

We are responsible

As a supplier for wool, a niche market product, we constantly strive to make our products more valuable. Not because of the Euro or Dollar monetary worth, but because of reasons why to buy our products – on a functional, objective or even strictly emotional level.

Niche markets have different rules compared to mass markets, so shouldn't we appreciate a highly valuable material, which is not comparable to less valued synthetic fibres or cotton?

Everyone in the industry is constantly talking about sustainability – but what does 'sustainable' really mean? Nowadays, every day-to-day action is 'sustainable'. This term has been generalized over the past few years and used in many contexts.

Too many to be actually meaningful anymore? I think each and every one of us should take a step back and ask: How can I apply the concept of ecological awareness to my daily business? How can I think out of the box and make 'sustainability' a business model, not just a term? What would be my personal, more practical term for what I do when I act responsibly?

One example for a different application of environmentally friendly actions is the upcycling project with HTW Berlin and LPJ Studios, presented on page 20. There, being 'sustainable' is solid: The students used resources that otherwise would have been thrown away and breathed new life into them – practical application and personal interpretation of 'sustainability' with an actual meaning behind it.



Hans-Georg von Schuh
Managing Director Sales
