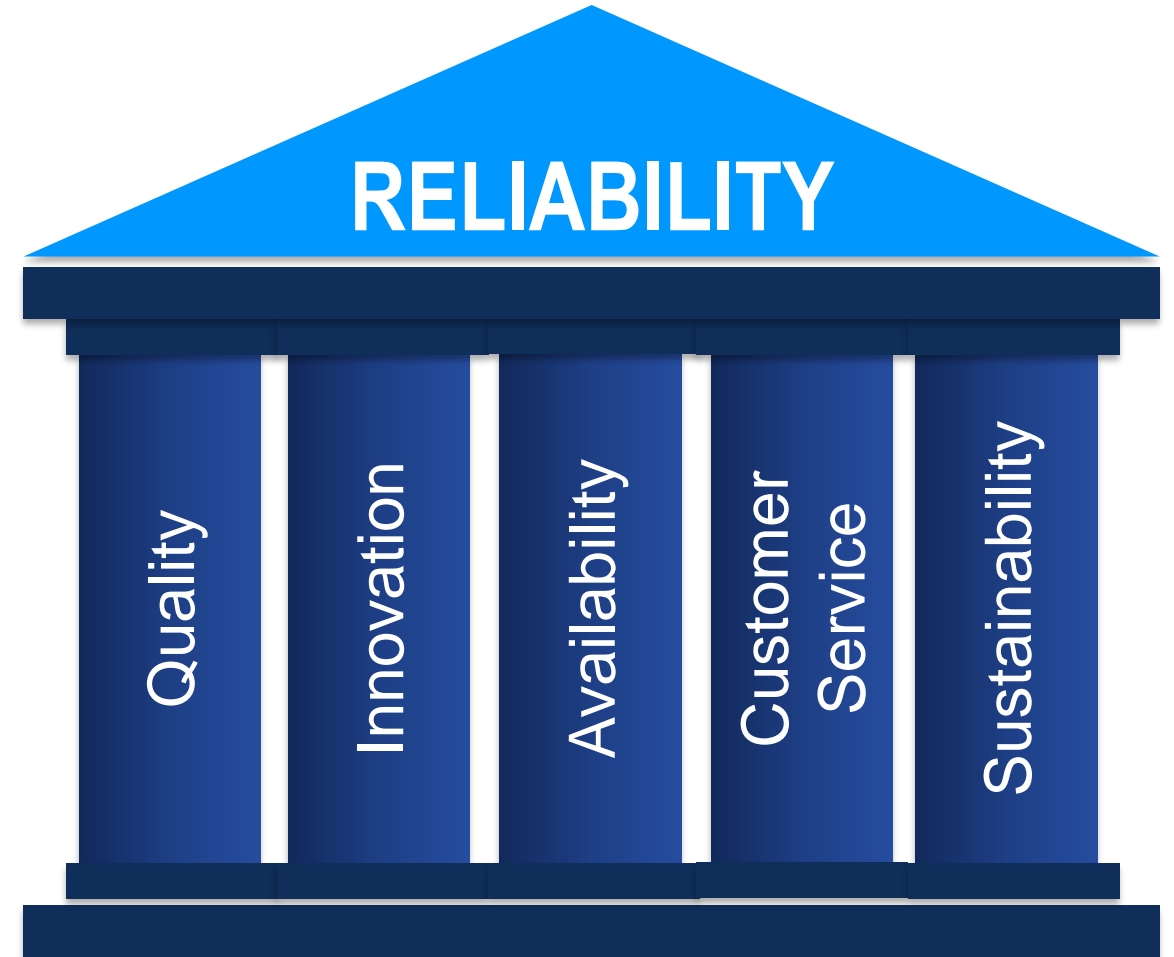


Certified by ICEA  
OCS 2020-019



*“As a family owned company with German roots, we stand for highest reliability. This means consistent high quality in every market segment, innovation, speed and punctuality – combined with a personal service and customized solutions for our customers.”*

**Frank Sailer, Managing Director, Wendler Group**



# Our quality promise



*“We have been working with Wendler for many years. No matter under which circumstances we can rely on the quality of Wendler interlining and we value the outstanding customer service.”*

**Hendra Gunawan, General Manager  
P.T. METRO GARMIN, Indonesia**







## INTERLINING

We are specialised in high-tech finishing technologies. This offers you the benefits of interlining for shirts and blouses that feature exceptional processing and performance characteristics.



## SHIRT FABRICS

As specialists in finishing cotton fabrics, we guarantee high quality shirt fabrics. Our two-ply fabrics are suitable for lots of wash cycles and are ideal for Never-out-of-stock (NOS) articles.



## DIE CUTS

Our in-house cutting service die-cuts collars and cuffs interlining for you – precisely tailored to your requirements.



## STRIPES & TAPES

In our cutting service in Reutlingen, as well as in our Hong Kong location, we provide a wide range of plackets and tapes – cutted according to your desired widths.



## TAPES

Our tapes improve the seam stability of your shirts and blouses – whether it's for armholes, side seams, back yokes or breast pockets - we guarantee smooth and plain seams without puckering.



## ACCESSORIES

From collar stays for reinforcement of collar tips to dye powder for rapid tests through to peel strength testers – we have the suitable accessories.



## BASIC LINE

- ☒ Made in Asia
- ☒ 100% Cotton (OE yarn)
- ☒ 100% PES, CO/PES Mix

### Fusible Interlining

- ☒ 100% CO: 3600; 3600EL; 3600CP, 3600F, 3300
- ☒ CO/PES Mix: 3300
- ☒ 100% PES: SE600

### Temporary fusible Interlining

- ☒ 100% CO: HF; HF F

### Non fusible Interlining

- ☒ 100% CO: 1600
- ☒ CO/PES Mix: 1300

## CLASSIC LINE

- ☒ Made in Asia
- ☒ 100% Cotton (Ring yarn)
- ☒ 100% PES, 100% PA, CO/PES Mix

### Fusible Interlining

- ☒ 100% CO: 3000; 3000F, 3000DS; 7000, 7200
- ☒ 100% PES: SE

### Temporary fusible Interlining

- ☒ 100% CO: HF; HF F

### Non fusible Interlining

- ☒ 100% CO: 1100,1200
- ☒ CO/PES Mix: 1400

## PREMIUM LINE

- ☒ Made in Germany/Europe
- ☒ 100% Cotton (Long stapled yarn)
- ☒ 100% PES, 100% PA, CO/PES Mix
- ☒ Customized small production lots possible

### Fusible Interlining

- ☒ 100% CO: DV, DV EL, DV CP, DV V, DV F, DV DS, DV Laminates, DV IL, PC
- ☒ 100% PES: SE, SE IL, Duett, H

### Temporary fusible Interlining

- ☒ 100% CO: HF; HF F

### Non fusible Interlining

- ☒ 100% CO: E, E V, E DS





## SPEED & PRODUCT AVAILABILITY

- ⊠ **Global presence:** sales offices, warehouse and production in all major shirt production countries.
- ⊠ **Global delivery:** product delivery to all production countries worldwide on time.
- ⊠ **Fast communication:** medium sized company, flexible structure – acts fast and reliable.



## CONSULTING & TECHNICAL SUPPORT

- ⊠ **Comprehensive Consulting:** Long experience in shirt industry, expert in shirt interlinings and applications.
- ⊠ **Technical know-how:** Trainings in factories and offices worldwide, individual quality tests by inhouse laboratories.



## SUSTAINABILITY & COMPLIANCE

- ⊠ **Clear rules:** Certified products and internal compliance guidelines guarantees production in compliance with social and ecological legal standards.
- ⊠ **Responsible operations:** Interest in long term goals and support your individual sustainable goals.



## QUALITY & EFFICIENCY

- ⊠ **Consistently high quality in every market segment:** worldwide uniform quality standards, inhouse tests.
- ⊠ **Maximum efficiency:** On time delivery, constant quality level and cost saving.

*“You can always rely on the competent team of Wendler in regards to product quality and fast delivery.”*

**Tran Duc Dinh,**  
Manager of Business Dept.  
VIET THANG Garment Joint Stock  
Company, Vietnam

*“No down-times in production, no unexpected costs by late deliveries or quality inconsistency.”*

**Faruk Al Nasir, CEO**  
Shanin Group, Bangladesh

*“Wendler, as a shirt interlining specialist, knows the global shirt market and it’s fashion trends. We therefore appreciate not only their high quality and service grade, but also the positive synergies and the efficiency of our long-lasting partnership. It’s not self-evident to find a reliable partner in the supply chain who is committed to break new grounds on a continuous base.”*

**Christian Berger, Unit Leader Global  
Sourcing Manager,  
C&A BUYING GMBH., Ge**

*Exactly what we are looking for! We have been immediately convinced of Wendler’s great product portofolio.”*

**Gerri Pasturi, Product Manager**  
Ahlers P. C. GmbH, Germany

*“Many years of experience makes Wendler to a fast operating and reliable partner. This is our benefit.”*

**Mark Bezner, CEO**  
OLYMP BEZNER KG, Germany

*“We have been working with Wendler for many years. No matter under which circumstances we can rely on the quality of Wendler’s interlining and we value the outstanding customer service.”*

**Hendra Gunawan, General  
Manager**  
P.T. METRO GARMIN, Indonesia



# In all brands around the world



... Thank you for your attention!

WENDLER  
INSIDE

*Because what's inside counts.*