

# A steady development

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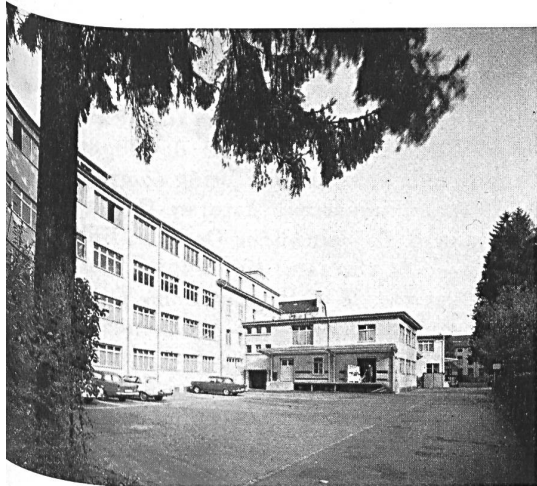
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# A Steady Development

HAUSAMMANN TEXTILES LTD., WINTERTHUR



Main entrance in St. Gall Street



Part of the premises

Hausammann Textiles Ltd., at Winterthur, is an independent company, belonging to the big Oerlikon-Bühle textile group consisting of

Aktiengesellschaft der Spinnereien von Heinrich Kunz, at Windisch, and related concerns,

Dietfurt Spinning & Weaving Co. Ltd., at Butschwil, and related concerns,

A. & R. Moos Co. Ltd., at Weisslingen, and related concerns and

Hausammann Textiles Ltd., at Winterthur.

At the start and for a very long time, this firm remained strictly a family concern. It is 50 years now since the traveller in textiles, Gottfried Hausammann, took over the firm of his employer who had just died, entering it on the trade register under the style of Hausammann & Co. Unfortunately he was not given many years to devote himself to the development of his firm, for he died prematurely in 1916. His place was taken by his son, Carl Alfred Hausammann, the present Chairman of the Board of Directors, C. A. Hausammann was only 22 at the time — but under his dynamic management the small firm continued to develop. In 1926, it moved



Show and sales room



In the designing workshop



From the original inspiration to the finished design

into new premises in St. Gallerstrasse where the company into which it was later converted, Hausammann Textiles Ltd., still has its offices today, the premises naturally having been greatly expanded in the meantime.

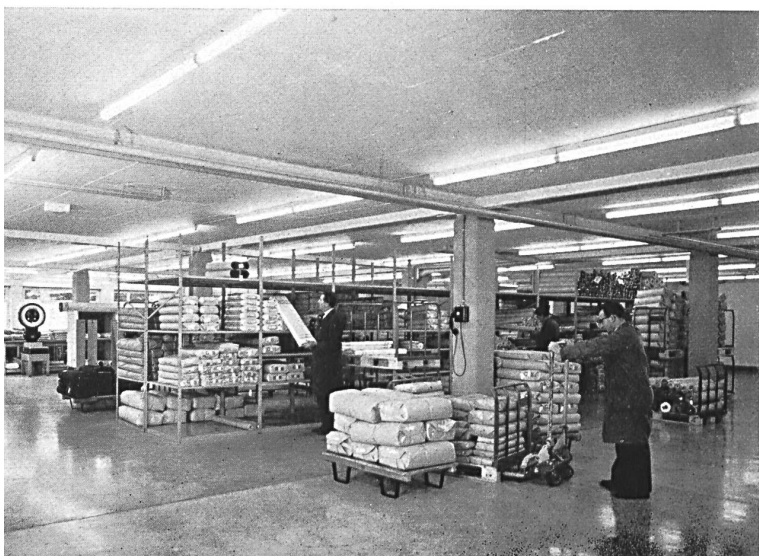
The move to St. Gall Street was the starting point for a rapid expansion. The first export deal dates back to 1925. During the 30's, exports already formed part of the firm's regular activities.

Its development did not stop there however: the sales programme was continually adapted to the changing needs of the day, and the range of products considerably expanded. To start with, it consisted mainly of fabrics for linings, to which were later added shirting fabrics, fabrics for drapes and curtains, lingerie, raincoats and dresses. Today, the manufacturing and sales programme comprises fashionable fabrics for dresses, blouses, lingerie, swimsuits and beachwear, shirts, curtains and drapes (sold under the trademarks Osa-Net and Osa-Len), fabrics for raincoats and anoraks (trademark Osa-Atmic) and fabrics for awnings (trademark Osa-Store). The firm's output includes plain, printed and colour-

woven fabrics in cotton, staple-fibre and rayon, as well as in synthetic and mixed fibres.

After the war, Hausammann & Co. rose to the ranks of a firm of world-wide importance; the development that began at the time is still far from being completed. On March 1st, 1956, an important date in the firm's history, Hausammann & Co. joined the Oerlikon-Bührle group, converting itself at the same time into a limited company, under the new style of Hausammann Textiles Ltd. The basic principle underlying its production was fundamentally modified. The article that had originally established the firm's reputation was a good quality but mass-produced product. A change of emphasis methodically applied, pushed this speciality into the background and replaced it with fabrics and designs of a distinguished and original type. During the last few years, top-quality collections have been created in all sectors of production. Today, with regard to both quality and designs, the Hausammann collections are numbered among the best.

Hausammann Textiles Ltd.'s range of activity is extremely varied. The first concern of a far-sighted manager and his staff is to ensure that the firm is always ready to prepare today what a world-wide clientele is likely to expect tomorrow from Swiss industry in general and *Hausammann Textiles Ltd.*, at *Winterthur*, in particular, in the way of creations and service to the customer.



View of part of the forwarding department