

PRESS RELEASE

Freudenberg Performance Materials Apparel plans competence centers in Europe

Weinheim/Germany, January 22, 2021. Freudenberg Performance Materials Apparel produces interlinings for all segments of the apparel industry. At present, the company manufactures interlinings for the European mass market at its site in Weinheim, Germany, while high-quality canvas interlinings for the European luxury market are made at the site in Sant´Omero, southern Italy. As a result of massive market changes, the company is planning to concentrate on manufacturing base materials for interlinings in Weinheim. Base material finishing and coating is to be bundled at Sant´Omero. For this purpose, two lines are to be relocated from Weinheim to Sant´Omero. It is planned to conclude this measure by the end of 2022. In Weinheim, the jobs of an estimated 176 employees would be affected by the time all planned measures have been completed.

Massive market changes

The middle price segment of the mass market has been particularly hard hit in recent years. More and more consumers are following the trend towards casual wear in many areas of life. Generally speaking, casual garments only require very few interlinings, or none at all. The global pandemic has dramatically accelerated this trend. Suits are worn to work in the office, but loose clothing is the favorite for working from home. Moreover, the apparel industry in general has seen a sharp fall in demand as a result of the pandemic, and recovery is likely to take quite a few years.

base nonwoven production in Weinheim provides the ideal foundation for a competence center. Furthermore, weft production will continue in Weinheim. The groundwork for this was laid with the acquisition of the woven and weft specialist Hänsel in 2015. It is planned to relocate the lines to Sant´Omero in the course of 2022. Until relocation commences, production in Weinheim would continue unchanged – at least for the full twelve months of 2021.

It is planned to conclude the relocation by the end of 2022. In Weinheim, the jobs of an estimated 176 employees would be affected by the time all planned measures have been completed. Freudenberg Performance Materials Apparel has already started talks with the Works Council to find socially responsible solutions.

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