

# SEIDRA-NEWS

## About Seidra:

- intergenerational family business since 1970
- doobby weaving- and circular knitting mill (also jacquard)
- location of production = Austria
- production of high quality fabrics for fashion, traditional wear, corporate wear and interior
- of wool, linen, cotton such as polyester/wool
- materials only with proof of origin
- agencies in 20 countries of the world
- production of own designs starts at low minimums
- Sustainable and emission-free production

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OGANIC  
certified by IMO-CH  
Licensenumber: 120493

## FLAX FROM PASCAL

*Fine linen from SEIDRA: made from best French flax, and thanks to the new way of 'freeze-refining', it doesn't crumple much. With completely transparent supply chain from the flax fields of Normandy into our mill here in Carinthia - if desired, even with GOTS certification.*

When holidaymakers in Normandy open their umbrellas and grumble about the weather, Pascal Prevosts face shows a smile or two. Not that he wouldn't want sunshine for the tourists, no, but rain is a blessing for his flax-fields; it is the only 'fertilizer' such a field requires for growth. The humid Atlantic climate and the meagre soil conditions are the main



Flaxfield of Pascal Prevost's, in bloom in June

reasons, why Northern France centuries ago developed into a European centre for linen production. Despite cheap trading-material from third countries, the best quality still comes from the above mentioned region. A substantial contribution comes from farmers such as

Pascal Prevost, whose family has grown flax since 1611 in Normandy. The fibre, which grows so successfully in his fields, is eventually made into the finest ever fabric at our firm in Carinthia, we have ever woven.

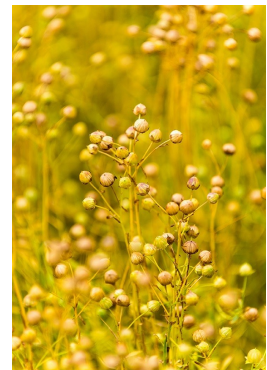
## JUNE MAKES THE LINEN

Pascal Provost cultivates about 200 ha of his fields with flax, vegetables and wheat in alternation. This, to minimize harvest failure, and to give back nutrients to the soil to keep it in balance.

Flax (linseed) is sown at the beginning of May. It is fully grown after about 100 days. No artificial fertilizer is used as the plants tolerate this badly.

It would grow unevenly and thus show tendency to break.

„June makes the linen“ quotes Pascal an old saying of flax-farmers: in perfect conditions the plant can grow as much as 4 cm per day!! during this month, and reaches the height of 1 meter by the end of June.



Flax immediately before harvest

### What one should know about Linen:

'Woven moonlight' - that's what the old Egyptians called linen; perhaps to denote the delicacy and sheen of this priceless material.

### **Technical data of the fibre:**

- longevity
- durability
- extremely strong
- doesn't form pile
- natural gloss and strength
- antistatic
- doesn't pick up dirt easily
- excellently colour-fast
- high thermal resistance
- odour repelling

### **Characteristics of clothing made of SEIDRA linen:**

- breathable
- absorbent
- cools in the heat
- warming
- good optical appearance
- elegant feel and the material / clothing falls well
- enduring crease-resistant due to freeze-finishing

### **Ecological advantages:**

- Well suited to biological agriculture
- needs no fertilizer
- total plant useable
- grows in Europe, hence short transport ways

Similar to the vintage, it is important to harvest flax at the right time; it depends upon the weather and the maturity of the plants.

Flax harvest is arduous and the complex processes to follow have been handed down from

one generation to the next. This expertise is inestimable to the farmers and can in no way be compensated by one of these modern 'apps'.



Experience and harmony with nature & the plant, these are important facts to know when it is the right time for harvesting

## ALL OF THE PLANT IS BEING USED

At harvest time the sheaves are not being cut but taken up gently inclusive of their roots. They are then laid out in rows and turned over at certain times.



Machines pluck the plants from the soil gently

This way, micro-organisms separate the fibre from the sheath. This is a lengthy process and can take weeks up to months, depending on the weather.

Flaxgrowing at Pascal's is a 'zero-waste' business = no waste at all. The fibre is made into linen, the seed is stored and used for sowing the following year, excess linseed is used in the food industry. The sheaths f.i.

are used as ecological insulation material in the building trade. Thus the whole plant truly finds a use.

This principle of holism and endurance is very much in harmony with SEIDRA'S philosophy.



Flax fibres are laid out in rows and are inspected by Pascal daily

„The *growing* of flax has much in common with the *weaving* of linen. One requires a lot of know-how, longstanding experience and above all passion for this natural material. Otherwise one would never engage in all the expense, the management and business-

as well as weather problems“ says Pascal to us in the recent past, when we met at a textile fair.



f.l.t.r.: Michael Pilger (SEIDRA), Emanuelle Delannoy (yarn producer), Marie Demaegt (Masters of Linen), Pascal Prevost (flax farmer)

The man knows what he is talking about: he also is the president of the cover organisation of his regional flax farmers. Their 350 members are farming a total of 6.000 ha of flax from which best linen is woven - also GOTS certified.

**The history: from origin of the fibre to the woven material, made at SEIDRA, in a series of fotos:**



Flax field: sowing in May, 100 days of growth up to 4 cm a day



Harvest: flax is gently plucked from the soil and laid out to dry in rows



Depending on the weather, it can take weeks to months, and it has to be checked daily



After micro-organisms have split the fibre from the sheath—and for Pascal the time is ripe—the fibres will be gathered into bundles and pressed and then taken into nearby plants for further treatment.

## HIGHQUALITY LONGFIBRE FLAX

Pascals flax is worked into so called 'longfibre flax'. Its fibres measure about 80 cm.

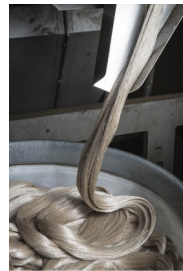


Longfibre flax of 80cm length makes high quality thread

We at SEIDRA manufacture exclusively with such longfibre, which is known to be of the best quality. The waste naturally leaves short fibres, which are worked into thread in cheap-manufacture-countries, and it is known that

these threads are not of such high quality as those made from long fibres.

Mr Prevost and his colleagues spin this flax first and foremost for France, f.i. at plant 'Safilin' near Lille, founded in 1778 as family venture.



Flax fibres are combed, foreign fibres taken out and got ready for twining

Important for the quality is: the longfibre flax will be spun and twined cold, wet and mechanically sensitive and ecologically clean. No chemicals

are used.



Spinningmill at the production of linen threads

We, at our plant, work on the one hand with already coloured yarns, on the other hand do we produce materials from raw yarns. The latter are being dyed at Austrian and Italian plants, piece-meal. For specific optical effects we order threads to be specially twisted for us, for example to make traditional linen appear old or we twist effect yarns at our own twisting machines.

## FREEZING ACHIEVES CREASE-RESISTANT

A further specialty of our linen is: we take care when mechanically refining materials with the help of water and steam as well as freezing. These processes make the actually relatively flat fibres more rounded and thus they become crease-resistant. This particularity ensures that the crease resistance remains in tact even after many launderings.

In contrast, using usual

chemical processes to achieve crease-resistance, this resistance fades after only three or four washings as the material has only been treated superficially. The freezing process however penetrates the whole fibre.

This freezing refinement is carried out at one of our partner plant - one of only three (!) such plants worldwide at the moment.



Machine which is used for finishing



Before combing the flax fibres to make thread, samples are taken out of each batch to visually judge its quality.



The yarn is brought to our mill either as natural linen-thread or already yarn-died.



At our mill in Draschitz, we partially twist the thread. It takes many steps, which are important in fabric production, to achieve a high quality material.



Finally the greige fabrics will be sent for finishing to our partner-plants, will be quality controlled once more and then sent to our customers.

## GOTS OR ÖKOTEX-CERTIFIED

For especially high ecological claims we also offer GOTS-certified linen. This **Global Organic Textile Standard** is worldwide the leading standard for the manufacture of textiles from biological fibres. That standard defines strict ecology-technical demands, along the whole textile production line, and at the same time defines adherence to certain social criteria. Security for quality follows an independent certification

through the total delivery-chain.

But also, the linen, which is not GOTS certified, has to fulfill ÖKOTEX requirements. This is the least standard required, to which our suppliers have to adhere to. Furthermore is SEIDRA listed amongst the 'Masters of Linen', an organisation of quality-weaving plants, which use 100% European linen in their materials.



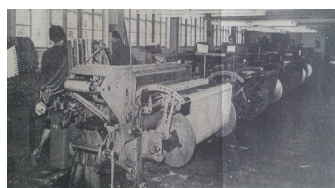
## TIMELESS CLASS

Linen has timeless class, timeless, – thus remains always fashionable. Our linen, especially that made from high quality, longlife and enduring longfibre flax, is excellent for clothing such as jackets, trousers and dresses but also ideal for

high-class tableware and bedding as well as curtains – all in quality one used in times gone by, and which is today quite rare.

That this remains a fact, we work hard together with our flax-farmers such as Pascal Prevost.

Although, when driving into Normandy, to admire his gorgeously pale-blue flowering flax fields, do not forget an umbrella!!...



As during the 1950's . . .



at our plant in Draschitz . . .



where we still produce high quality, elegant linen materials today.