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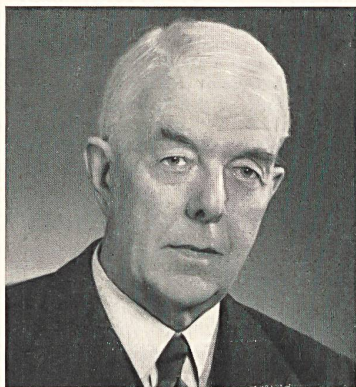
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# News from the Trade

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## A birthday in the Swiss silk industry



Mr. Hans R. Naef recently celebrated his 70th birthday. Managing Director and Chairman of the Board of Directors of Silk Mills Naef Brothers Ltd., Zurich, a family concern well known to readers of *Textiles Suisses*, Mr. Naef has played and continues to play a prominent role in industrial and business circles in Zurich. From 1919 to 1941, he was on the Committee of the Swiss Silk Manufacturers' Association, which, in fact, he presided over from 1928 to 1936; he has also been president, since 1947, of the Silk Conditioning Centre in Zurich and has been a member of the Committee of the Zurich Chamber of Commerce since 1929. While extending our hearty congratulations on his seventieth birthday, we would like at the same time to wish him many more years as head of the Naef Silk Mills, which is one of Zurich's leading textile concerns.

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## A new material for flock printing

The Swiss Viscose Company at Emmenbrücke, which is well known for its viscose flock known as «Flisca», now produces, under the name of «Nylflock», a series of top quality nylon flocks, of very precise measurements between 0.3 and 5.0 mm in length and with strengths varying between 1.5 and 20 denier. This new material is used mainly for the electrocoating process. Nevertheless «Nylflock» is superior to viscose flock in all cases where allover effects rather than simple designs are required. The reason for this superiority is its greater mechanical resistance and higher resistance to pressure. Consequently it is admirably suited for use in the carpet industry, the furnishing fabrics industry and the fancy leather goods industry as well as in ready-to-wear manufacture where it is used mainly on plastic foam sheets for the manufacture of warm yet light linings.

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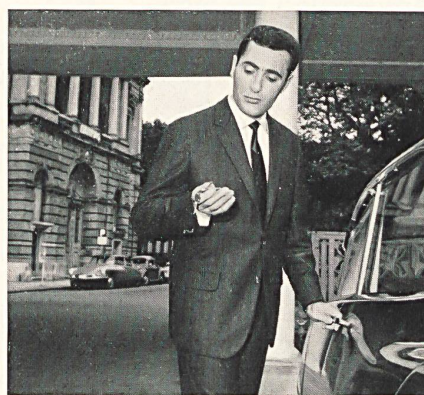
## A Fashion Council in Switzerland?

There is no question, the promoters of this movement have stated, of launching a «Swiss fashion», but quite simply of seeking to coordinate the work of Swiss textile industries in order to enable production to comply with the dictates of the recognised international fashion. Among the first tasks that would fall to the lot of a future fashion council would be the coordination of fashionable colours and fabric structures, making possible a widespread rationalisation of production. For these reasons and because economic planning in the field of fashion raises problems beyond the scope of individual concerns, a leather council was set up some two years ago. Textile manufacturers

having begun to take an interest in this idea, a meeting of representatives of all the various specialities in this branch was recently arranged in Zurich and revealed the very real interest shown in the idea to coordinate fashion at production level. A promotion committee, formed of representatives of the spinning, weaving, hosiery and knitwear industries, etc., has been set up to work out a plan for the organization of a Swiss textile fashion council.

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## Men's fashion parade at PKZ



Modèle PKZ

At the beginning of March, Burger-Kehl & Co. Ltd. presented their 1961 spring/summer collection to some thirty journalists at a fashion display in Zurich. This season's fashionable colour is silver grey, or to be precise «grigio argento»; some coats were in gunboat blue with striped beige trousers; lapels are narrow; coats have straight backs and fitted fronts; trousers have no turn-ups and taper to 21 cm. Shrink-resistant, crease-resistant wash and wear models predominate. Above are some of the main features of the men's clothes bearing the well-known trade mark PKZ.

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## Swiss packaging catalogue

Packaging technique has made great progress during the last few years mainly owing to the development that has taken place in the manufacture and treatment of plastics but also as a result of the very keen international competition reigning on all markets. Swiss industry has not lagged behind in this field; far from it in fact, and considerable progress has been made not only in the presentation of certain traditional products but also in the creation of new machines for wrapping all sorts of materials and products better, more rapidly, more hygienically, more safely for transport and more attractively for sales purposes. In order to see this progress and the efficiency and ingenuity shown by Swiss packaging and packaging machine manufacturers, one has only to glance through the new «Swiss Packaging and Handling Catalogue» which came out at the beginning of the year (in French and German) and gives, in addition to an interesting and informative editorial section, a list of all the products and machines connected with packaging, each article being followed by a list of the Swiss firms able to supply it. This is a real directory, therefore, giving a fresh idea of a little known branch of Swiss production.

## A new synthetic yarn in Switzerland

The Schappe Industrial Company in Basle is going to expand its range of synthetic yarn production with the addition of an entirely new process, worked under license in Switzerland and Germany from a British patent. This entirely new process makes possible the manufacture of bulky stabilised synthetic yarns of controlled volume and density, which will be of considerable benefit to hosiery, knitwear, haberdashery and weaving, and at the same time completely reliable from the points of view of dyeing and handling. The process is particularly suitable for working with polyester filaments but is also admirably suited to use with all synthetic fibres. During the first stage of their launching, the new yarns will be used mainly in the production of jersey dress fabrics and the manufacture of knitted outerwear. The new fibre will be launched in Switzerland under the name of «Crimplene».

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## Advertising Projects

The Office for the Promotion of the Swiss Cotton and Embroidery Industries in St. Gall has just made known the main features of its advertising campaigns for 1961. At the end of March the second convention of the passing out classes of the fashion schools of Lausanne, Lugano, Zurich, Hanover and Wiesbaden was held at St. Gall, under the title of «Young Fashion Designers Convention». This meeting, which is organized for the purpose of enabling tomorrow's fashion designers to get to know production circles in the fields of embroidery and cotton and to familiarise themselves with what is being done in these branches, was also the occasion for a competition, each class receiving from the Office for the Promotion of the Swiss Cotton and Embroidery Industries in St. Gall some lengths of fabrics which were to be made into a number of set models for submission to a jury. From April 15th to 25th, the Swiss Cotton and Embroidery Industries will be taking part in the «Creation» salon at the Swiss Industries Fair in Basle. During the month of May, a big itinerant exhibition will be presented in 27 towns throughout Switzerland, in collaboration with the local women's associations. The traditional showing for the press will be held this year at a gala reception arranged in honour of the «Maid of Cotton», Miss Linda Joy Lackey, on June 2nd, in the wonderful setting of the famous «Kunsthaus» in Zurich. The St. Gall Promotion Office will also be taking part in special displays organized in the windows of retail stores as well as in local fashion parades.

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## The Swiss wool textile industry

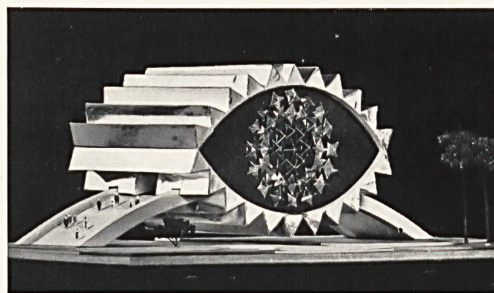
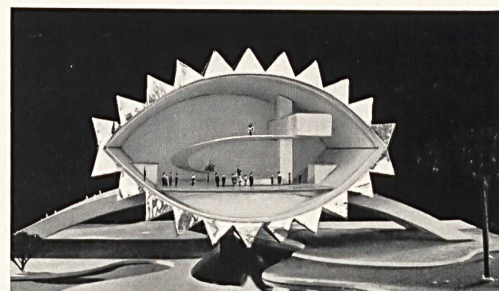
Before the war, the Swiss wool textile industry, which at present employs over 10,500 men and women, exported only a very small proportion of its total output. During the last ten years, it has concentrated on developing its exports, which have risen steadily throughout, being valued at 12.4 million Swiss francs in 1948 (U.S. \$ 2.89 million), 47.4 million in 1951 (U.S. \$ 11 million), 63.4 million in 1954 (U.S. \$ 14.75 million) and 85.6 million in 1957 (U.S. \$ 19.9 million), to total 90.7 million in 1960 (U.S. \$ 21.1 million). The last figure, which constitutes an all time high, breaks down as follows: wool yarns (mainly worsted yarns for industry and knitting yarns for the retail trade): 42.1 million (U.S. \$ 9.8 million); fabrics and blankets: 40.4 million (U.S. \$ 9.4 million); carpets: 2 million (U.S. \$ 466,000) and felt objects: 6.2 million (U.S. \$ 1.44 million). In the carded yarns, exports account for 30 % of the industry's total output and woollen fabrics for the retail trade 35 %. With regard to volume, EEC countries last year consumed 68.2 % (in value 61.6 %) of all exports of the Swiss wool textile industry whereas EFTA countries accounted for 21.1 % (in value 22.7 %). Exports to countries outside Europe were quite small except for woollen fabrics; the United States bought 3.6 million francs' worth (U.S. \$ 837,000) of high quality worsted fabrics, for the most part for converting into ecclesiastical garments.

## The Swiss silk and rayon industry

Last year was a very favourable one for the Swiss silk and rayon industry and trade, although one cannot exactly call it a boom. The continued lack of a bridge between EEC and EFTA did not have the disastrous effect on exports of silk products that had at first been feared. The 1960 output of nylon and rayon cord yarns was easily marketed; artificial silk manufacturers on the other hand had great difficulty in selling staple fibre, owing to Japanese competition and the customs protection enjoyed by American producers. The schappe industry had every reason to be satisfied with the use made of its products. Exports were favourable: Germany, the industry's chief customer bought not only Swiss produced schappe yarns, but increased quantities of yarns of artificial fibres and short staple synthetic fibres. Austria and the Scandinavian countries also figure among the buyers, but some distance behind Germany. For the silk throwing branch, 1960 was a good year, Germany continuing to be its biggest buyer. Last year was a good one for silk ribbons too. In spite of the customs discrimination of EEC, which was felt more especially during the second half of 1960, exports of silk fabrics and synthetic fibres increased by 10 % last year. While exports to Germany, Switzerland's main market for these articles, was not visibly affected by the split in Europe, trade with Great Britain showed an increase in orders far exceeding the average. This gratifying result can be considered a first consequence of the preferential treatment enjoyed under EFTA.

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## Moderama : A project for the Swiss National Exhibition 1964



The desire of the Swiss fashion industries to be worthily represented at the National Exhibition, to be held in Lausanne in 1964, has already taken shape in the form of «Moderama», an eye-shaped pavilion which is to be the highlight of the «Apparel and adornment» section. Fashion shows lasting half an hour each will be held on the raised runway built right across the pavilion; they will also be given by means of television shows in black and white, as well as in colour, projected onto the big «Eidophore» screen, a Swiss invention. All groups in the «Apparel and adornment» section as well as the management of the 1964 Exhibition have approved in principle the project of «Moderama», a scale model of which is shown here. Idea: A. Helbling, Agor Ltd., Zurich — Model: L. Rappaz, graphic artist, Basle.