

daiter

FULL-SERVICE-PLATFORM



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WE ARE DAIBER

Excellent appearances and a collective image are one thing. Creating a sense of belonging, a WE, is the other. We claim to be more than just a company in the field of corporate fashion. We connect brands with people.

We are a **manufacturer, consultant** and **long-term partner** for our customers, suppliers and employees. We maintain **fair dealings** with each other and beyond. This can be felt in **timeless designs** which everyone can wear, which can cope with all situations and which create connections between brands and people. Our products create identity.

Our **origin** and Swabian roots keep driving our inventive spirit and enable us to continue developing in a future-oriented way. Our aim is to combine our knowledge and actions as a corporate-fashion platform. The joint management of Daiber is in the hands of Kai Gminder, in the fourth generation of the family, and Christof Kunze.





Kai Gminder



DAIBER IN FIGURES

UP TO **160**
COLOURS

Many of our textiles are available in a huge variety of colours.



APPROX. **17 km²**

would be needed to store all the items we have in stock at the Albstadt site next to each other. That corresponds to slightly more than the entire area of Albstadt-Tailfingen.

OVER **800**
PRODUCTS

in a wide range of colours, themes and sizes for outerwear and accessories.



UP TO
16 SIZES

We stock many of our products from size XS to 6XL and children's sizes from 98 to 164.



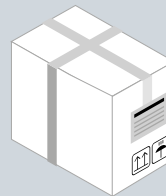
2,200 m²
OFFICE SPACE



170
EMPLOYEES

DELIVERY
TIME:
MAX. **48 HOURS**

Due to efficient logistics, we have extremely short delivery times – The goods will be with you in a maximum of 48 hours.



AROUND
2,500 BOXES

leave our warehouse in Albstadt every day, of which around 50% go abroad.

50,000 m²
LOGISTICS
SPACE



AROUND 17 MIO
ITEMS

are in stock at our Albstadt site – available
for immediate delivery.

WE DELIVER TO
29 COUNTRIES

Australia, Belgium, Bulgaria, Denmark,
Germany, Estonia, Finland, France, Greece,
Ireland, Iceland, Italy, Croatia, Latvia,
Malta, New Zealand, The Netherlands,
Austria, Poland, Romania, Switzerland,
Slovakia, Slovenia, Spain, Czech Repu-
blic, Turkey, Ukraine, Hungary, United
Kingdom

2 LOCATIONS

Our main location is in Albstadt, in the
Swabian Alb, our second one is in Hong
Kong.



97% STOCK
AVAILABILITY

More than 97% of our entire product
range is in stock in Albstadt.



SINCE 1912

Gustav Daiber GmbH was founded in
Albstadt in 1912.

OUR CORPORATE FASHION

TIMELESS DESIGNS, INDIVIDUALISATION AND COUNSELLING

Our own brand JAMES & NICHOLSON by Daiber stocks more than 800 timelessly designed products in up to 160 colour variations and up to 16 sizes for the sectors promotion, sport, leisure, business, workwear and headwear – suitable for every company. This diversified product range, combined with many years of expertise and numerous services, makes us one of the leading **corporate fashion platforms** in Europe. Our development of cuts and colours is fashionable and sustainable and we have a good price-performance ratio.

Thus we always offer the suitable textile solution for the challenges of our customers. From comprehensive advice and customised textile decoration to tailor-made corporate fashion concepts, we are your full-service provider at eye level.





“

There is definitely **a lot of fashion** in our corporate fashion. It is used in a variety of ways in all areas, from trade to medicine. Daiber always looks for the right textiles and accessories **to give their customers the perfect appearance.**

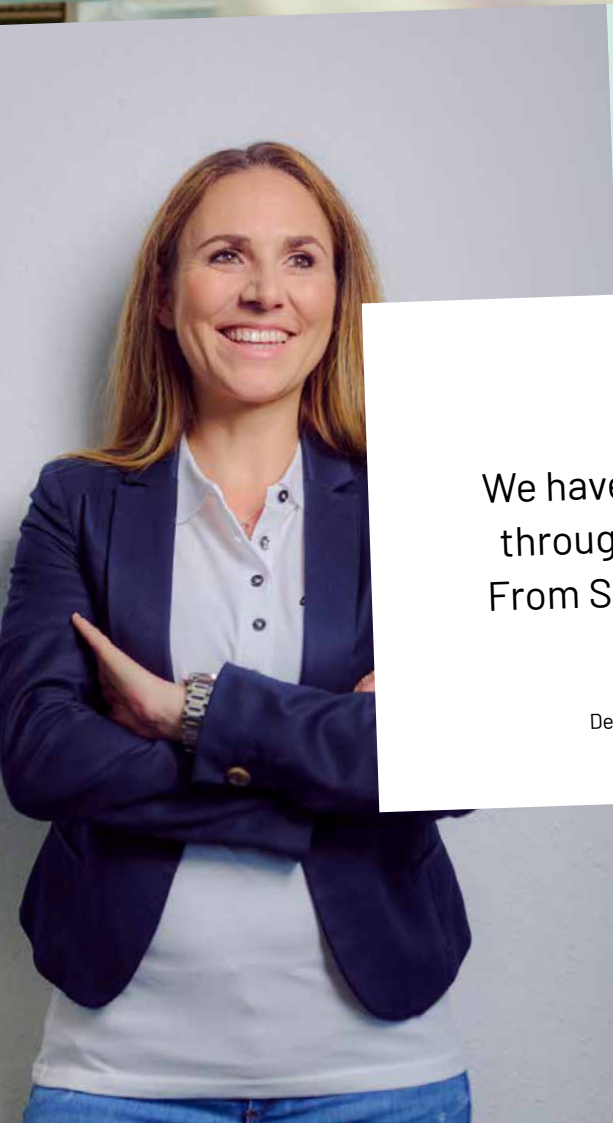
Alicia Brunner, marketing student trainee, with Daiber since 2021



“

When I embroider my patterns, I have to make sure that the person who wears it later **feels comfortable** in it. It has to be placed just right and embroidered neatly. There's no other way.

Filomena Amato, sample embroiderer in the embroidery department, with Daiber since 1975



“

We have **international customers**, mainly throughout Europe, but also worldwide. From Switzerland or Italy to Australia and New Zealand.

Denise Kalenbach, export sales, with Daiber since 2017

FULL-SERVICE-PLATFORM

DAIBER DECORATION OFFER

We are a full service partner for individual decoration. Our long-term experience and fully integrated production ensures that your transfers or your embroidery correspond to the state of the art in the promotional items market.

More elaborate decoration processes such as badges, weaving, patches, raised pile printing, embossed fasteners, all-over prints and much more are available from our Hong Kong location, Daiber Far East.

And, of course, you can also receive your goods blank or have transfers printed by us and iron them on yourself.

ADVANTAGES:

- In-house embroidery
- Catering for many different target groups and requirements
- Combination strength and expert knowledge in individualisation

INFO DTF- TRANSFERS

NEW

- Available from 10 pieces
- Detailed designs in bright colours
- Noble matt surface
- Long durability
- High opacity on different textile types and colours
- Complex colour gradients possible, also photorealistic motifs
- Transparent carrier film for easy positioning when printing
- Stretchy and soft to the touch
- Washable up to 60°C



INFO 3D- EMBROIDERY

NEW

3D embroidery offers a particularly high level of expressiveness, intense colours and a multi-dimensional, three-dimensional look. Thanks to these properties, an **advertising message** created using 3D embroidery is even more memorable for the viewer. Let your corporate design appear unique with 3D embroidery and make your logo even more memorable for your customers. Whether logos, lettering or number sequences, coats of arms or other motifs - 3D embroidery gives them depth. It makes them tactilely interesting, visually memorable and draws the eye, especially when the colours are vibrant. As the highest embroidery quality can be achieved by machine, 3D embroidery has a high-quality appearance and is therefore ideal for textiles that are used as part of branding or **corporate design**.

There are no differences in the care of textiles that are provided with 3D embroidery compared to textiles decorated with a traditional embroidery technique. Available from 15 pieces.

FOR CAPS ONLY





INFO FLAT-EMBROIDERY

For centuries flat embroidery has been a high-quality process for decorating textiles. Due to continuous development of production techniques, there is a product available today which meets the highest demands in many application areas. Thus flat embroidery offers almost infinite possibilities of presenting a logo to perfection.

General conditions:

- Minimum order quantity: 15 pcs.
- Up to 12 colours
- Delivery time: around 2-3 weeks

FOR TEXTILES AND CAPS

INFO TRANSFER-PRINTING

In our in-house **transfer printing department** we produce all standard transfers: DTF-transfers, D300-transfers, photo-transfers, sublistop-transfers and soft-transfers. We will be happy to advise you on which transfer is the right one for your motif and your textile.





3 STEPS TO A PERFECT DECORATION

1

ADVICE FROM OUR EXPERTS

Whether for large quantities or small individual runs, whether **embroidery or transfer**—our team will be happy to advise you in order to find the best solution for you.

HOTLINE 07432 7016-0
info@daiber.de

2

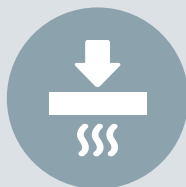
TRANSFER OR EMBROIDERY?

In our in-house transfer printing department we produce all the standard transfers: DTF-transfers, D3000-transfers, photo-transfers, sublistop-transfers and soft-transfers. In our embroidery department we offer 3D-embroidery, flat embroidery, embroidery labels and embroidery labels with appliqué adhesive.

3

IRONING OR EMBROIDERY DEPARTMENT

In the **ironing department**, we apply the desired transfer to your textiles using an ironing press— in the **embroidery department** we embroider your caps or clothing.



FULL-SERVICE-PLATFORM

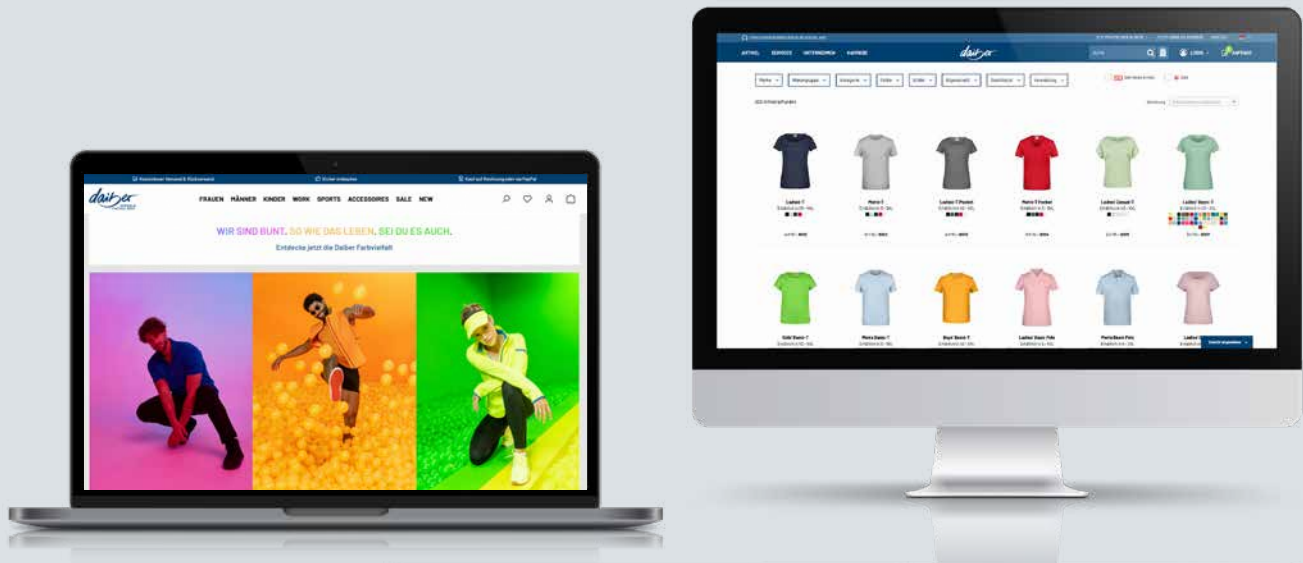
DAIBER DEALER SUPPORT

For the joint success we offer our dealers comprehensive marketing services for their **individual customer approach**. Printed or online. All the services can be personalised with your name, your logo, your contact details or your own cover. Use our marketing tools for strengthening sales.

Whether online newsletters, setting up your showroom, brochures and catalogues or Daiber Designer and Daiber Media Cloud, we always offer you campaigns that you can use for your sales. Our tools are easy to implement. We support you on all channels!

You can find out more about this on the following pages on the topic of Daiber Dashboard...





FULL-SERVICE-PLATFORM

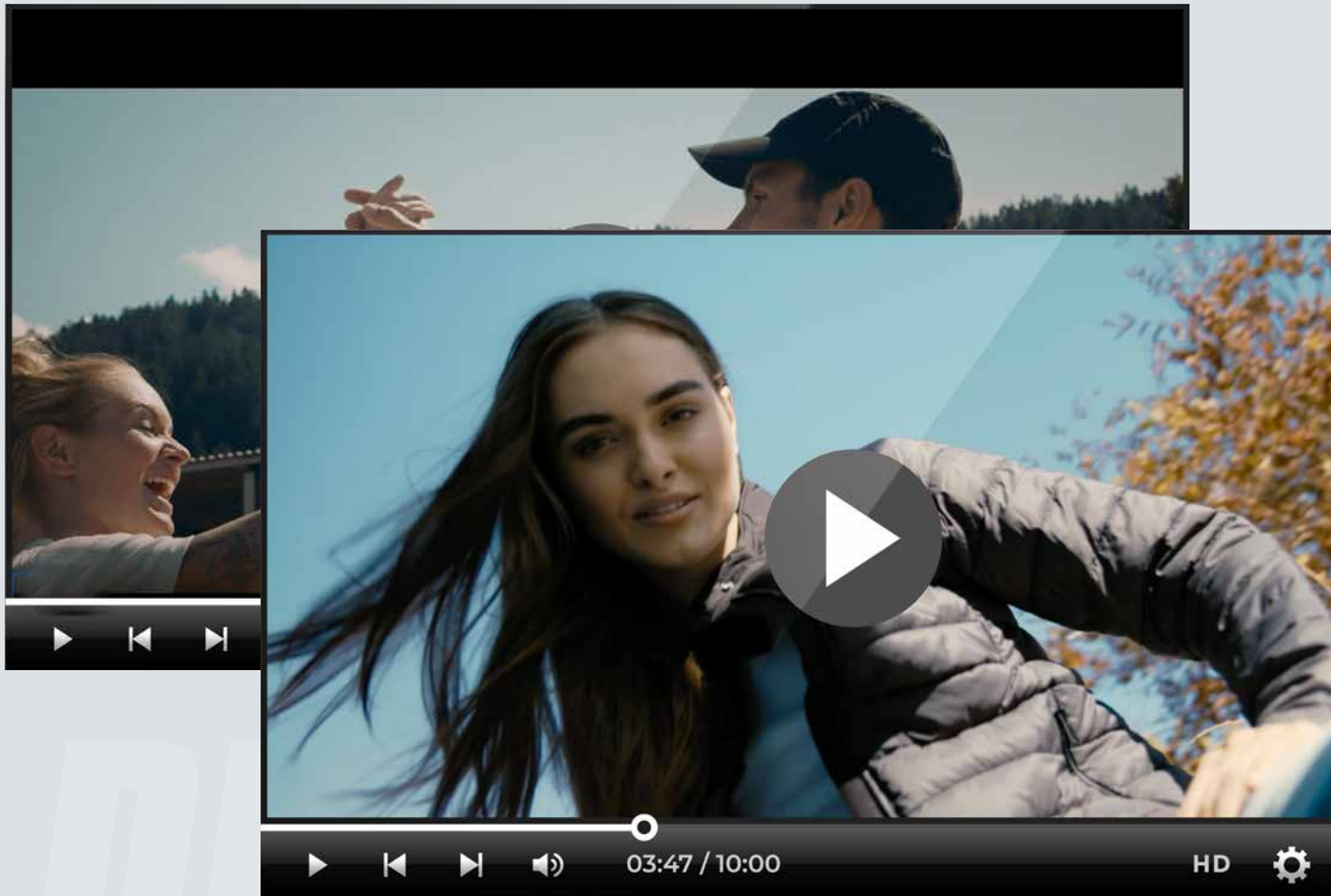
PUSH THE SALE

As a dealer, we offer you a large selection of sales-promoting materials. Present our products with our attractive sales stands. We also offer image videos for trade fairs, showrooms and your online presence.

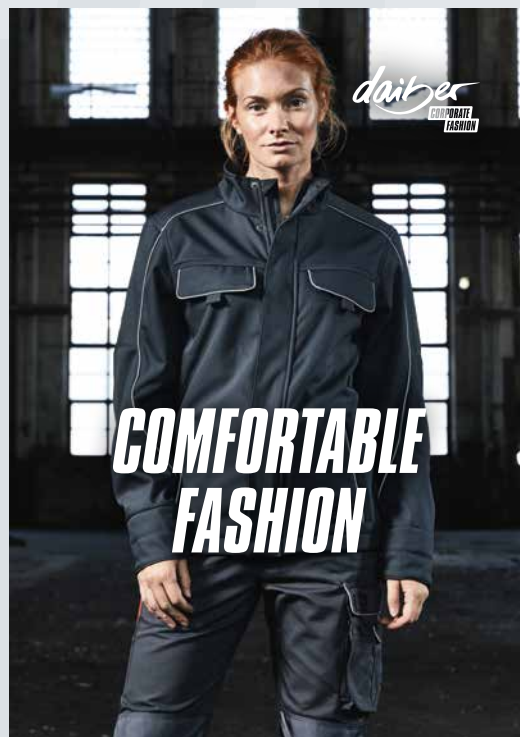
Your account on daiber.de will take you directly to the Daiber Dashboard. There you will find all catalogues as PDF files for download and much more.

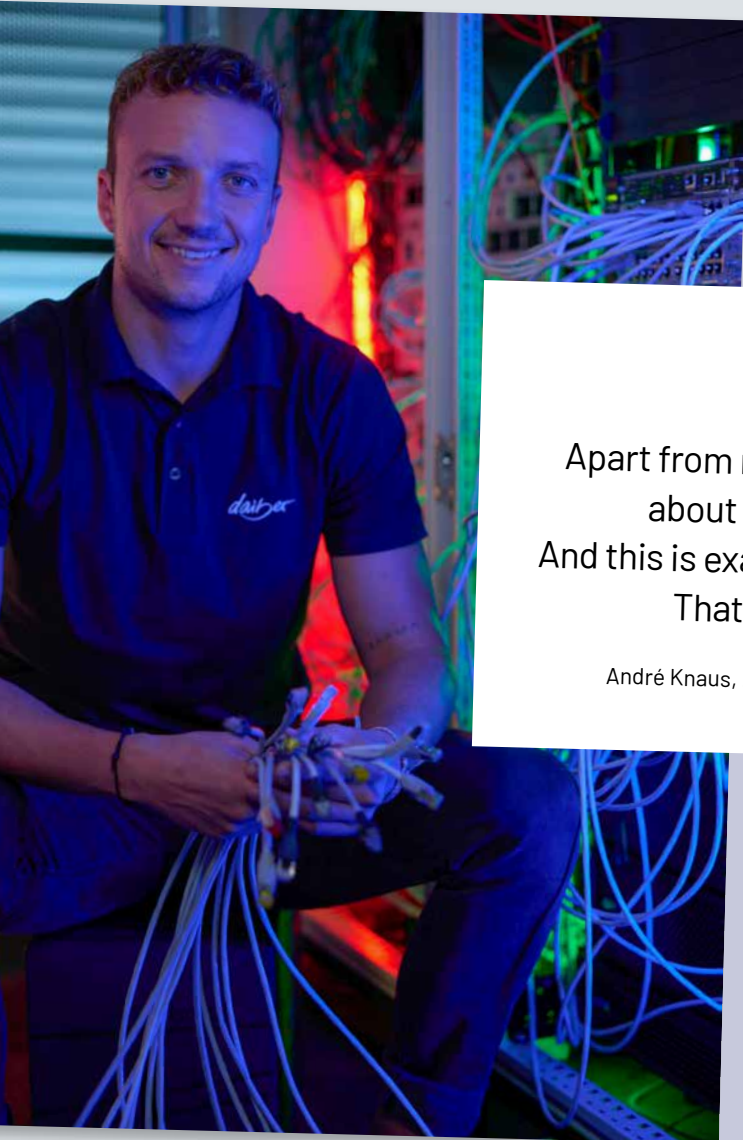
Find out more on the next pages about the Daiber Dashboard ...





Download all videos on daiber.de in your account in the dashboard under "Videos"





“

Apart from my dialect - the most Swabian thing about me is my **hands-on mentality**. And this is exactly the way I would describe Daiber. That is why I like it so much here.

André Knaus, head of digital operations, with Daiber since 2022.





What I appreciate about Daiber is that despite our size we act as a **family-owned business**, which has become rare these days. The advantage is that we have short ways, it is very familiar. We have a lot of employees who have been with Daiber for many years; everyone knows the processes. **We are a close-knit team.**

Bernd Seeger, sales manager, with Daiber since 2019




What sets Daiber apart from other companies is among other things their **colour- and product diversity**. If our customers order something **today**, they will get it delivered **tomorrow**.

Felix Dräger, warehouse manager, with Daiber since 2001



FULL-SERVICE-PLATFORM

DAIBER DASH- BOARD

WELCOME TO THE DAIBER ONLINE WORLD!

Your account on **daiber.de** (top right next to the shopping basket) will take you directly to the **Daiber Dashboard**.

The **Daiber Dashboard** offers you numerous functions that support you in your daily work of customer service and consulting. 24/7. Access to current information such as stock availability, orders, backorders, product information etc. This gives you more time for your customer service.

THIS OFFERS YOU SIGNIFICANT ADVANTAGES.

- Always **up-to-date** information on orders, deliveries and stocks
- Price information on decoration and products
- Media for sales support – Printed and on-line, easy to personalise
- All information on products, dispatch, etc. can be accessed **quickly, directly and easily**.



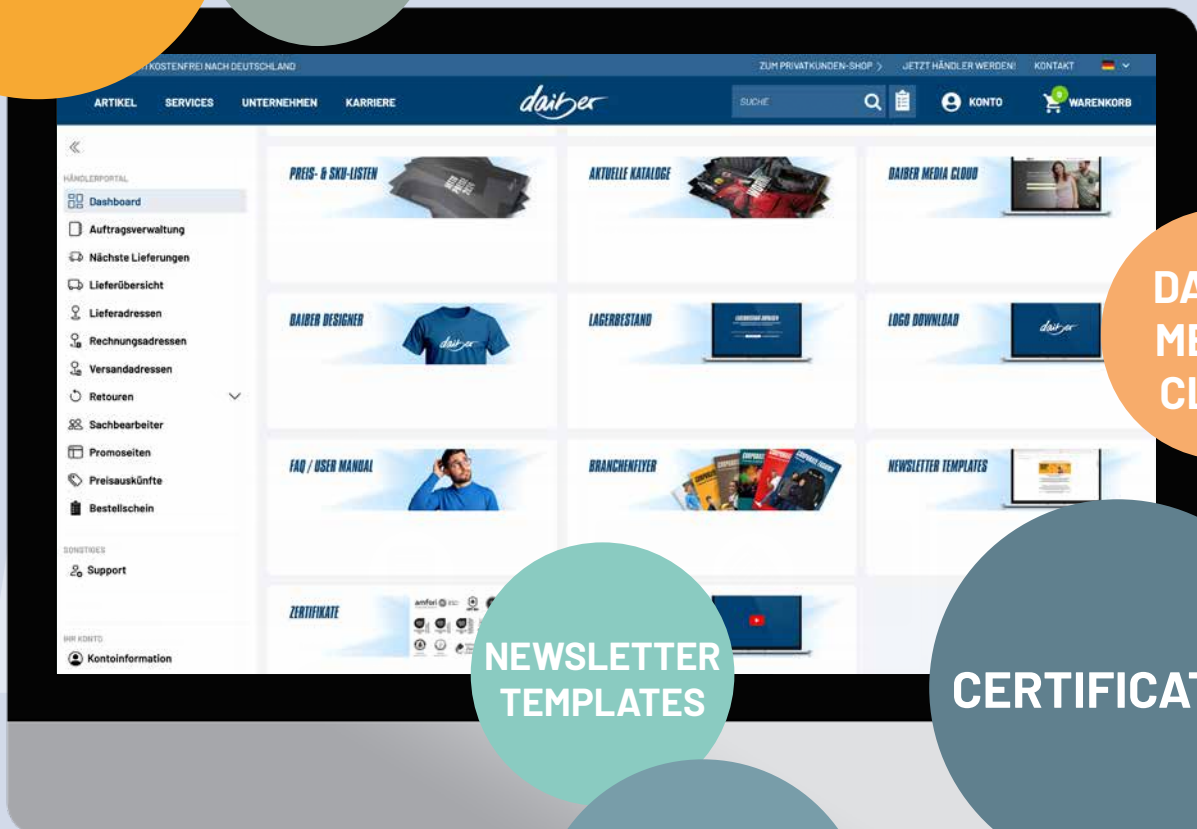
DAIBER
DESIGNER

ORDER
OVERVIEW

STOCKS

VIDEOS

FAQ/
USER
MANUAL



DAIBER
MEDIA-
CLOUD

NEWSLETTER
TEMPLATES

CERTIFICATES

LOGO
DOWNLOAD

INDUSTRY
FLYERS

ELECTRONIC
ORDER

PRICE
AND SKU-
LISTS

CUSTOMISABLE
CATALOGUES AND
INDUSTRY FLYERS

daiber.de/de/account-dashboard/

FULL-SERVICE-PLATFORM

PRICE LISTS AND SKU-LISTS

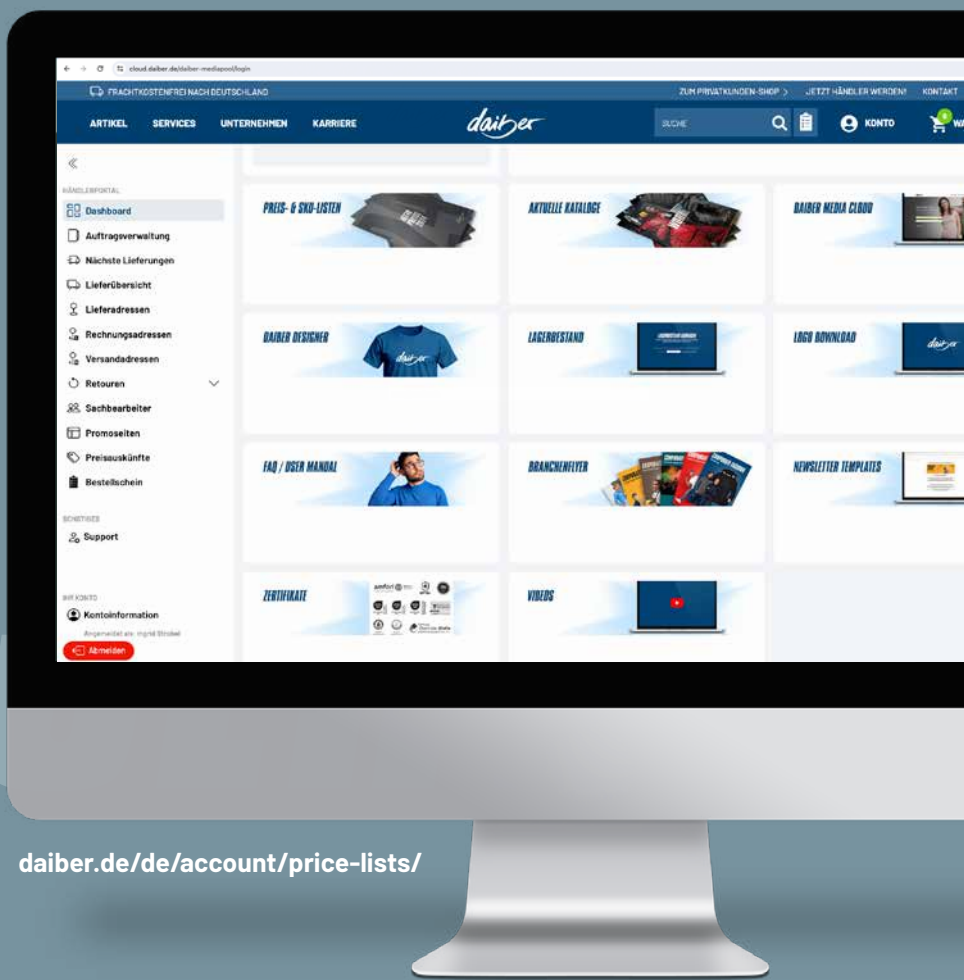
Via your account at **daiber.de** (Daiber Dashboard/Price- and SKU-lists) you can download net price lists, industry price lists and SKU-lists.

Just the way you need the data for yourself or for your customers.

Every year we also make the corresponding **price lists and SKU-lists** available as part of our new products. These lists always include the latest prices as well as the latest carefully coordinated product descriptions. Our aim is to facilitate implementation and communication in internal interfaces and with end customers. By providing this comprehensive and constantly updated information, we ensure that processes run smoothly and efficiently.

Thus important product information such as weight, packaging units, etc. are quickly accessible and you can make it available in your webshop.

You will find our current price lists in PDF format or as an excel file.



4 STEPS

DOWNLOAD OF SKU-LISTS AND PRICE LISTS

1

Log-in
daiber.de/
account-dashboard



2

Accessing the **price**
and **SKU-lists** via the
dashboard



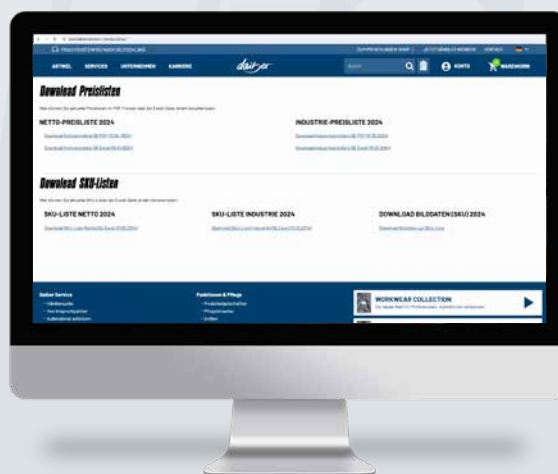
3

Select your version
for download



4

Use the data for your shop,
your ERP system or to
provide information to your
customers



FULL-SERVICE-PLATFORM

CATALOGUES AND INDUSTRY FLYERS

Via your account at **daiber.de (Daiber Dashboard/Current catalogues or industry flyers)** you can download all current catalogues whether as a neutral or price version.

You can address your various target groups directly with our industry flyers.

In the brochures you will find our article recommendations for the respective industry and its individual requirements – a complete outfit from head to toe rounds off your customer's corporate outfit. This ensures a promotionally effective and joint appearance. Examples of the decoration options of printing or embroidery on the textile are also illustrated.

By means of a clear categorisation of the sectors

- Medical
- Logistics & Delivery
- Food & Beverages
- Festival, Events & Graduation
- Trade
- Towns & Communities
- Education
- Leisure time & Hobby-
- and much more

you can make the flyer available to your customers as a printed version or as a download.

You can also order our other main and theme catalogues here or download them as PDF files and add your logo and address. So you have personalised catalogues for your customers.





FULL-SERVICE-PLATFORM

DAIBER MEDIA CLOUD

You can access the **Daiber Media Cloud** at **cloud.daiber.de** or via your account on **daiber.de** (Daiber Dashboard/Daiber Media Cloud).

The **Daiber Media Cloud** is a media portal for dealers, distributors, agencies and journalists. Compact, up-to-date and at first hand, you will find all lifestyle and bust images for all our Daiber products as well as logo files. In addition to dealers, their service providers and customers can also easily register independently.

The image files are available in high resolution as well as in compressed web versions and as isolated images.



cloud.daiber.de/

4 STEPS

FOR DOWNLOAD OF IMAGE DATA

1

Log-in
cloud.daiber.de after
one-time registration
or via the dashboard in your
account on **daiber.de**

2

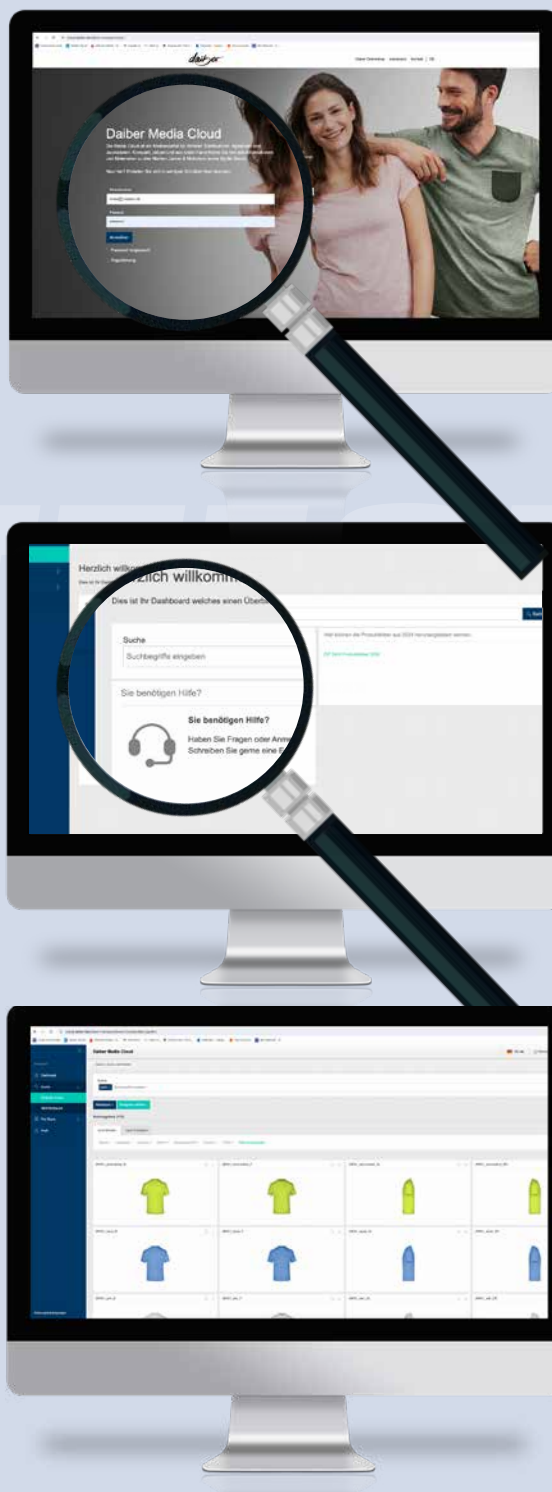
**Enter the article
number in the
search mask**

3

Select the image

4

Download the image in
the requested size



FULL-SERVICE-PLATFORM

DAIBER DESIGNER

At **designer.daiber.de** or via your account on **daiber.de** (Daiber Dashboard/Daiber Designer) you can create stand sketches with your customer's logo in just a few steps and without any prior knowledge.

You simply select the desired item in the menu and can then start the visualisation. You can also place texts. As soon as you have the desired result, you can save the template as a PDF and present it to your customer.

THIS OFFERS YOU SIGNIFICANT COMPETITIVE ADVANTAGES

- Saving a lot of time, which optimates the offer process
- Stand sketches create clarity and avoid misunderstandings
- Sales support: Visualisations arouse emotions and are decision-making aids
- No graphics software required
- You offer your customer a quick and professional service.
- Clear documentation of agreements and approvals
- Access to visualisation from anywhere (e.g. sales representative)
- Easy handling, no prior knowledge required



www.designer.daiber.de

6 STEPS TO HIGHER SALES

1 Log-in
designer.daiber.de
after one-off registration
or via the dashboard in
your account on **daiber.de**



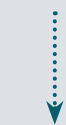
2 Select product
and colour



3 Select or
upload
customer logo



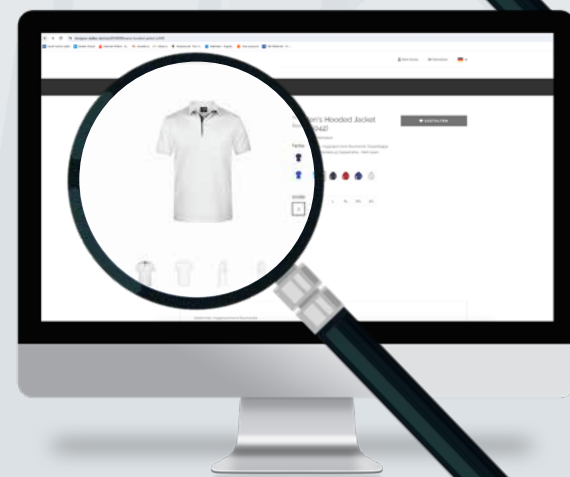
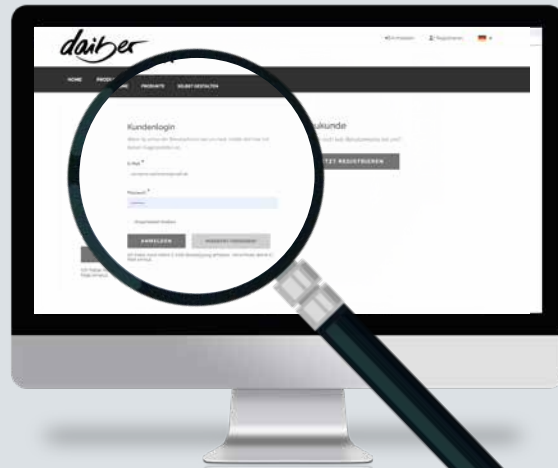
4 Position logo,
insert a text
if required



5 Save



6 Generate PDF



FULL-SERVICE-PLATFORM

DAIBER NEWSLETTER SERVICE

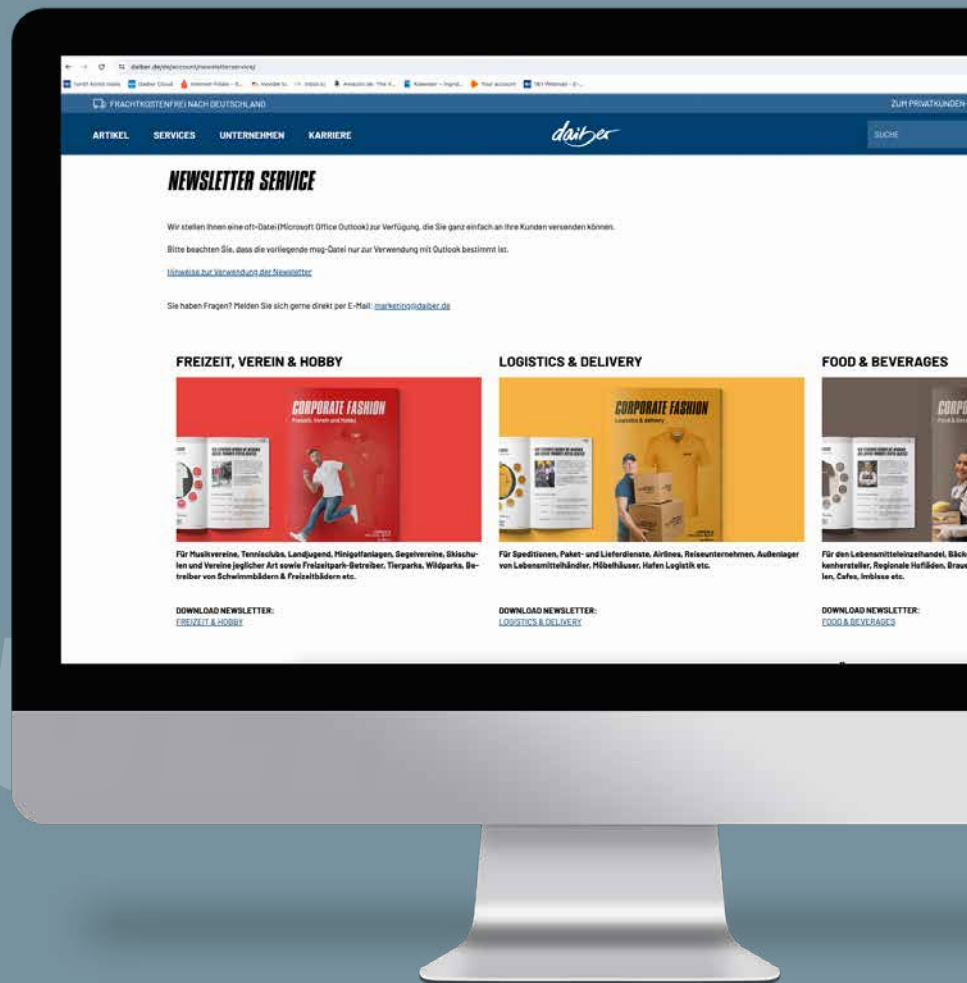
Via your account at **daiber.de** (Daiber Dashboard/Newsletter Templates) you can use our editable newsletter service – individualised with just a few clicks. Just click on the field '**Newsletter Templates**'.

Appealing newsletters on suitable topics, among other things our current industry flyers, offer you space for your individualisation.

THIS OFFERS YOU SIGNIFICANT ADVANTAGES

- **Achieving success with little effort**
- No design costs
- Adjust industry prices easily and insert your address and logo
- **Flexible in terms of time and topic**
You choose the timing.
- **Tip:** Send the e-mail on behalf of your contact persons

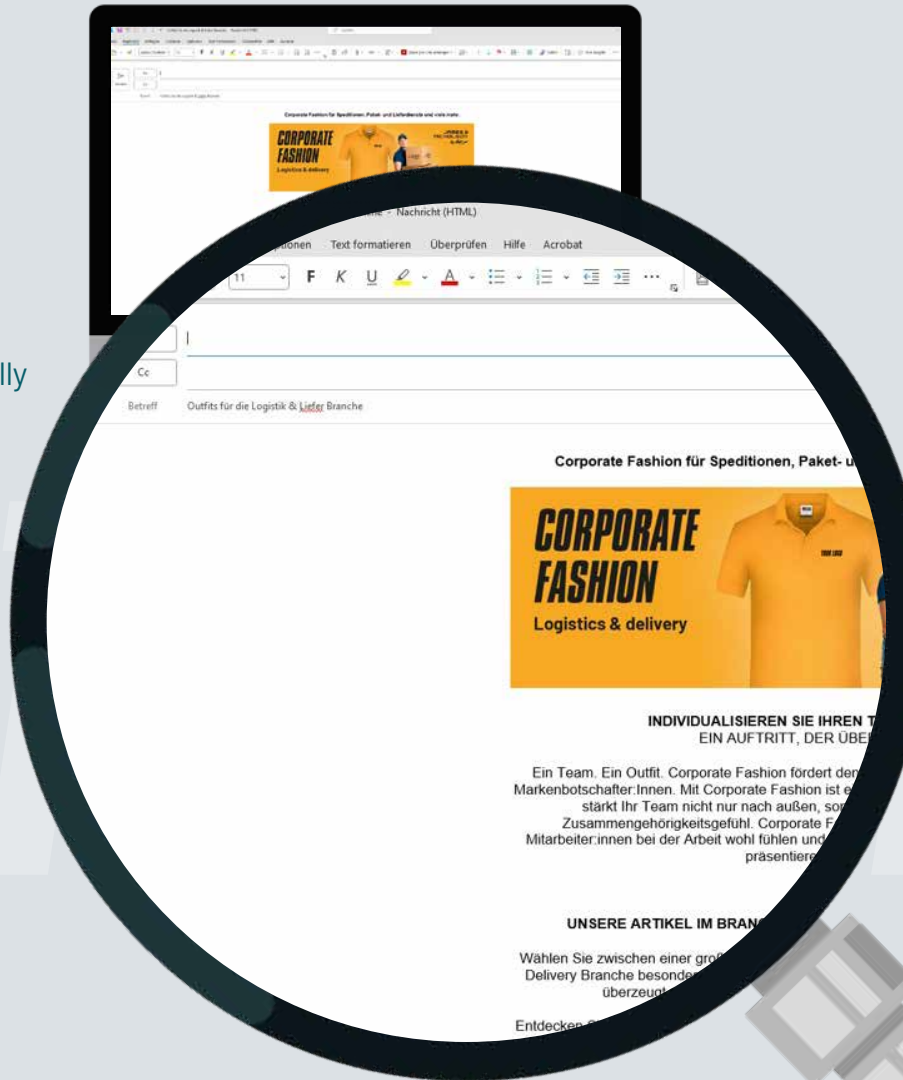
Precondition: E-mail programme for importing msg files, preferably Microsoft Office Outlook.



NOTES

ON THE USE OF THE NEWSLETTER

- 1** Call up log-in daiber.de,
newsletter service
Open the .ofd file
(preferably with
Microsoft Outlook)
- 2** The **newsletter** will
now open automatically
as a new e-mail
- 3** Optionally, you can
edit the **prices**
(the industrial prices are
entered from 1 piece)
- 4** Just insert your
logo and **address**
at the end of the
newsletter
- 5** Enter your customer's
E-mail address
For multiple customers in the
BCC field (data protection)
- 6** Send out the
newsletter



If you have any questions, please contact marketing@daiber.de

FULL-SERVICE-PLATFORM

DAIBER ORDER IMPORTER

ELECTRONIC ORDERING WITHOUT TRANSMISSION ERRORS

Simple and fast transfer of (blank) orders from your system to the Daiber ERP system

YOUR ADVANTAGES:

Creating a shopping basket/ order directly from your ERP

- One-time entry into only one system
- No transmission errors
- No loss of time

Automated feedback of dispatch information to your system on every order

1



2



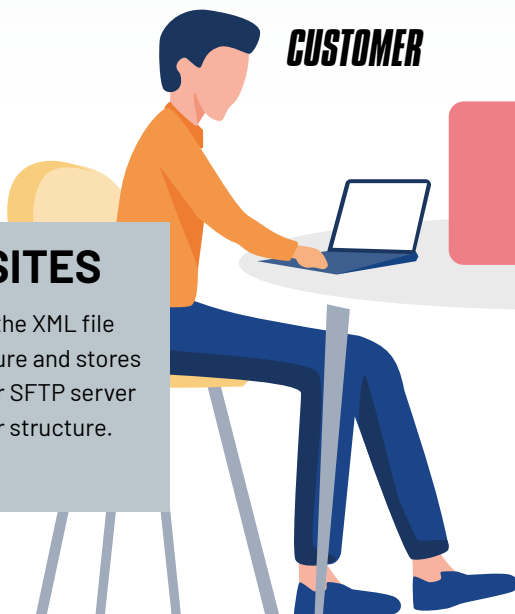
Are you interested?

Just get in touch with your contact person at Daiber!

You will be sent an **interface description** and **all the information**.



CUSTOMER



PREREQUISITES

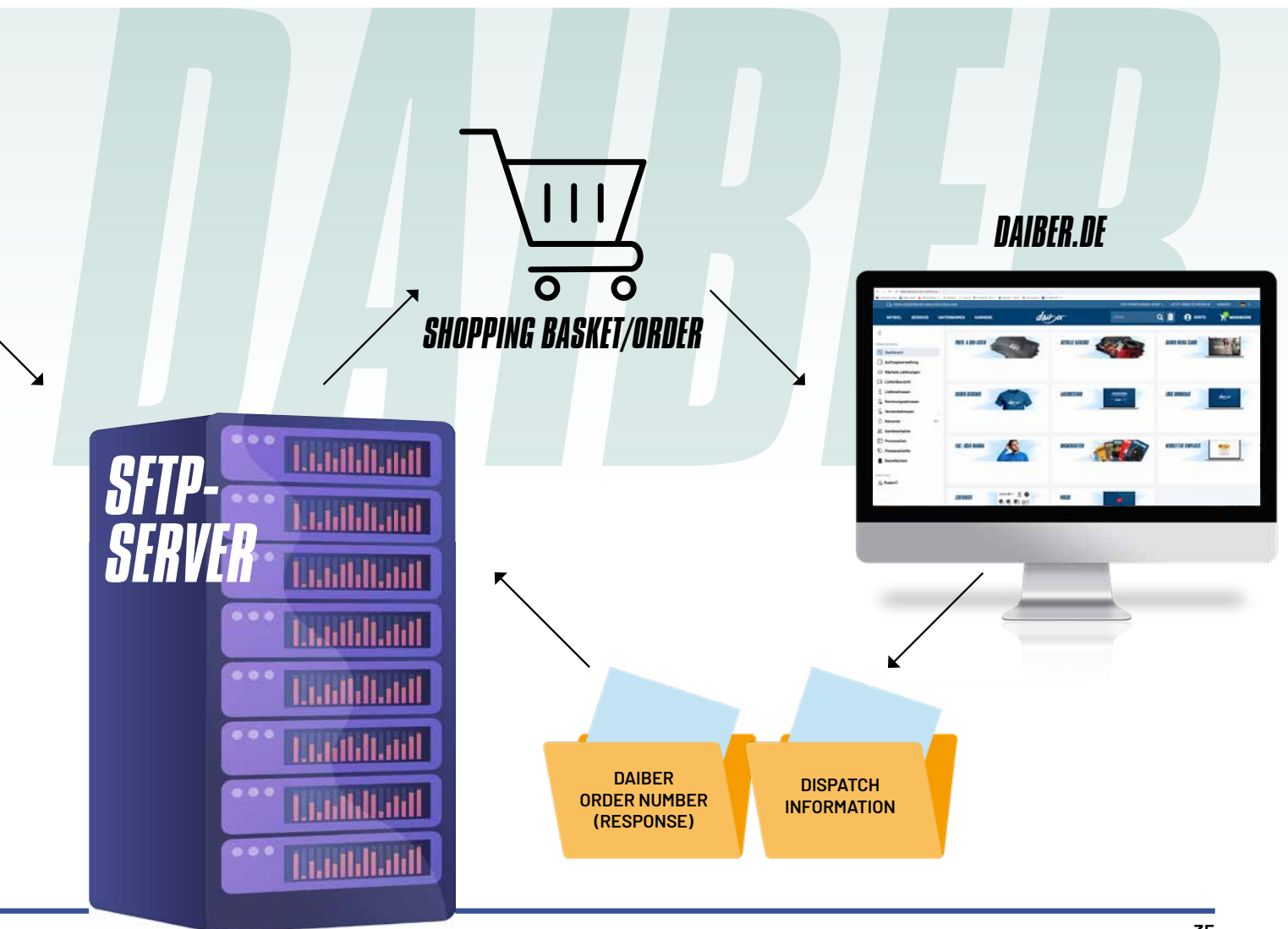
Your system creates the XML file with a defined structure and stores it online on the Daiber SFTP server in the specified folder structure.

USE OPTIONAL



3

From here, we will take over
and simplify your processes.



FULL-SERVICE-PLATFORM

YOUR PERSONAL WEBSITE

**PROMOTEXTILIEN.DE
WORKWEARTEXTILIEN.DE**

The product world of the Daiber articles in your personal website -always up to date with the industry price selected by you and all the catalogues.

The online shop window for your customers -www.promotextilien.de and www.workweartextilien.de - a marketing tool for the successful and customer-oriented service.

Here you can create your personal website with your logo, your imprint and your contact person with picture and thus present our entire product world to your customers - always up-to-date with the industry price selected by you and all catalogues. We will take care of all the maintenance and data provision for you!

The creation is completed in 6 steps - you can find the user manual online at www.daiber.de via your account (Daiber Dashboard/FAQ User Manual) or get in touch with your contact person in our company - they will be happy to help you.



**promotextilien.de &
workweartextilien.de**

6 STEPS TO YOUR WEBSITE

1

Go to your account on **daiber.de**

Open the sidebar at the top left and click on **Promo pages**

2

Upload your **Logo**

3

Choose which **price** to show your customers

4

Enter your information for your imprint

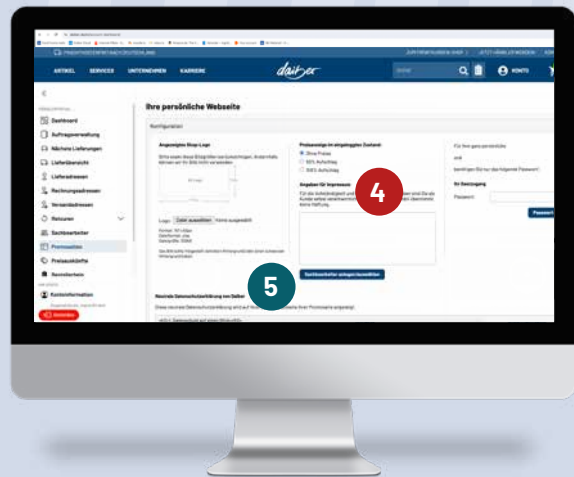
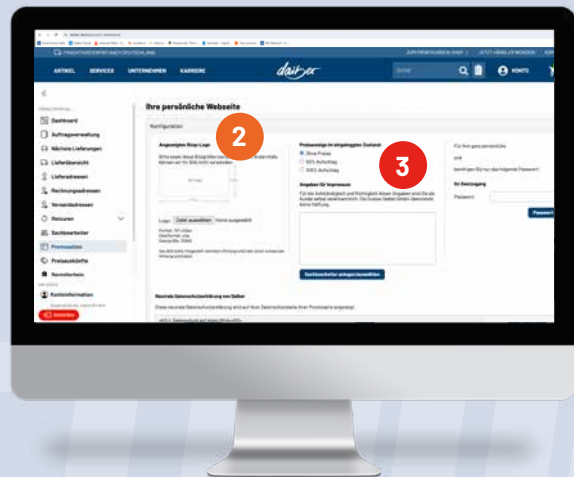
5

You can create an employee as a **customer contact** and add your details to our data protection declarations

6

Guest access

This allows your customers to view stocks and prices. The guest access is identical for all your customers



You will find your personal URL at the top left of the website. You can copy it directly and send it to your customers. Now your personal website is available for your customers.



“

Internatinal fashion platform or Swabian family-owned business? I would say both. We have **very strong regional roots** here.

At the same time, **internationality** is also at the roots of Daiber. As early as the 1970s, my uncle went to Asia in order to source suppliers there.

Kai Gminder, managing director, with Daiber since 2005





“

I am convinced that our decorated goods create a sense of togetherness.

We connect brands with people.

Our products create identity.

Through our textiles, we create a sense of belonging and the opportunity to be part of a WE.

Christof Kunze, managing director, with Daiber since 2021



“

I have helped to shape the **company's growth** from 2002 to the present day.

It was incredible!

Above all, it has always been fun.

Harald Wißmann, head of finance / authorized signatory, with Daiber since 2002

FULL-SERVICE-PLATFORM

DAIBER FIELD SERVICE

Mario Besenfelder, sales manager, and his field service team offer you personal advice on site. Make an appointment with one of our competent and experienced brand ambassadors and get to know our products and decoration options even better!

THIS OFFERS YOU SIGNIFICANT ADVANTAGES

- Convenient on-site consultation
- Overview of suitable decoration options
- Be the first to know about our novelties
- See, feel, experience live: The diversity and quality of the Daiber products

For our wholesalers abroad:



Mario Besenfelder



Ylona Götsch



Dominik Stelzer



Christian Stengel



Oliver Gogolin



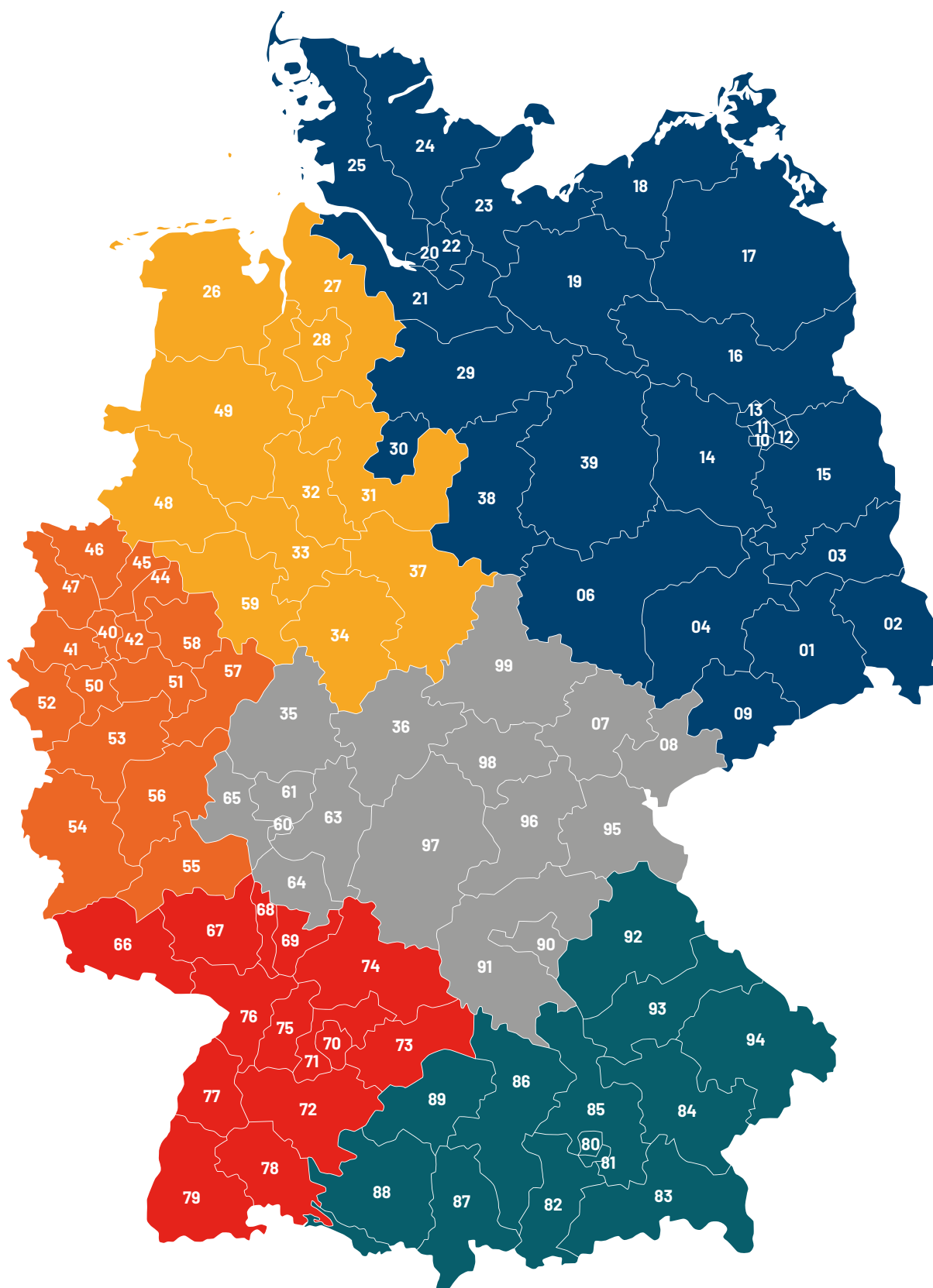
Mario Besenfelder



Jean Rodríguez-Schwarz



Ridvan Sekeroglu

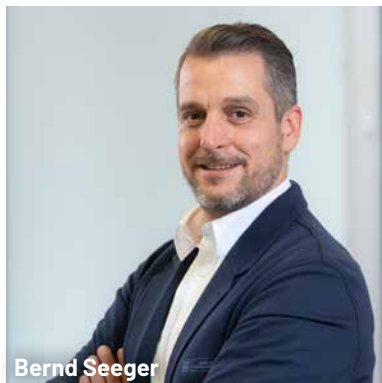


FULL-SERVICE-PLATFORM

DAIBER INDOOR SERVICE

Bernd Seeger, sales manager, and his team of 26 in the indoor service support and advise our dealers regarding product and decoration. Here you can obtain all the information you require by telephone or e-mail.

Not pictured are Dennis Burda, Verena Gäiser, Karin Glaunsinger and Daniela Gross.



Bernd Seeger



Felix Lorenz



Beate Zweigle



Alexander Schempp



Jennifer Binder



Heike Maute



Kim Daub



Jonas Hagg



Sabine Tribelhorn



Denise Kalenbach



Silke Haasis



Alexander Godlinski



Jochen Lutz



Stefanie Renner



Thomas Schirmer



Conrad Walter



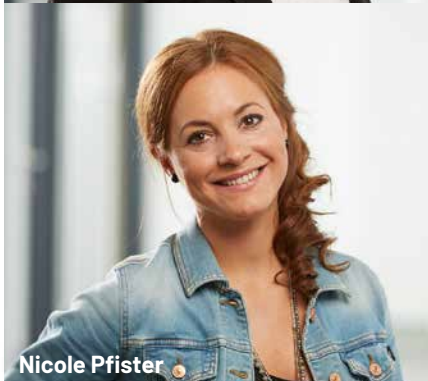
Heide Kandziora



Tanja Kromer



Wolfgang Huonker



Nicole Pfister



Denise Kumi



Sandra Gerling

FAIRNESS

PARTNERSHIP & SOLIDARITY

We operate on an **international** scale, but still adhere to our values as an original family-owned business. Down-to-earth, Swabian and cosmopolitan.

The issue of **fairness** is particularly important to us: We build on trusting and reliable business relations with our customers, partners and employees and we are committed to our home region in the Swabian Alb.





FAIRNESS

SUSTAINABILITY

For us corporate responsibility also includes fair treatment of our environment, for example through innovative, durable collections made of organic cotton and recycled polyester. We are convinced that we can only grow together and move towards the future with courage – as we have been doing for more than 100 years.

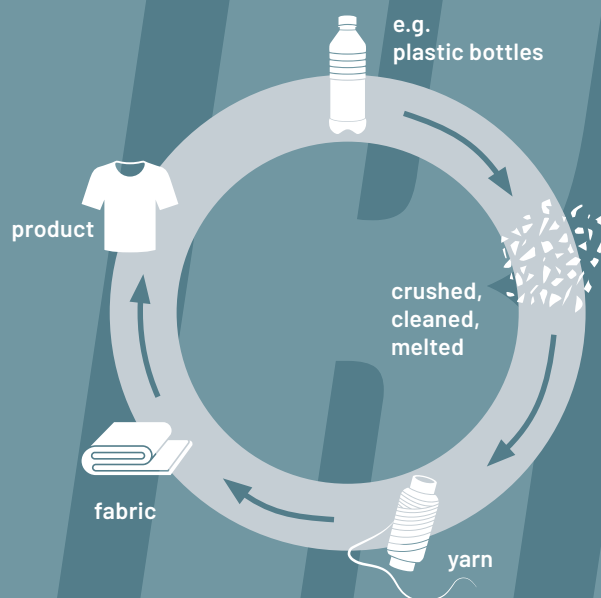
ORGANIC COTTON COLLECTION – CLOTHING WITH INNER VALUES

Fair, transparent, harmless: the organic cotton collection covers a wide range of sustainably produced clothing made of organic cotton for every fair fashion lover.

The organic cotton collection of JAMES & NICHOLSON by Daiber impresses with high quality paired with modern cuts and tasteful details. This naturalness is not only visible but also tangible. Knowing that the components of a garment are made from sustainably grown cotton and that no genetically modified fibres are used gives you a completely new attitude towards life.

RECYCLED POLYESTER PET-BOTTLES ARE RECYCLED INTO NEW FASHION

Collected plastic bottles are crushed, melted down and spun to yarn again, which is sometimes completely integrated into the production. Thus for producing the workwear cap MB6234 about 3 half-litre bottles are recycled and for the new sport T-shirt JN519 even 25.



Sustainability means taking on economic, ecological, and social responsibility. As a medium-sized company, our top priority is to interact fairly with our environment, customers, partners, and employees. By signing the WIN Charter (Sustainability Initiative of Baden-Württemberg), we have committed ourselves to holistic sustainable business practices. To achieve this, we regularly evaluate our actions across all areas of the company. This is the only way we can continuously grow and improve.

Our commitment to sustainability is also reflected in our products and services. Our timeless designs are durable, and the production of our items uses as few natural resources as possible to minimize environmental impact.

Equally important to us is a respectful and humane approach to everyone involved throughout the value chain. From the cultivation of raw materials to the final product, we are dedicated to fair and safe collaboration.

Continuous analyses to identify potential savings and various climate protection measures help us reduce our carbon footprint. In addition, we support several regional projects to protect the environment and engage alongside our employees in our home region in Albstadt. In this way, we are steadily moving closer to our goal of conducting business in a holistically sustainable manner.





Gustav Daiber GmbH
Vor dem Weißen Stein 25-31
(D) 72461 Albstadt

Tel. +49 (0) 7432 / 70 16-0
info@daiber.de
www.daiber.de

daiber