

# PRESS RELEASE



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## **Kleiber and Pronty together – joint sales cooperation**



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With immediate effect, the Allgäu-based company Kleiber + Co. GmbH and the Dutch haberdashery manufacturer Pronty B.V. will operate together on the market. This brings more than 60 years of experience together. The sales cooperation will cover the Pronty areas of haberdashery and appliques/motifs. With this cooperation, Kleiber will extend its product portfolio by around 400 additional items in the area of patches and transfers and by a further 900 colourful and creative designs in the area of motifs.

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### *More choice and diversity for the customers*

This cooperation makes it possible for Kleiber and Pronty to offer its customers an even wider range of colours, designs and sizes for iron on transfers and also patches, which are the latest trend. The customer benefit: They will get two top brands united under one roof. This also means easier order processing as they have to get in touch with one contact only.

### *Cooperation Pronty by Kleiber*

Initially, Kleiber and Pronty will market their joint products under the brand name "Pronty by Kleiber". Pronty has found an internationally active partner in Kleiber. Kleiber will not only take over the logistics for the Pronty haberdashery products but also their production and sales activities. "We are extremely happy with this major step for our two companies," says Roland Hartsch, CEO Kleiber + Co. GmbH and Joep Hoffmans, CEO Pronty B.V., agrees.

The family-owned company Pronty, which is based in Waalwijk in the Netherlands, has been successful in the area of haberdashery and applique products as well as fashion accessory manufacturing since 1954. Its customers include not only wholesalers but also department stores – Europe-wide. Pronty manufactures products marketed under its own brand, Pronty, as well as private label products. On 1 January 2018, Pronty B.V. changed the company name to Yart Factory – smart, creative productions. Yart Factory is a production company that uses state-of-the-art laser, die-cutting and CNC milling machines to translate its customers' creative ideas into tangible and inimitable products and services.

The company: Kleiber + Co. GmbH

Kleiber + Co. GmbH is based in Röthenbach/Allgäu in Germany and was founded in 1958. The company has successfully operated in the haberdashery, textile care and creative needlework business for over 60 years. The medium-sized company is based in Röthenbach in Germany's Allgäu region, employs 40 people and does business internationally in the B2B market. Besides wholesalers and retailers, its customers also include drugstores and discounters. A number of products are produced and refined on the company premises. However, Kleiber not only produces products marketed under its own brand but also private label products: The product portfolio includes more than 10,000 items, all available from stock. The company has been ISO 9001 certified since 2015.

Kleiber haberdashery products: coveted – loved – trusted