

GIDUTEX INTERNATIONAL GMBH

SPECIALISTS IN TEXTILES

The growth market for promotional textiles is becoming more differentiated and versatile by the minute. GIDUTEX International GmbH, with its registered seat in Krefeld, is facing this challenge and sees itself as a guide in the jungle of all the different finishing techniques and fashion trends of the textile industry.

New collections are brought out almost in a half-year cycle; in the same way, the areas of application for textiles are also subject to rapid changes, while the customers are becoming more discerning. The fledgling company from the regions of the Lower Rhine, which was founded in 2003, has recognised the need for professional consultation in the area of textile finishing. Within an amazingly short space of time, GIDUTEX, whose business model is sensitive to the market conditions and which is based on competent consultation, as well as a sound network of embroiderers, printing plants and top textile suppliers, has acquired an excellent reputation in the market.

A NETWORK OF SELECTED PARTNERS

"In the area of embroideries alone, we work together with around 15 businesses, in this



Manager Hagen Dutzi is banking on individual customer consultation.

country and abroad, and we choose our partners strictly according to their technical expertise, as well as their service and the speed with which they are able to deliver. This has the advantage that we can

select our finishers exactly according to who would be able to execute a particular customer order best. One finisher has large machines and specializes in large quantities, thus offering a lower unit price; another one only works with a few free arm heads with which they can, for instance, embroider tailor-made textiles on the breast pocket or the sleeves; a third one works with the latest machines which can embroider letters that are still legible when they are only 3mm small", the manager, Dr. Hagen Dutzi, explains. It is a similar matter with textile printing: the printing on textile material offers a wide range of options, so that every fibre, i.e. cotton or polyester, can be printed on by using a different technique. From the usual screen printing to transfer printing and flock coating or offset printing, the oldest technique, which is currently experiencing a renaissance. Of course, this also means that special dies and treatment methods are used.

TAILOR-MADE CUSTOMER ADVICE

According to Hagen Dutzi, the area of custom-made products, be it a special pattern in the case of textiles, special dies or finishing using rhinestones, is particularly individual and requires a lot of consultation. For custom-made products, the consultants at GIDUTEX sometimes even play the role of the fashion designer. "Our expertise links the current trends of the fashion market to the latest finishing techniques of embroidery and printing. Using this knowledge, we are able to offer accurate advice, accompanying the entire production process competently", Dutzi explains regarding the added value of his business model. And it seems to bear fruit, as the initial general partnership with two partners has since become a PLC with eight employees, two of them trainees. The rapid increase in turnover of 40% in the past year inspires the ambitious entrepreneur who hopes to break the barrier of one million in 2009.



Free arm embroidery machine, which can embroider motives of the size 40 x 50cm on six pieces of textile at the same time. This machine can make 1,000 stitches per minute.



The evergreen among the textile advertising media: embroidered towels – understated and very useful.