



sanders.eu

FIRST IN BEDDING



### *sanders.eu*

Gebr. Sanders GmbH & Co. KG  
Bettfedernfabrik Künsemüller GmbH  
Mecklenburger Bettwaren Manufaktur GmbH & Co. KG

Bramsche (Head Office)  
Bramsche  
Güstrow

### *Production sites*

Main factory, Weaving, Finishing  
Bedding, Feather & Down  
Bedding, Feather & Down  
Bedding, Fibre  
Bedding, Fibre  
Sewing  
Weaving, Finishing

Bramsche  
Osnabrück  
Güstrow  
Bad Bentheim  
Bangkok  
Wynograd  
Irschawa

## *If you can dream it, we can make it!*

Dreams are the substance of tomorrow's innovations. We have been working towards these dreams for over 120 years, in order to achieve innovations which are unique in the traditional world of bedding systems. In order to develop products unimaginable a few years ago, even in our dreams.

Our aim: Healthy sleep, optimum relaxation and the utmost in well-being.

In order to enable as many people as possible to enjoy the benefits, we took up the global challenge at a very early stage, realising that globalisation is a real opportunity for our company, and thus expanding firstly into Eastern Europe and subsequently into the Asian and Indian region. This expansion guarantees our European production sites and our high standards well into the future. Worldwide.



*If you can dream it, we can make it!*



## *The future has tradition*

The consumer longs for ways to improve the world he lives in and is therefore prepared to invest in his future. We at sanders.eu recognised this trend many years ago. Based on our over 120 years of experience, we develop our products and carry out research with the same aspirations as those which inspired the founders of our company, Gustav Wilhelm and Otto Sanders.

“Only someone who is right at the front can determine the direction”.

With this aim in view, we manufacture classic bedding of the highest quality.

One example is our innovative ClimaBalance® system which has revolutionised sleep efficiency.

Our unique position on the market enables us to stand up to the global challenge and to sustain healthy growth in this market sector of our own accord. Therefore, we are able to offer our partners and licensees, both in Germany and overseas, a market profile which leads away from discussions on pricing, giving rise to discussions concerning value.



# *The future has tradition*

**1885**

Founding by Gustav and Otto Sanders.

**1929**

The first automatic looms.

**1940**

Kurt and Werner Sanders take over the management of the company.

**1945**

Focus on down and fibre proof fabrics.

**1958**

Conversion of the family business into a GmbH & Co. KG. Kurt and Dieter Sanders take over the management.

**1964**

Completion of the changeover to complete automation.

**Bis 1973**

Purchase of 100 new automatic looms.

**1965-1987**

Set-up of a new sewing department and a fabric finishing department with over 150 employees.

**1983**

Hans-Christian Sanders enters the company.

**1988**

Hans-Christian Sanders takes over the management of the company.

**1992**

Founding of Sanders Wynograd.

**1993**

Founding of K&S after a takeover by Kolb and Schüle.

**1994**

Founding and development of the production site in Irschawa.

**2002**

The familyowned Künsemüller Bettfedernfabrik is integrated in the group.

**2004**

The ClimaBalance® system is patented worldwide.

**2006**


Start of the ClimaBalance® campaign. Takeover of the Mecklenburger Bettwaren Manufaktur.

**2007**

Fully automated looms modernise the production.

**Today**

New group identity under the sanders.eu umbrella.



*We live and work  
with nature, for nature.*

Our fabrics and bedding products are made from natural materials. We, as a family company, are very well aware of our responsibility with regard to future generations. Therefore, we build our hopes on sustainable production.

In our factories, we limit the use of chemical products and place the emphasis on ecologically-grown raw materials. We make sparing use of water, energy and other resources and, wherever possible, we recycle these back into the production process.

We are continually investing in increased efficiency and constantly encouraging development, especially as far as the energy sector is concerned. The quality of life can only improve if our environment is healthy. Positive thinking, real commitment and stable good health depend largely on the ability to relax in sleep. That's what we are working for.



# *Creativity is the root of innovation*

## *Creativity is the root of innovation*

As number one in Europe, both in textiles and in feathers and down, we aspire to produce a perfect product for each and every customer. Using the brainpower generated by creative group processes, we develop solutions which are unique in the field and which can improve the quality of life.

Here, too, nature is our teacher. Bionics is a scientific resource which can aid in the development and constant optimisation of our entire product range. For example, we derived our method of transporting moisture from the bed from the capillarity effect observed in nature.

Further, we are involved in Freiburg University's network of excellence on the subject of biomimetics.

We are also involved in the development of products for people with allergies, articles to promote better sleep and articles to prevent excessive sweating. Our aim is to help to improve our customers' quality of life by means of innovative development.





## Brand name policy

In today's largely generic market, the strength of a brand name is of particular importance. In conjunction with the strong traditional brand names „Sanders of Germany“ and „Künsemüller“, our innovative, globally patented ClimaBalance® system has been able to greatly improve quality of sleep and relaxation efficiency in the past years.

By transcending the boundaries between technological development, product management and communication, we have been able to create a unique company portfolio which continues to provide a new impulse to the bedding market.

Due to our participation in annual trade fairs in the sector of household textiles, we are able to convince an international audience of the potential of our group.



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# Brand name policy



*Fabric production*



Sizing machine, splitting rods



Set-up of automatic loom



After washing, the fabric is dyed

*Sewing production*



Sewing plant



Sewing



View of sewing plant

*Feather & down processing*



Raw feathers and down



Washing for feathers and down



Finished down

*Bedding production*



Computer-controlled filling machine



Sewing department



Atelier production

*Manufacture of duvets*



Manufacture of fleece



Fully-automated quilting



Production step

*Quality control*



View of the laboratory



Measuring of filling power



Final inspection

*Logistics*



SAP supply chain management



Logistics monitoring



High-rise storage



*sanders.eu*

A European company with its headquarters in Germany, at home all over the world. The Sanders family has been involved in manufacturing and trading textiles for over 300 years. Today, the Sanders family still forms the basis of the firm's development into the future. Decisions which may take years in companies with a different structure can be taken within a very short period of time in a family company. This means that the firm can readily access the opportunities offered by globalisation. Equally important are the cultural values which have their roots in the family tradition. Some of our employees have been linked with the company for generations. Our social organisations strengthen the bonds between the employees and the company. In this process we set standards which can certainly not be taken for granted at many other production sites.

sanders.eu focuses the competencies of its autonomous firms, each of which can operate flexibly on the market. Each individual company is a specialist in its field. As a group, we are unbeatable.



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**Fully integrated company comprising**

- Weaving
- Finishing
- Sewing
- Feather & Down

**Annual production capacity**

- Weaving mill, Bramsche  
2,600,000 m/ 4,100,000 sqm
- Textile finishing  
7,400,000 m/ 12,100,000 sqm

**Production**

- Pre-fabricated shells  
1,280,000 pieces
- Bedding articles 930,000 pieces

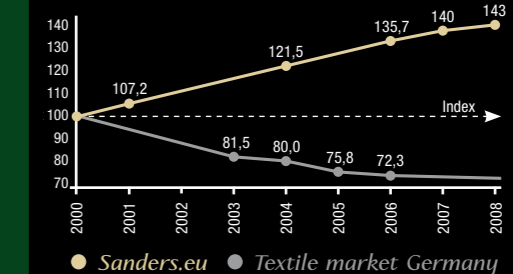
**Production sites: Employees**

- |                                |     |
|--------------------------------|-----|
| - Bramsche, Main factory       | 150 |
| - Osnabrück, Feather & Down    | 25  |
| - Güstrow, Feather & Down      | 15  |
| - Wynograd, Sewing             | 400 |
| - Irschawa, Weaving, Finishing | 300 |
| - Bad Bentheim, Bedding, Fibre | 15  |

**Annual flow-rate of feathers and down**

- Processed feathers 400 tons
- Raw feathers 175 tons

**Index development Sanders.eu/ Textile market Germany**



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 **SANDERS**  
OF GERMANY

*Mecklenburger Bettwaren*  
MANUFAKTUR SEIT 1927

*Tradition seit 1858*  
  
**KÜNSEMÜLLER**

**SANDERS**  
**WYNOGRAD**

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