Case study

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.

The key to our design is to make sense of a complicated set of products and categories.

Eesmärk oli luua koduleheküIg, 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.

Veebilehe loogilise disaini võtmeks on keerukate toodete ja kategooriate mõistmine.

The brief

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.

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.

The process

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.

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.

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.

The change

Our "no bullshit" approach created a web that makes the industry think about the environment and offers a better solution.

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.

Ülesanne

Mitte kuigi fun fact: Ainult 9% plastikust jõuab taaskasutusse. Seega 91% plastikust ei töödelda ümber.

Võtsime eesmärgiks luua uue veebilehe, mis paneks kiutööstust mõtlema rohkem ringmajanduse võtmes, rõhutaks FiberPartneri tulevikuvisiooni, tutvustaks nende tootekataloogi ja julgustaks potentsiaalseid kliente ühendust võtma.

Protsess

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.

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.

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, *case study* või info eelseisvast messist.

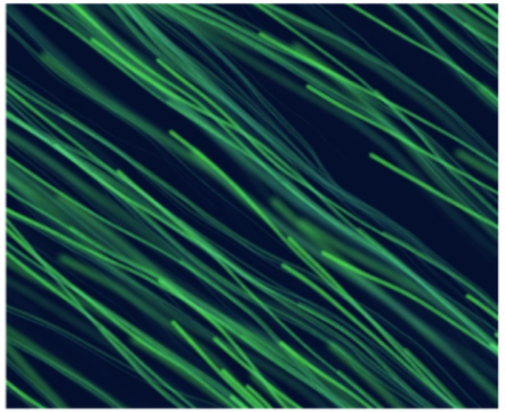
Muutus

Meie “no bullshit” lähenemisel sündis veeb, mis ärgitab tööstust mõtlema keskkonnale ja pakub sealjuures paremat lahendust.

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

FIBER PARTNER®

PRODUCTS REALITY JOURNAL WHY US CONTACT



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.

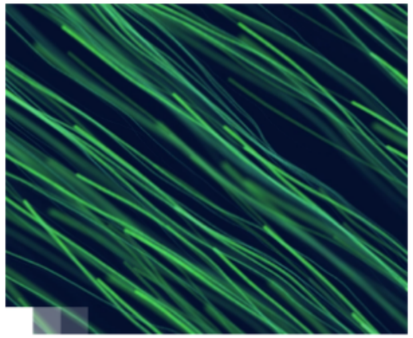
Contact

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 ↓

FIBER PARTNER®



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PRODUCTS REALITY JOURNAL WHY US CONTACT

OUR PAST | THE PRESENT | YOUR FUTURE

1863 **One big purchase**
Theodore Wittrup buys a spinning plant and starts selling yarns.

Velkommen Tæppefabrik! 1914
Theodore Wittrup expands from yarns to carpet manufacturing.

1918 **The Brotherhood**
After WWI the company name was

It all went up in flames 1923
A fire of unknown origin burned down our carding and spinning houses. Luckily none was hurt.

1930s **Shaky times. Good carpets.**
Luckily manufacturing resumed a

Strike two! 1937
Another fire occurred and this time everything was burned.

1948 **Rebuilt and restored**
After the WWII we quickly rebuilt an

FIBER PARTNER®

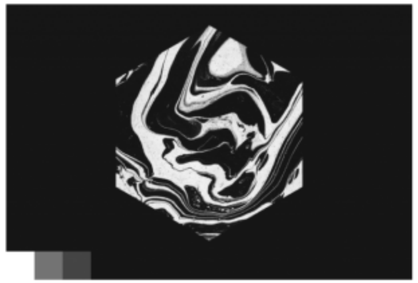
PRODUCTS REALITY JOURNAL WHY US CONTACT

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 ↗

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℃
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

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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

Wish to receive an offer?

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®

PRODUCTS REALITY JOURNAL WHY US CONTACT

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.

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

Applications +

Download catalogue

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PRIMALOFT BIO LOW MELT

Polyester low melt **BICO**

PRIMALOFT BIO HCS

Conjugated Fiber **Hollow**

PRIMALOFT BIO SOLID MICRO

Mechanical crimp **Solid**

PRIMALOFT BIO SOLID

Mechanical crimp **Solid**