

Introduction

1989 – year of the foundation – Naturtex Ltd. starts its work with only 5 employees. In the beginning Naturtex was a German and Hungarian joint venture but since 2006 the company has got 100% Hungarian ownership - since then our evolution has been undiminished. Beside the continuous developments we lay large emphasis on preserving our old traditions and keeping the quality requirements high.

With our 16 million Euros turnover and the constant employment of 150 workers our firm became one of the market leader companies who deals with trading and distributing home textile products. Tradition and high quality; trend and partnership; developing and thinking environmentally friendly all the time; adaptability to an always changing domestic and international market – this is Naturtex.

Our products are made in three plants: in our central plant, in our new local producing and storing base which was inaugurated in 2008, and last but not least at our factory located nearby Hódmezővásárhely town which is one of the most modern and large feather processing factories in Hungary.

Just in the picker location we process more than 1000 tons of feather and down with satisfying even the highest quality requirements which we expect from our suppliers as well. The raw material we use – because of our quality assurance system – is continuously documented, able to be tracked and controlled any time. We buy up and process only machine plucked feather and down coming from slaughterhouses and audited farms fully satisfying the criteria of the European Convention for the Protection of Animals kept for Farming Purpose.

During the washing and sterilizing process of feather and down we use a special thermal water technology. Thanks to our program of using technologies based on renewable energy we developed an environmentally friendly, economical and cost effective way of processing feather and down. As a part of this technology our own water cleaning system ensures the water returned to environment becoming as clean as drinking water.

Choosing the best quality raw material is one of the main keys of the company's success. Sorting of high quality feather and down is made by our highly qualified and experienced employees who use the latest technical background. Owning a modern laboratory is not only a necessary part of the valid quality assurance systems but is an important criterion of Naturtex's own quality requirements as well.

Computer-controlled and automatic machine lines. This is our latest producing base in Szeged where goes production and creation of our products filled with down and feather. The latest and most modern hall of Naturtex operates since 2009 – here goes the production of series taking tens of thousands of pieces.

Producing more than 1500 pieces of products daily. In this central unit goes the manufacturing of our products made of wool and synthetic material, in virtue of unique and special quality requirements and claims. Because of the inventions of past years we have the newest teasels and filling machines. Our technological inventions effected every part of the production process from processing of raw material to finished products. Thanks to the high technical level, the decades of tradition and the high level expertise the home textile products made here completely satisfy the highest quality requirements as well. The corner labels of our products hallmark all the things we represent and what the brand Naturtex means: outstanding quality, tradition, continuous developments and the environmentally friendly thinking.

The packaging of our finished products is based on the all-time customer requirements. Now we have about five hundred different products and a production capacity on one million pieces of products per year – these facts hallmark our work here. Exportation takes two thirds of our returns. Our sales group members are available 24 hours per day – because of the time differences we adapt to the time management of our prominent business partners.

Although in 2009 we sold only half part of our production capacity abroad, now our export activity takes more than 70% of our capacity. At present we transport our products up to 30 countries in the world. The number of our domestic customers takes more than 350. Besides department stores our partners are multinational commercial networks, hotels and hospitals.

Although the size of our company now is much bigger than a family enterprise we still think that what ensures the buoyancy of Naturtex Ltd. is the daily work in a friendly, often real family atmosphere. The dynamically growing team which is always able to renew and develop and does very well at market competitions is the best proof of the successful human management at Naturtex. Naturtex has been awarded three times with Superbrands, once with Hungarian Product Award and in 2010 also with Prestige Award for winning in the category “Enterprise of the Year” in the Southern Great Plains region – these successes are the results of the 20 year long consistent development.

What is really important for us - as a part of the social responsibility - is supporting indigents, talents, programs and with this adding a little bit of plus to everyday life. We took a role in helping the flood victims of the past few years. We offered and delivered 1000 pieces of Naturtex pillows and quilts to five submerged townships. In the coldest days we helped for homeless people with giving them warm beddings as well. Naturtex also supports healthy lifestyle and professional sport for years. We are prior sponsors of the first class basketball team of Szeged.

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