

## Press release

Publication free of charge, sample copy requested

July 29<sup>th</sup>, 2024

## Outdoor 40 – Tough in wind & weather

**The new special thread for outdoor textiles from Gütermann creativ impresses with its particularly high UV resistance and durability. Outdoor 40 withstands extreme sunlight and provides years of impressive color fastness, strength and visual appeal.**

*Gutach, July 29<sup>th</sup>, 2024* - Whether on the balcony, in the garden or at the beach: Outdoor textiles are exposed to sun, rain, snow, dirt or wind and have to withstand a lot. They need to be durable, easy to clean and quick to dry. Durable sewing threads are essential to withstand these stresses.

Conventional sewing threads are only suitable for use in outdoor applications to a limited extent: They quickly become damaged and lose the necessary properties, especially color fastness. Outdoor 40 has been specially developed for these conditions, without compromising on visual appeal. This special thread impresses with high UV resistance and durability. It withstands extreme sunlight and retains its color fastness and strength even after years of use, while maintaining its visual appeal.

In the maritime sector, sewing threads come into contact with salt water. Outdoor 40 is specially designed for these tough conditions. Its high tensile strength and abrasion resistance makes it ideal for sewing strong closing and backstitch seams on all types of outdoor fabrics, such as upholstery, awning fabrics and canvas. Whether it's for upholstery, chairs and couch cushions, sun and wind protection, bags, or outdoor accessories – there are no limits to your creative ideas thanks to the excellent selection of 24 colors and high color fastness. Outdoor 40 can be used as bottom and top thread on household sewing machines.

With Outdoor 40, you can be sure that your seams will withstand extreme weather conditions.

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More information at [Outdoor 40 | Gütermann creativ \(guetermann.com\)](https://www.guetermann.com/outdoor40)

Characters (including spaces): 1,865

### About A&E Gütermann

A&E Gütermann is a manufacturer of premium sewing threads for the consumer, industry, and automotive sectors. The company is headquartered in Gutach im Breisgau, Germany. The company employs around 500 people in Europe and has an annual production capacity of around 3,000 tons of sewing thread. For 160 years, the brand name Gütermann has been synonymous with premium quality. In the textile industry, this means perfect seams - through uniformity, silky sheen, low hairiness, tear resistance and maximum flexibility. A&E Gütermann produces sewing threads for industrial applications and private consumers that are closely aligned to the needs of customers. The benchmark is the premium product Mara, which is recognized in the industry for its high quality. A&E Gütermann is part of the Elevate Textiles, Inc. Group, headquartered in the USA with manufacturing facilities worldwide. For more information, visit: [guetermann.com](https://www.guetermann.com) and follow us on [LinkedIn](#).

### About Elevate Textiles

Elevate Textiles offers distinguished global textile brands including [American & Efird](#), [Burlington](#), [Cone Denim](#), [Gütermann](#) and [Safety Components](#). With a global array of premium fabric and thread solutions focused on innovation, sustainability, and quality craftsmanship, Elevate and its portfolio brands provide products that surround us every day and in all facets of life. We offer advanced, high-quality products and mission critical textile solutions across vast industries including fashion and functional apparel, footwear, military, fire, medical, athletic, automotive, aerospace, outdoor, and other specialty sectors. Elevate is committed to delivering solutions that protect and enhance our lives through its global manufacturing platform. To learn more about Elevate Textiles and our brands, visit [elevatetextiles.com](https://www.elevatetextiles.com) and follow us on [LinkedIn](#).

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### Attachments:

Logo Gütermann creativ

### Images: © Gütermann GmbH

Image 1:

PR\_CONS\_2\_Outdoor-40\_Sewing-Thread\_1\_0824\_300dpi.jpg

PR\_CONS\_2\_Outdoor-40\_Sewing-Thread\_1\_0824\_72dpi.jpg



Image 2:

PR\_CONS\_2\_Outdoor-40\_Ambiente\_2\_0824\_300dpi.jpg

PR\_CONS\_2\_Outdoor-40\_Ambiente\_2\_0824\_72dpi.jpg



Image 3:

PR\_CONS\_2\_Outdoor-40\_Tasche\_3\_0824\_300dpi.jpg

PR\_CONS\_2\_Outdoor-40\_Tasche\_3\_0824\_72dpi.jpg



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Image 4:

PR\_CONS\_2\_Outdoor-40\_Pflanzentopf\_4\_0824\_300dpi.jpg

PR\_CONS\_2\_Outdoor-40\_Pflanzentopf\_4\_0824\_300dpi.jpg



Image 5:

PR\_CONS\_2\_Outdoor-40\_Kissen\_Decke\_5\_0824\_300dpi.jpg

PR\_CONS\_2\_Outdoor-40\_Kissen\_Decke\_5\_0824\_300dpi.jpg



### Meta Title

Outdoor 40 | The special sewing thread from – tough in wind and weather

### Meta Description

The new special thread for outdoor textiles from Gütermann creativ impresses with its particularly high UV resistance and durability. Outdoor 40 withstands extreme sunlight and provides years of impressive color fastness, strength and visual appeal.

### Keywords

Gütermann creativ; Gütermann; Gütermann; Outdoor 40; Polyester; Besonders hohe UV-Beständigkeit; Seewasserbeständigkeit; Besonders hohe Farbechtheit; Hält langlebig Umweltbedingungen stand; Besonders reiß- und scheuerfest; Nähen mit der Nähmaschine und von Hand; Schließnähte; Steppnähte; Nadelfaden; Unterfaden; Textilien für Außenbereich; Sonnenschutz; Windschutz; Taschen; Rucksäcke; particularly high UV resistance; resistance to seawater; particularly high colour fastness; lasting resistance to environmental conditions; extremely abrasion

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resistant; sewing with the sewing machine and by hand; closing seams; backstitch seams; needle thread; bottom thread; outdoor textiles; sun protection; wind protection; bags; backpacks

## Contact for Press Inquiries

Bianca Hornischer

A&E Gütermann

+49 7681 21-300

[press@guetermann.com](mailto:press@guetermann.com)

[www.guetermann.com](http://www.guetermann.com)