



2010/2011



FaberFlags
visibly the best



FABER FLAGS, visibly the best

That, which started in Amsterdam in 1993 as a small sail making business has become one of the most important players in printed advertising textiles in the international market, with 12 sales offices on 4 continents.

The Faber name guarantees:

- **High delivery reliability**
- **Innovation and new products.**
- **Fair prices.**
- **Consistent high quality.**

How can we guarantee this in the future? Five years ago Faber conducted a fundamental discussion about its future. In the first place, the future plans had to be in-line with our current core values especially regarding integrity and our passion for business. It is essential that Faber structurally produces, innovates and decides the speed and intensity with which that occurs itself. Faber wants to retain control and decide when and how they deliver, with the client's wishes remaining central in that process.

For almost eighty years members of the Faber family have been active in the business; Wouter, Mark and Huib Faber are the third generation and employees as well as owners in their own business. The company has currently set a course towards a new future, a future that sees production spread over two continents. A future with great challenges yet also great, new, unknown potential.

The digital era, the new branch of European production

In recent years Faber has invested heavily in digital printing techniques and currently owns an impressive digital printing factory in Poland. The digital textile printing in the nineties, which arose in the previous century, has ensured a technological breakthrough simplifying printing processes. The design is sent directly to the printer as a digital file. Colour separation, seven colour highlighting and adjustments to the printing machine become obsolete. With digital printing it is very simple to achieve an identical print with a different text or an identical design with a different background colour. The digital printing process demands fewer steps and thereby saves time and money. It also means that smaller editions can be delivered quickly. From simple line-based designs to bright, full colours, anything can be achieved. The print quality is very high and we are therefore very proud of our digital prints. As well as the printers, Faber also has an extensive clothing workshop, where products are finished to our high expectations. Files sent digitally and daily transports, or preferably nightly, ensure watertight delivery times.



'Faber Poland' or 'Flagowa Kraina' has earned itself a very strong position within the Faber group.

What the market is doing

Different standards are applicable to silkscreen printing. The difference in production costs has necessitated the move of the silkscreen print production to the Far East. Not only Faber but our competitors also acknowledge this. In order to maintain the average price for silkscreen printing at the current market levels it is impossible to produce silkscreen prints locally.

Many competitors in The Netherlands and Europe maintain an old printing press

to uphold an illusion of in-house production. However they purchase their gross product from suppliers in the East due to cost aspects. This of course means that they have to stand in –line at the production stage, accept the quality that is supplied and are bound by conditions dictated by the supplier. If speed is of the essence problems arise because the producer determines the level of priority and supplies at an average quality that everyone would consider as acceptable.

As the end customer you purchase from a dealer with ancient knowledge from a time when he produced the work himself. This knowledge is outdated and not in line with the new developments.

Not a dealer but a producer

We have become part of a globalised society now more than ever; this applies to the producer as well as to the customer. Information technology creates business opportunities that we could have only dreamed of 10 years ago. The world is connecting more and more specialties together and the specialties are concentrated in certain areas. To imagine that Western consumption could exist without production in the East is an illusion and it is a lie to say that customer's behaviour reflects this possibility. This is a view incompatible with our values and standards and our transparent form of communication. We keep our sights fixed on the quality that the customer demands, provided at the best possible price and endeavour to achieve that with integrity.

Why Thailand

Thailand was chosen due to its geographical position in an area that will undergo unprecedented economic growth in the coming decades. A growth that Faber wants to be a part of, that Faber wants to experience. And not from the sidelines but in the thick of it and in a country whose population is noted as hard working and peaceable.

We decided to work together with a local partner from the same branch.



Faber has taken a controlling share in the new factory, which has been built with the potential for large-scale expansion. Further more it was decided to furnish a clothing workshop within the factory.

The goal initially was to achieve a printing quality equal to European standards within 12 months. Due to the efforts of the printing experts from the printing press builders as well as from our own personnel from The Netherlands and the inordinate effort put in by the new local personnel, the goal was almost halved! It also became apparent that the labour intensive clothing was qualitatively better than can be achieved in Europe due to the lower production costs.

Innovation

Faber has always regarded innovation and development as a high priority. Faber was the first to print silkscreen flags on polyester cloth, this innovation provided a totally different perception of the processes. Using this cloth, that is specially woven for flags, in combination with a printing process developed by Faber, we can be print all the way through the fabric, unlike cotton. This means that both the front and reverse are printed with a clear and sharp image. Later on, Faber pioneered in applying this technique to parasols and due to permanent developments, this form of printing still belongs to the best in the world. Faber also developed variants of the flag; such as one of our new products the Aventos beach flag, whereby the cloth and ground fastenings are delivered in 1 bag. Recently Faber has invented the Light Up ®, whereby a special printing process enables a full colour image to be lit up in twilight or dark through the use of UV light. LED lighting will increasingly determine the future of our products. Through the close contact that exists between Faber Thailand and Faber Netherlands we expect many wonderful, new products to follow.

Not for any price!

Yes, Faber is going to the Far East because of the lower wage costs. The client gains interesting benefits in price and in quality when we ship or fly the products into Europe. Now we have taken the step to the East, we have to reconsider how we want to do business. That is easy in the West, much is pre-arranged and you are automatically pushed in a certain direction and the decisions taken are decisions on nuances and parts. The difference with the new factory is that we have to deliberate steps that had previously followed their own course.

Faber wants all it's workforce to deliver a high quality product constructed with love and attention. That is what Faber expects from its employees and is willing to pay a price to achieve. Faber believes in positive co-operation with its' entire workforce.

Furthermore wherever Faber conducts business or has their production, the philosophy is to attempt to influence the world positively by setting a good example, for instance with our manifesto on child labour. Employees are met with reverence and respect, with human dignity as a guideline. Employees deserve to be paid an acceptable wage conforming to minimum wage standards. By offering your employees the opportunity to become organised and represented you build a secure environment for decision-making. Self-discovery and self-development are positively stimulated. We are currently working on a code of behaviour for our business practises. Our manifesto against child labour is a first step in that direction, we aren't there yet but are working hard and enthusiastically on it.

Respect for nature and environment

Faber actively participates in policies that prevent damage to nature and the environment. We always endeavour to respect the surrounding environment during our production processes.

These aren't hollow promises but policies followed by our employees and an awareness that extends through the entire organisation. This means that even in Thailand we separate our waste and actively work at reducing CO2 omissions.

We make products that are moved by the wind and that protect against the sun. From there it is a small step to investigate the potential of utilising these natural elements within the production process. This currently deserves investigation. In the West the pollution levels means that this is a daily practise that warrants constant attention and it is a point that we want to emphasise and focus on in Thailand. Other permanent areas for concern are the use of water, electricity, ink and raw materials and here we also uphold the basic attitude of: respect!

On holiday in Thailand, visit Faber in Bangkok!

We can of course recite amazing stories about our performance in far away places, yet many people visit Thailand's idyllic beaches and the exotic markets in Bangkok. So if you are visiting Thailand, let your Faber dealer know and at your request s/he can arrange a tour of our Faber factory in Bangkok. Giving you the opportunity to see what we are trying to achieve for yourself. WELCOME.



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