

Market Development

MARKET BRIEF ON

TABLE LINEN

OVERVIEW OF THE EUROPEAN COMMUNITY

1993

ITC



INTERNATIONAL TRADE CENTRE UNCTAD/WTO

Table linen - EC overview

Product description

CN 6302.40	Table linen, knitted or crocheted
CN 6302.51	Other table linen: of cotton
CN 6302.52	Other table linen: of flax
CN 6302.53	Other table linen: of man-made fibres
CN 6302.59	Other table linen: of other textile materials

The principal suppliers to the EC in terms of market share (% value) were, in 1991: China (31), Belgium-Luxembourg (7), Portugal (6), Italy (6), France (5), Germany (5), India (4), Philippines (3), Brazil (3), Netherlands (3), Indonesia (3) and United Kingdom (3). Other prominent suppliers among developing countries were Taiwan Province (China), Hong Kong, Vietnam, Pakistan, Turkey, Malaysia, Thailand and Morocco.

Evolution of total imports into the EC by category

V: ECU '000 Q: metric tons	1989		1990		1991	
	V	Q	V	Q	V	Q
CN 6302.40	23,720	3,066	21,880	2,577	28,106	2,912
CN 6304.51	158,412	11,546	174,083	13,682	227,587	19,088
CN 6302.52	21,549	833	24,780	1,259	29,324	1,112
CN 6302.53	43,526	2,661	46,076	2,561	45,764	2,597
CN 6302.59	8,730	586	8,574	510	9,576	636

Source: Eurostat.

Evolution of total exports into the EC by category

V: ECU '000 Q: metric tons	1989		1990		1991	
	V	Q	V	Q	V	Q
CN 6302.40	14,388	1,580	11,465	1,201	9,527	864
CN 6304.51	87,672	6,052	99,061	6,971	96,381	6,339
CN 6302.52	8,015	170	8,322	214	9,745	293
CN 6302.53	33,915	2,038	37,877	2,338	39,372	2,462
CN 6302.59	14,660	1,049	18,731	1,245	16,493	1,148

Source: Eurostat.

Market characteristics

The four major import markets of Germany, Italy, France and the Netherlands account for 63% of total EC imports. The categories for which imports grew steadily were knitted and crocheted, cotton and flax table linen; these sectors demonstrated the most potential for future growth. This confirms the trend in recent years towards natural fabrics.

Table linen for the European market can be broadly classified in four categories of style: flat, plain or color weaves, with simple designs, checks, etc.; flat woven with individual printed designs; jacquards with or without embroidery at the fringes or plain weaves with varying degrees of embroidery; and machine or hand lace items. Table linen can be presented as stand-alone table cloths or as sets which comprise a table cloth with 4 to 6 place mats and napkins. The upper range is composed of jacquards, with or without embroidery, and is used primarily for special occasions than the flat weave type.

At the importers' level, product quality must be consistent: the appearance of the fabric with respect to color matching and regularity of weave with good quality, color-fast printing and dyeing are important considerations.

In addition, as fashion in household textiles does not change rapidly and trends last between three and four years, durability and appearance with an emphasis on warm colors are key factors in satisfying consumers. It is also important to note that household textiles, in general, are no longer purchased for their utility alone. The target consumer group, determined partly on the basis of disposable income, should therefore be kept in mind when marketing table linen.

Market access

EC member countries apply the 'Common Customs Tariff'. The Community is a party to the Multi-Fibre Agreement (MFA). Imports of textile products, including table linen, are subject to quotas. Each EC country has a quota allotment, of which Germany and the United Kingdom have the largest allocations. Contracting parties to the GATT and countries benefiting from Most Favored Nation treatment within the framework of bilateral agreements with the Community are subject to the tariffs presented below. Preferential treatment may also be accorded under the Generalized System of Preferences.

Tariff heading	Rate of duty in %		
	Autonomous	Conventional	
CN 6302.40	Table linen, knitted or crocheted	20.0	12.0
CN 6302.51	Table linen of cotton	22.0	13.0
CN 6302.52	Table linen of flax	22.0	13.0
CN 6302.53	Table linen of man made fibres:		
CN 6302.5310	non-wovens	18.0	6.9
CN 6302.5390	other	22.0	13.0
CN 6302.59	Table linen of other textile materials	22.0	13.0

Prices

On average, the retail price of household textiles is three times the CIF value. Purchase prices can be strongly influenced by exchange rate fluctuations. While prices for hand-embroidered table linen and other up market products are normally higher, demand for articles at the lower price range is highly price-sensitive.

Packaging and labelling

Table linen is generally packed in plastic bags, either individually or in sets according to size. Each article must be labelled with information on size, material composition and washing instructions.

Frequently with the jacquard weaves, presentation cartons are required for items and sets for sale at the retail level. These are in light high quality color printed card on the exterior with an interior white board coating and the usual labelling and product description. A cellophane covered window is cut into the front of this box for viewing the design.

Distribution channels

Mid to low range table linen is mainly distributed through channels chain stores and department stores as well as Do-it-yourself (DIY) outlets and mail order houses which use central buying organizations. However, overall sales of table linen, specifically upper range articles, are dominated by specialized stores such as home furnishing retailers.

Sales promotion

A number of trade fairs take place throughout the Community and are well attended by the trade (see Trade fairs). Visits can prove useful to collect information about the latest trends and to establish contacts. In addition, advertisements can be placed in specialized revues on interior decoration and house furnishings.

Market opportunities

The market outlook for household textiles, including table linen, is expected to remain stable. The average European consumer demands a wide range of good quality table linen as lifestyles change with a growing emphasis on improving home interiors.

Mid to low range articles present the best sales prospects for exporters from developing countries who can offer good quality articles for competitively low prices as well as a wide range of articles with diversity in design and color. Price will remain a critical factor for table linen sourced in developing countries as traditional suppliers to the EC, such as China, India, Brazil, etc., dominate the mid to low range of the market.

In addition, handcrafted products in a variety of colors, designs, sizes and weights constitute a niche market segment to be exploited by developing countries, especially as these are value added articles. The use of environmental friendly materials such as pure cotton is gradually gaining in importance as awareness of environmental issues in general is growing in Europe.

Trade fairs

Fair: Heimtextil
Frequency: Annual (12-15 Jan '94)
Organizer: Messe Frankfurt GmbH
Postfach 150210
6000 Frankfurt 1
Germany
Telephone: (49 69) 75750
Telefax: (49 69) 757 6433

Fair: Inter Decor
Frequency: Annual (Sept '93)
Organizer: Royal Dutch Fairs
Jaarbeursplein
P.O. Box 8500
3503 RM Utrecht
The Netherlands
Telephone: (31 30) 955 911
Telefax: (31 30) 940 379

Fair: Pitti Immagine Casa
Frequency: Annual (Jan '94)
Organizer: Pitti Immagine srl
Via Faenza 109
50123 Florence
Italy
Telephone: (39 55) 36931
Telefax: (39 55) 369 3200

Fair: Tex'Styles
Frequency: Annual (Jan '94)
Organizer: Pado Groupe-Blenheim
22-24, rue du Prés. Wilson
92352 Paris
France
Telephone: (33 1) 4756 5000
Telefax: (33 1) 4756 9292

Fair: Textirama Home
Frequency: Annual (29_30 Aug '93)
Organizer: Textirama
Martelaarslaan 45
9000 Gent
Belgium
Telephone: (32 91) 235 911
Telefax:(32 91) 236 642

Fair : Fabrex
Frequency: Biennial (Mar/Oct '93)
Organizer: Philbeach Events Ltd
Earls Court
Exhibition Centre
Warwick Road
London SW5 9TA
United Kingdom
Telephone: (44 71) 370 8201
Telefax: (44 71) 370 8142

Fair: Textilhogar
Frequency: Annual (Sept '93)
Organizer: Feria Muestrario Internacional de Valencia
Apartado 476
46080 Valencia
Spain
Telephone: (34 6) 386 1100
Telefax: (34 6) 363 6111

Note: Visitors should always verify dates and venues prior to attending trade fairs.

Sources of information

- ◆Eurostat, Analytical Tables of Foreign Trade - NIMEXE
- ◆US National Trade Data Bank, June 1992
- ◆PRODEC - Market Research Report No. 2/92
- ◆Cotton Household Textiles - A Survey of Selected Western European Markets, ITC, December 1989.
- ◆CBI News Bulletin, December 1991.

Exchange rates:

1989 US\$ 1,000 = ECU 907.6
1990 US\$ 1,000 = ECU 785.3
1991 US\$ 1,000 = ECU 806.9

ITC/MBDBS - February 1993

This market brief has not been formally edited by ITC.

Table linen - Germany

Production and imports

According to trade sources, Germany ranks among the principal producers of made-up table linen in the Community; separate production figures are, however, not available. Production of household linen in general increased from DM 41.3 million in 1989 to DM 48.4 million in 1991, indicating an upward trend in this sector.

Imports of table linen by category

V: ECU '000	1989		1990		1991	
Q: metric tons	V	Q	V	Q	V	Q
CN 6302.40	11,427	1,800	9,054	1,026	12,745	1,059
CN 6304.51	47,944	2,776	48,649	2,861	69,808	4,176
CN 6302.52	2,747	81	3,535	216	4,540	122
CN 6302.53	21,257	912	20,222	881	20,673	861
CN 6302.59	2,189	77	2,897	102	4,186	213

Source: Eurostat.

Principal regular suppliers by category (in value terms):

Knitted/crocheted:	Turkey, China, Portugal, Spain, Switzerland
Cotton:	China, Austria, Belgium-Luxembourg, Brazil
Flax:	China, Portugal, Austria, Bulgaria, Philippines
Synthetic:	Philippines, Portugal, Brazil, Switzerland, Malaysia
Other:	Philippines, Italy, Portugal, Netherlands, China

Market characteristics

Within the EC, Germany is the largest import market for table linen and approximately 80% of its imports are sourced in developing countries. Imports of table linen are predominantly of cotton (62% of total imports, by value) and man made fibres (18%).

German consumers have high quality requirements for household textiles in general, including table linen for both daily use and for special occasions.

High value products, mainly used for special occasions, include white table linen, whether embroidered or not and sold in sets with matching napkins where the fabric must be of perfect weave, soft to the touch and with a shiny finish if possible; and hand-embroidered articles. Printed articles are mainly used to dress the table for daily use, afternoon tea or garden parties and may be sold in sets with matching table mats.

Distribution channels

A list of importers, department stores, retail buying groups and mail order houses for the German market is available in the annex.

At the retail level, buying groups have developed to a large extent in Germany since the late 1980s, indicating a shift in distribution patterns from wholesalers and independent retailers to larger distribution organizations where economies of scale can be achieved. However, home textiles are still mainly distributed by independent retailers followed by multiples, department stores and mail order houses.

Market opportunities

Overall imports of table linen grew by 31% between 1989 and 1991 whereas exports dropped by 12% over the same period, in terms of value. Despite the reunification of Germany in 1991, demand is likely to grow marginally in the short term given the current economic recession and corresponding decline in disposable income, specifically for mid to low range articles which are particularly price-sensitive.

Table linen - Italy

Market characteristics

Italy is the largest EC manufacturer of made-up table linen and, according to trade sources, accounted for half the total level of production in the EC in 1990. It is also the market which demonstrated the highest growth in imports (43% in terms of value) between 1989 and 1991 as indicated in the table below.

Imports of table linen by category

V: ECU '000	1989		1990		1991	
Q: metric tons	V	Q	V	Q	V	Q
CN 6302.40	2,223	260	2,896	433	3,746	543
CN 6304.51	28,439	2,243	28,638	2,916	44,553	5,452
CN 6302.52	10,138	402	9,511	560	9,487	270
CN 6302.53	456	36	1,556	68	1,705	44
CN 6302.59	389	21	304	13	225	7

Source: Eurostat.

Principal regular suppliers are by category (in value terms):

Knitted/crocheted:	China, Hong Kong, Belgium-Luxembourg, France.
Cotton:	China, Indonesia, Yugoslavia, Austria, France, India, Pakistan.
Flax:	China, Germany, Yugoslavia, Belgium-Luxembourg, Denmark.
Synthetic:	Austria, Germany, Portugal, Belgium-Luxembourg.
Other:	France, Austria, Spain, Germany, China.

The market is dominated by cotton and cotton rich table linen with an average of 70% of total imports in terms of value during the period under review. Italy is a trendsetter in many fields of textile design and fashion. The average Italian consumer is thus very conscious of style and is placing increasing emphasis on the quality of the product. Hand-embroidered table linen represents a market niche to be explored by suppliers from developing countries (machine-embroidered products are manufactured within the country). White thread embroidery is the most prevalent, but pastel shades are becoming popular.

The appearance of the fabric is very important. For white cotton and flax fabric, weaving defects are unacceptable except at a lower price. The fabric should be soft to the touch and have moisture-absorbing qualities. Importers will indicate specific sizes in their purchasing orders.

Distribution channels

Distribution at the retail level is dominated by independent retailers; however, as in the rest of the Community, with the emergence of large distributors, many independent retailers are moving towards constituting buying groups amongst them.

The list of importers, department stores, retail buying groups and mail order houses for the Italian market is available in the annex.

Market opportunities

Overall demand for household textiles is expected to continue the pattern of growth of the past few years but at a slower pace.

The Italian market for household textiles has been characterized by strong growth in demand in recent years; while current levels may not be maintained given the economic situation, they are still expected to remain high with an estimated 4% growth over 1992 levels.

Annex 1

List of importers/wholesalers

(this list is not exhaustive)

Germany

Firma Artipresent/Fritz
Pfizermaier und Co.
Rohrstrasse 140
7022 Leinfelden
Tel: (711) 799880
Fax: (711) 7998899

Erbelle GmbH
Postfach 1540
8520 Erlangen
Tel: (9131) 8280
Fax: (9131) 828376

Gustav Winkler GmbH
Heinrich-Rieger Strasse 14
7080 Aalen
Tel: (7361) 57180
Fax: (7361) 6553

Dierig GmbH
Kirchberg Strasse 23
8900 Augsburg
Tel: (821) 52101
Fax: (821) 526125

Kurt Wermuth GmbH
Zirgesheimer Strasse 31A
Postfach 1428
8850 Doanuwörth
Tel: (906) 3075
Fax: (906) 23341

France

Bellaïche Ets Roger
10, rue de Cléry
75002 Paris
Tel: (1) 42339411
Fax: (1) 42335528

Textiles Inter
28, rue des Fillettes
93300 Aubervilliers
Tel: (1) 48349204

Société MC Diffusion
27, rue Topincourt
75010 Paris
Tel: (1) 48054410
Tlx: 216707

Bernheim et Fils
33, rue des Juûneurs
75002 Paris
Tel: (1) 42334595

Société Cotolaine
131, bd. de Sébastopol
75002 Paris
Tel: (1) 42339096

Groupement Textile Hôtelier
9, rue Rigord
13007 Marseille
Tel: 91 333341
Tlx: 400859 groutex f

United Kingdom

Afco Agencies
95-111 Bayham Street
London NW1 OA6
Tel: (171) 4850884
Tlx: 28547 afco ag

Alami Import and Export Ltd
Hopeglade House
19-23 Kingsland Road
London E2 8AA
Tel: (171) 7295501
Tlx: 893903 alami g

M&N Textiles Ltd
107 Portland Street
manchester M16DF
Tel: (061) 2361252
Tlx: 667294 mandn

Italy

Gamma Export Srl
16 via San Vittore
20123 Milan
Tel: (2) 4986015
Fax: (2) 4986819

Tarantola Alberto & C. Sas
9 P. San Pancrazio
16125 Genova
Tel: (10) 207440
Fax: (10) 296487

SIEG Srl
34 via Costanza
20146 Milan
Tel: (2) 4813335
Fax: (2) 26861633

Vileda SpA
38 viale Monza
20127 Milan
Tel: (2) 28861
Fax: (2) 26111776

Netherlands

Acrovan-Cijfer
Scheepstimmermanslaan 15A
3016 AC Rotterdam
Tel: (10) 4366573
Fax: (10) 4508461

Maas Textil BV / Dermatex
Polderdijk 10-16
3299 LN Maasdam
Tel: (1856) 1307
Fax: (1856) 2842

Westerweel BV
Lichterweg 2
8042 PW Zwolle
Tel: (38) 224780
Fax: (38) 225905

Fax: (1856) 2842
Blyco Textile Group BV
Oosterstraat 2
7514 DZ Enschede
Tel: (53) 877422
Fax: (53) 334808

Belgium

Casteleyn Ets
Pilkemstraat 37-39
8800 Roeselare
Tel: (51) 201202
Fax: (51) 241988

Sitem Sprl
36-38 avenue J. Dubrucq
1210 Brussels
Tel: (2) 4269970
Fax: (2) 4264656

Belena Bvba
570 HF Orbelaan
9000 Gent
Tel: (91) 230247
Fax: (91) 330920

Centretext SA
57-59 rue de la Senne
1000 Brussels
Tel: (2) 5123417
Tlx: 26827 centex b

Christex NV
Elfde Julistraat 132
8530 Harelbeke
Tel: (56) 714853
Fax: (56) 710497

Soubry Bvba
Konig Albertstraat 37
8520 Kuurne
Tel: (56) 714405

Department and chain stores / retail buying groups

Germany

Hertie Waren und Kaufhaus GmbH
Postfach 710461
6000 Frankfurt
Tel: (69) 66811
Fax: (69) 4121280

Sütex-Textil-Verbund
Eschenbrünnle Strasse 12-14
Postfach 460
7032 Sindelfingen
Tel: (7031) 61020
Fax: (7031) 6102266

Kaufhof Holding AG
Leonhard Tietz Strasse 1
Postfach 101000
5000 Cologne
Tel: (221) 22301
Fax: (221) 2232800

Wertkauf GmbH
Durlacher Allee 109
Postfach 6869
7500 Karlsruhe
Tel: (721) 60960
Fax: (721) 6096625

France

Groupe Auchan
40 avenue de Flandres
59170 Croix
Tel: 20 816800
Fax: 20 816909

Galleries Lafayette
40 bd. Haussmann
75446 Paris Cédex 09
Tel: (1) 42748212

SAPAC Printemps
102 rue de Provence
75009 Paris
Tel: (1) 42825000
Fax: (1) 40412828

GAGMI - Groupement d'achats des grands
magasins indépendants
(Buying group for department stores)
59 rue d'Amsterdam
75008 Paris
Tel: (1) 42806770
Tlx: 290940

United Kingdom

Debenhams Plc
1 Wellbeck Street
London W1A 1DF
Tel: (171) 408 4444
Fax: (171) 6295434

Littlewoods Organisation Ltd
JM Centre
Old Hall Street
Liverpool L70 1AB
Tel: (51) 2352222
Fax: (51) 2354900

House of Fraser Plc
1 Howick Place
London SW1 1BH
Tel: (171) 8341515
Fax: (171) 8288885

FW Woolworth & Co. Ltd
Woolworth House
242-246 Marylebone Road
London NW1 6JL
Tel: (171) 2621222
Fax: (171) 7065416

Italy

Frette
Via Visconti de Modrone 15
20122 Milan
Tel: (2) 784851
Fax: (2) 781466

Standa SpA
Strada 4, Palazzo Q1
Milano fiori

Oviessse
Via Terraglio 17
30174 Mestre
Tel: (41) 981766
Fax: (41) 981315

La Rinascente SpA
Strada 8, Palazzo N
20098 Rozzano
Tel: (2) 57581
Fax: (2) 8242926

Netherlands

Kwantum Nederland BV
Belle van Zuylenstraat 10
5032 MA Tilburg
Tel: (13) 626626
Fax: (13) 637979

Cebeco-Handelsraad
Blaak 31
3011 GA Rotterdam
Tel: (10) 4544911
Tel: (10) 4544911
Fax: (10) 4113889

Belgium

Cintex International NV
Mechelsesteenweg 281-283
1800 Vilvoorde
Tel: (2) 2516386

Sanaco CV
Lange Lobroekstraat 142
2060 Antwerpen
Tel: (3) 2315346
Fax: (3) 2329335

Mail-order houses

Grossversandhaus Bader GmbH & Co
Maximillian Strasse 48
7530 Pforzheim 1
Tel: (7231) 3030
Fax: (7231) 303710

Neckermann Versand AG
Hanauerlandstrasse 360-400
6000 Frankfurt
Tel: (69) 40401
Fax: (69) 419078

Grossversandhaus Quelle
Nürnbergerstrasse 91-95
8610 Fürth
Tel: (911) 7421
Tlx: 626851

France

La Redoute
57 rue de Blanchemaille
59081 Roubaix Cédex 02
Tel: 20 263907
Fax: 20 240337

Trois Suisses France
12 rue de la Centenaire
59170 Croix
Tel: 20 725960
Tlx: 130569

Quelle France Sa
Centre d'affaires Mercure
445 bd. Gambetta
59976 Tourcoing Cédex
Tel: 20 114800
Fax: 20 114810

La Blanche Porte
2 rue de la Blanche Porte
59200 Tourcoing
Fax: 20 701851

United Kingdom

Littlewoods Organisation Ltd
(See address above)

Great Universal Stores Ltd (GUS)
Universal House
251-256 Tottenham Court Road
London W1A 1BZ
Fax: (171) 6313641

Table linen - Switzerland

Product description

HS 6302.40	Table linen, knitted or crocheted
HS 6302.51	Other table linen: of cotton
HS 6302.52	Other table linen: of flax
HS 6302.53	Other table linen: of man made fibres
HS 6302.59	Other table linen: of other textile materials

Trade in table linen

	1989		1990		1991	
Q: kg	Q	V	Q	V	Q	V
V: SF '000						
Imports	740,191	30,187	700,643	29,558	701,268	30,378
Exports	225,862	19,657	276,920	21,284	394,085	24,103

Source: Statistique annuelle du commerce extérieur.

Principal suppliers to Switzerland in terms of market share (% value) were, in 1991: Germany (44), Austria (25.5), Portugal (9.3), Italy (8.3), France (7.3), Hong Kong (4), China (4), Philippines (3), Brazil (1.8). Other major suppliers among developing countries were Thailand, Vietnam, Ecuador, Turkey, Mexico and Malaysia.

Market characteristics

The Swiss market for table linen is characterized by high quality imports originating mainly in Western European countries.

Switzerland is a recognized manufacturer of high quality hand embroidered table linen. Many designs reproduce images of the Swiss countryside with typical sceneries depicting pastures or of folklore scenes, etc., in vivid colors. As for more traditional designs, hand-embroidered articles are either manufactured in the country or imported; imported items usually sell at a lower price partly due to lower labor and overall production costs.

Market access

Imports of table linen from least developed countries are exempt from duties; other developing countries are partially exempt (50%) except Hong Kong, China, Macao, the Republic of Korea and the Democratic People's Republic of Korea. In addition, no duties apply to imports from the European Free Trade Association (EFTA) or from the EC. Imports from other origins are submitted to the following duty rates:

Tariff heading		Import duty (SF per 100 kg)
6302.40	Table linen, knitted or crocheted	
6302.4010	of vegetable textile fibres	225
6302.4090	of other textile materials	600
6302.51	Other table linen: of cotton	
6302.5110	not embroidered or made of lace, nor containing lace	185
6302.5120	chain stitched	280
6302.5190	other	320
6302.52	Other table linen: of flax	
6302.5210	not embroidered or made of lace, nor containing lace	190
6302.5220	chain stitched	480
6302.5290	other	460
6302.53	Other table linen: of man made fibres	
6302.5310	not embroidered or made of lace, nor containing lace	560
6302.5320	chain stitched	640
6302.5390	other	640
6302.59	Other table linen: of other textile materials	455

Prices

Prices for table linen in Switzerland vary according to the type of item (embroidered or not, laced or knitted), the textile used and the retail outlet.

Value added articles such as hand-embroidered linen or locally produced table linen are priced substantially higher than machine made or imported items.

Packaging

Each item should carry a label providing information about materials used, size, washing instructions and country of origin.

Packaging varies according to the item and its future use. Day to day table linen will be sold in a transparent plastic cover, whereas more expensive linen like hand-embroidered or laced ones, as well as sets, will be packed in presentation cartons with a cellophane covered window for viewing the design. These presentation cartons are generally in light high quality color printed card on the exterior, with a white interior and the usual labelling and product description.

Distribution channels

Two main types of distribution channels can be distinguished for table linen in Switzerland. Usually, upper range table linen such as high quality lace items, hand-embroidered tablecloths and sets, and Swiss made products are marketed through home furnishing retailers, and in a few upmarket department stores. The prices are high and the quality of the articles is guaranteed; it is difficult for new exporters to penetrate this segment as its standards are set very high and is more or less limited to well known brands whose names are associated with a long business tradition.

Other items, such as machine embroidered tablecloths and daily use table linen, are distributed through department stores and mail order houses; imported hand-embroidered table linen with typical Swiss sceneries can also be found in souvenir stores.

Commercial practices

The usual way of payment for imports from non European countries is by letter of credit. Orders are placed on the basis of samples and importers specify the sizes of table linen that have to be manufactured for the Swiss market.

Sales promotion

Sales promotion generally takes place during textile fairs in Switzerland and throughout Europe. Advertising in specialized magazines is also recommended, as visiting fairs can become very expensive for potential exporters from developing countries.

Market opportunities

Exporting table linen to Switzerland implies offering items of excellent quality, as requirements of both importers and consumers are very high. Hand-embroidered articles represent a market niche with good potential for manufacturers in developing countries as they are very appreciated and would seduce consumers who can not afford Swiss made table linen.

List of importers

(this list is not exhaustive)

Manor AG
Untengasse 6
4005 Basel
Tel: (61) 686 11 11
Fax: (61) 681 11 92

Jelmoli Group
Einkaufszentrale Gruppe Jelmoli
8112 Otelfingen
Tel: (1) 849 11 11
Tlx: 827103

Charles Veillon SA
Case postale 1486
1030 Bussigny_Lausanne
Tel: (21) 701 91 91
Fax: (21) 701 52 95

Bon Génie
Brunschwig & Cie
34, rue du Marché
1211 Geneva 3
Tel: (22) 310 82 22
Fax: (22) 311 53 61

ABM
Giesshubelstr.4
8045 Zurich
Tel: (1) 288 81 11
Fax: (1) 451 23 93

Neue Warenhaus AG
EPA/UNIP
Bederstrasse 49
8027 Zurich
Tel: (1) 201 66 11
Fax: (1) 201 41 86

Ackermann Versandhaus
6160 Entlebuch
Tel: (41) 72 92 33
Fax: (41) 72 24 73

Placette Grands Magasins
Nordmann & Cie
6, rue Cornavin
1211 Geneva 1
Tel: (22) 731 74 00
Fax: (22) 738 75 38

Useful addresses

Office suisse d'expansion commercial (OSEC)
4, avenue de l'Avant-Poste
Case postale 1128
1001 Lausanne
Tel: (21) 20 32 31
Fax: (21) 20 73 37

Textil & Mode Centre
Talackerstrasse 17
8065 Zurich
Tel: (1) 829 21 11
Fax: (1) 829 21 11

Specialized periodicals

Textile_Revue
Furstenlandstr. 122
9001 St. Gallen
Tel: (71) 29 77 77
Fax: (71) 29 74 49

Textiles Suisses
OSEC
same address as above)

Sources of information

- ◆ Statistique annuelle du commerce extérieur de la Suisse, 1989_1991.
- ◆ ITC/UNSO COMTRADE Database.
- ◆ Bulletin international des douanes, Switzerland, 16th edition.
- ◆ Contacts with traders and department stores.
- ◆ ITC market briefs.