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## Gugelmann & Co. Ltd. opens up in Zurich

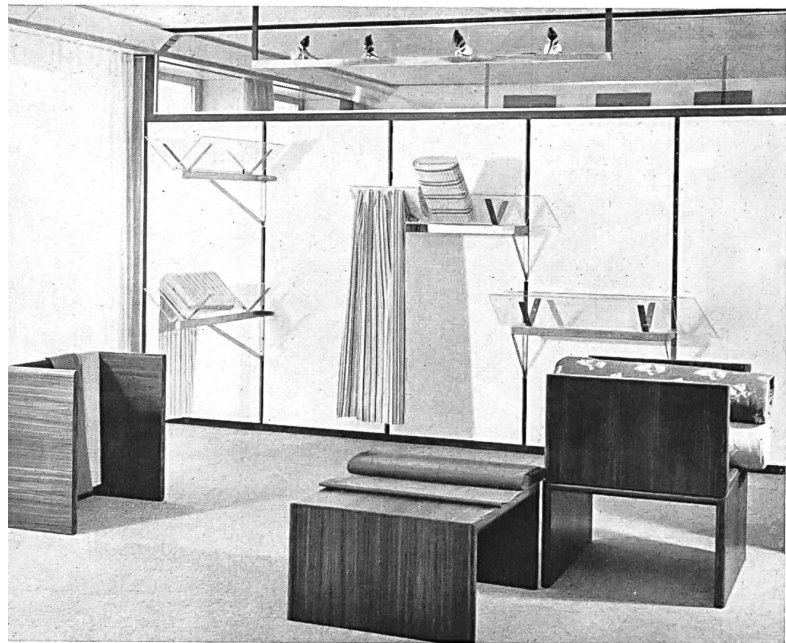
The firm of Gugelmann was established 98 years ago. At first it consisted of a mechanical weaving mill producing simple fabrics, which were nevertheless exported even to countries as far away as Japan. About the turn of the century, the firm bought a cloth mill at Langenthal and a spinning mill in Berne. Today, these three mills employ a total of some 1,800 men and women and represent one of the biggest concerns in the Swiss textile industry.

During the last hundred years, the textile market has changed considerably. Whereas a century ago Switzerland could export simple fabrics, quality alone is no longer sufficient to warrant exportation, and in order to sell abroad, fabrics must nowadays also meet the demands of fashion and even anticipate it.

It was this evolution that decided the firm of Gugelmann, still situated at Langenthal, to open up a showroom and sales premises in Zurich.

Today Zurich has become a leading textile centre. Foreigners landing at Zurich airport tend to be rather reluctant to take a train to cover the 50 odd miles separating them from Langenthal. Consequently in order to simplify matters for these hurried globe-trotters, the firm of Gugelmann set up a centre of its own in Zurich. The new showrooms and sales premises, designed in a very modern style yet with classical undertones, form a setting which is both practical and at the same time extremely conducive to the conclusion of business. Realizing the importance of direct contact with the clientele in the creation of novelties, Gugelmann have included a design department in their new premises in order to give clients the opportunity of putting forward their ideas and suggestions to an organization capable not only of taking note but also of discussing them with some competence.

This new move taken by Gugelmann, a firm well known for its standard and fine quality cotton fabrics, its woollen and worsted fabrics, both plain and figured, for women and men, is bound to be yet another step in the right direction — on the road to success.



Photos Fred Waldvogel