




■ **FIBER** PARTNER®

<p>With a clear aim to create a new website that emphasises FiberPartner’s vision for the future, introduce their product catalogue and encourage potential clients to get in touch. Our collaboration was underpinned by the realisation that producers and consumers need to take responsibility for the environmental impact of materials throughout the entire lifecycle – and that the circular economy model is complex and imperfect.</p> <p>The key to our design is to make sense of a complicated set of products and categories.</p>				

<p>Eesmärk oli luua kodulehekülg, mis tõstaks esile Fiberparteri tulevikuvisiooni, tutvustaks nende tootekataloogi ja julgustaks potentsiaalseid kliente ühendust võtma. Tihe koostöö kliendiga tugines tõdemustele, et tootjad ja tarbijad peavad võtma vastutuse materjalide kasutamise tagajärgede eest terve tootmistsükli vältel ning et ringmajanduse mudel on kompleksne ja ebatäiuslik.</p> <p>Veebilehe loogilise disaini võtmeks on keerukate toodete ja kategooriate mõistmine.</p>				

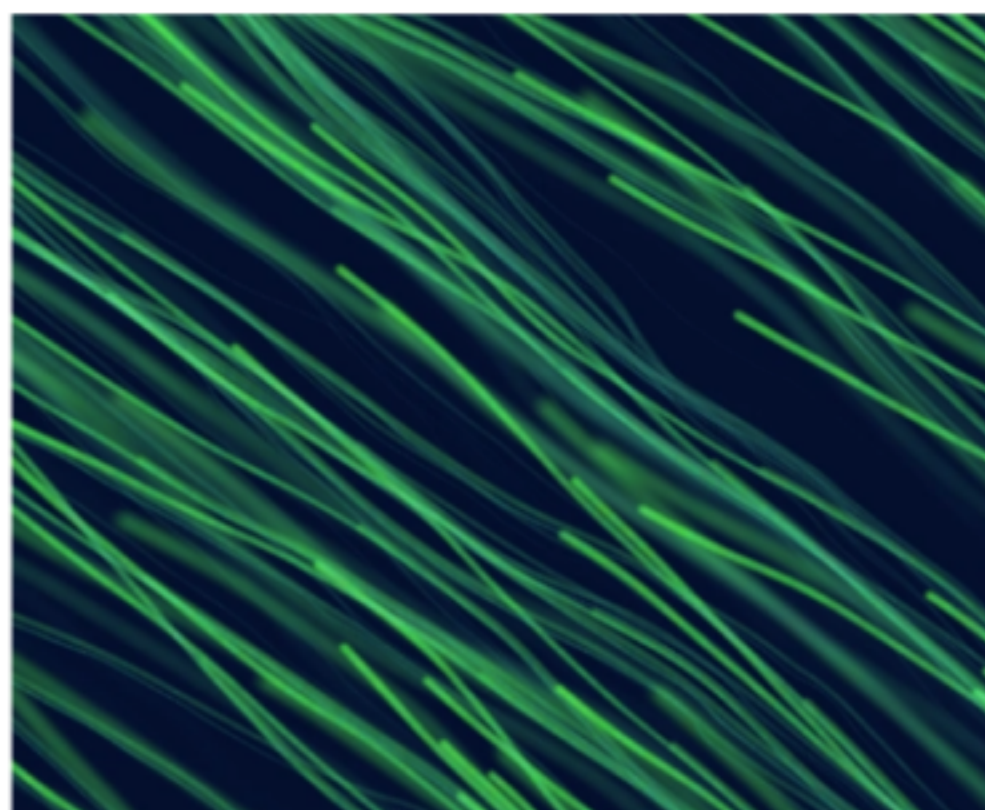
<div data-bbox="39 191 496 262">  <h2>The brief</h2> </div>	<div data-bbox="1122 56 1699 142">  <h2>The process</h2> </div>	<div data-bbox="2345 155 3252 502"> <p>Our clever use of tabs and galleries supported by custom icons and images means the user is never overwhelmed by too much information and is sure to find what they need - be it a data sheet, case study or upcoming trade fair.</p> </div>
<div data-bbox="73 536 962 729"> <p>Not so fun fact: Only 9% of the plastics out there, gets recycled. This means, that 91% of plastics can not or will not be recycled.</p> </div> <div data-bbox="73 842 936 1189"> <p>Together we aimed to create a new website that would make the fiber industry think more circularly, emphasise FiberPartner’s vision for the future, introduce their product catalogue and encourage potential clients to get in touch.</p> </div>	<div data-bbox="1106 264 2172 915"> <p>Before creating any frames or visuals, we sat down with Fiberpartner and started to find clarity in their brand. We used the “storybrand” method where you first compile all the information you can about the client and it’s audience and then build it in a compelling story that becomes the basis of the new brand. The key was to make sense of a complicated set of products and categories. Customers follow a logical set of steps to reach information on the fiber most suited to their needs.</p> </div> <div data-bbox="1106 1028 2165 1375"> <p>The visual language of the website was inspired by the square shape used in the logo, and all the texts on the web were created with the aim of speaking to the buyer on such a personal level that it would create a steadfast desire to use natural fiber in production.</p> </div>	<div data-bbox="2262 808 2815 894">  <h2>The change</h2> </div> <div data-bbox="2305 1131 3208 1324"> <p>Our “no bullshit” approach created a web that makes the industry think about the environment and offers a better solution.</p> </div>

**FiberPartner specialises in sourcing recycled, bio and virgin polyester textiles.** This is revolutionary in the polyester business. We helped them to get a head start in changing the world and stopping the avalanche of microplastics.

<div data-bbox="39 183 519 264">  <h1>Ülesanne</h1> </div>	<div data-bbox="1122 58 1556 131">  <h2>Protsess</h2> </div>	<p>Leidsime nupuka kasutuse sakkidele ja galeriidele, toetades süsteemi spetsiaalselt selle veebi jaoks loodud ikoonide ja piltidega. Niiviisi ei tohiks külastaja olla jalust rabatud tarbetu informatsiooniga ja peaks leidma, mis vaja. Olgu selleks tehnilised andmed, <i>case study</i> või info eelseisvast messist.</p>
<p>Mitte kuigi fun fact: Ainult 9% plastikust jõuab taaskasutusse. Seega 91% plastikust ei töödelda ümber.</p> <p>Võtsime eesmärgiks luua uue veebilehe, mis paneks kiutööstust mõtlema rohkem ringmajanduse võtmes, rõhutaks FiberPartneri tulevikuvisiooni, tutvustaks nende tootekataloogi ja julgustaks potentsiaalseid kliente ühendust võtma.</p>	<p>Enne igasuguste veebivaadete või visuaalide loomist istusime Fiberpartneriga maha ning lõime nende brändis selgust. Kasutasime “storybrandi” meetodit, milles esimene samm on koguda kõikvõimalike teadmisi kliendi ja tema publiku kohta ja ehitada võimas lugu selle ümber. Sellest loost saigi uue veebilehe kandev idee.</p> <p>Võtmeküsimus oli, kuidas anda selgelt edasi keerulist toodete ja kategooriate komplekti. Kliendid läbivad veebis loogilise teekonna, et jõuda just sellise kiu tüübi ja informatsioonini, mis nende olukorrale ja vajadustele vastab. Veebliehe visuaalne keel inspireerus logomärgi ruudu kujust ja kõik veebis olevad tekstid sai loodud eesmärgiga kõnetada kiutellijat nii isiklikul tasemel, mis tekitaks muutumatu soovi kasutada tootmises looduslikku kiudu.</p>	<div data-bbox="2259 812 2642 885">  <h2>Muutus</h2> </div> <p>Meie “no bullshit” lähenemisel sündis veeb, mis ärgitab tööstust mõtlema keskkonnale ja pakub sealjuures paremat lahendust.</p>

FiberPartner on spetsialiseerunud taaskasutatud, bio- ja esmase polüestertekstiilide hankimisele. See on polüestriäris revolutsiooniline. Aitasime neil saada edumaa maailma muutmisel ja mikroplasti laviini peatamisel.





## Your fiber partner

Leading supplier and developer for PrimaLoft® Bio™ fibers, staple fibers, technical yarns to customers across the globe.

### Why us

We take responsibility and offer real partnership.



### Partnership

We value partnerships where people behind businesses share the same values.



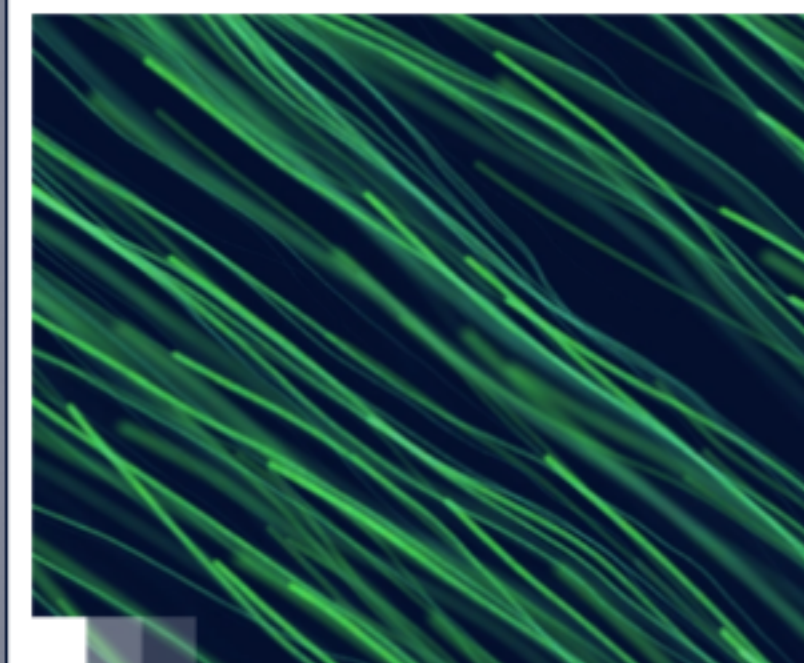
### Contact

Ask for an offer or share your ideas. We are ready to talk.



# A company with strong technical and commercial expertise in staple fibers as a raw material

Download brochure ↓



## Your fiber partner

Leading supplier and developer for PrimaLoft® Bio™ fibers, staple fibers, technical yarns to customers across the globe.

### Why us

We take responsibility and offer real partnership.



### Partnership

We value partnerships where people behind businesses share the same values.



■ FIBER PARTNER®			PRODUCTS	REALITY	JOURNAL	WHY US	CONTACT
OUR PAST		THE PRESENT			YOUR FUTURE		
		1914	1863				
			One big purchase Theodore Wittrup buys a spinning plant and starts selling yarns.				
Velkommen Tæppefabrik! Theodore Wittrup expands from yarns to carpet manufacturing.							
			1918				
			The Brotherhood After WWI the company name was changed to The Brotherhood.				
It all went up in flames A fire of unknown origin burned down our carding and spinning houses. Luckily none was hurt.		1923					
		1937	1930s				
			Shaky times. Good carpets. Luckily manufacturing resumed and the company was able to continue.				
Strike two! Another fire occurred and this time everything was burned.							
			1948				
		Rebuilt and restored After the WWII we quickly rebuilt and started manufacturing again.					
			■ FIBER PARTNER®				
			OUR PAST				
			The present		Today, Fiber Partner is a global company with 100+ employees in 15 countries. We sell our products in over 100 countries. We do not only sell carpets, but also knowledge and experience. We are a team that can help you with all your needs.		
			The realisation				

■ FIBER PARTNER®

PRODUCTSREALITYJOURNALWHY USCONTACT

OUR PAST

THE PRESENT

YOUR FUTURE

The present

Today, Fiberpartner is a thoroughly modern company with activities all over the world. We supply polyester, polypropylene, and bi-component staple fibers.

We do not only trade high-quality fibers but also give our time, effort, and knowledge into creating more sustainable solutions that would help the world heal and welcome us on this planet for centuries to come.

The realisation

The Wittrup family has been in the fiber business for more than a century. With that time we have made great descisions, enjoyed the fruits of our labour and even seen the results of our actions. That is why we feel that we have been given this chance to speak up on the problem of plastic pollution and weak cycles of reuse.

Reality check ↗

The change

With the coming of a new decade, we have already divided our business into three big categories - virgin, recycled, and bio fibers. This helps us guide our clients through the process of each fiber and teach them how to responsibly handle them.

We have the proof ↗

The thrive

We have been in this business for 150 years. We must innovate the business and help undo the effects on the environment for the next 150 years.

Get inspired ↗



← BACK TO PRODUCTS

✕ Bio Fibers

# PRIMALOFT BIO LOW MELT

Polyester low melt BICO

First ever biodegradable bi-component (BICO) fibres combine the best qualities of two different polymers to enable innovative new uses.

Wish to receive an offer?

Get in touch ↗

## Specifications:

Raw materials:	100% virgin PET
Melting point:	110-180°C
Luster:	semi dull
Colours:	white, black

## Biodegradable polyester low melt fiber

Commonly used as a binder fibre in core-sheath constructions, our Polyester Low Melt LMF (CoPET/PET) fibre bonds to other polyester fibres to produce wadding, insulation, filtration, automotive, and other products where heat is used to bond the fibres. This fibre is normally



FIBER PARTNER®

Bio Fibers

While its high durability means it's built to last, its ability to return to natural elements in marine, waste water and landfill environments directly combats microplastic pollution. Circular-enabled fibers mean PrimaLoft® Bio™ can be chemically recycled, again and again, while maintaining the same high performance.

Read more

Applications

Download catalogue

Available Types

Fiberfill

Nonwovens

Spinning

The three-dimensional crimp, combined with the hollow, gives superior resilience and insulates the final product. Hollow conjugated polyester fibers (HCS) and solid fibers are widely used in fiberfill.

FIBER PARTNER®

PRODUCTSREALITYJOURNALWHY USCONTACT

BIO FIBERS

RECYCLED FIBERS

VIRGIN FIBERS

Bio Fibers

While its high durability means it's built to last, its ability to return to natural elements in marine, waste water and landfill environments directly combats microplastic pollution. Circular-enabled fibers mean PrimaLoft® Bio™ can be chemically recycled, again and again, while maintaining the same high performance.

Applications

Download catalogue

PrimaLoft® Bio™ is a first-of-its-kind technology that enables synthetic fibers to return to nature. PrimaLoft® Bio™ represents a holistic solution for every step of a product's continued journey. The use of 100% recycled material means that up to 70% carbon emissions are saved producing the fibers, compared to virgin polyester.

Wish to receive an offer?

Get in touch

Available Types

Fiberfill

Nonwovens

Spinning

The three-dimensional crimp, combined with the hollow, gives superior resilience and insulates the final product. Hollow conjugated polyester fibers (HCS) and solid fibers are widely used in fiberfill.

PRIMALOFT BIO LOW MELT

Polyester low meltBICO

PRIMALOFT BIO HCS

Conjugated FiberHollow

PRIMALOFT BIO SOLID MICRO

Mechanical crimpSolid

PRIMALOFT BIO SOLID

Mechanical crimpSolid