

THE STORY OF
THE MAGIC YARN



FEILER

G E R M A N Y .

mini

*Love at
first touch*

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DEAR MAGIC YARN FANS!

It's me – BEN BEAR from the Land of the Magic Yarn, and I'd like to tell you a wonderful story.

It's a true story that tells of how one special person managed to put a smile on faces of people – young and old, yesterday, today and tomorrow.

So make yourself comfortable,
and I'll begin...

ONCE UPON A TIME.

**More than one hundred years ago,
a very special person was born.**

His name was Ernst Feiler. He loved to surprise and amaze everyone he met. After mastering the craft of weaving, he had an idea. How about not just painting pictures, but also weaving them into a cotton yarn to make beautiful things for children to enjoy? No sooner said than done. He pondered and deliberated how he could go about making his idea reality. And little by little, he crept closer to his goal.





Today, the process still follows the same principle. Although of course no longer with ink and paper, but digitally.



Stroke by stroke, he painted the picture he wanted to immortalise in his yarn.


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Then he bought yarn spun from cotton and dyed all the colours in his picture.



THINK OF IT LIKE A HUGE,
STRIPY TABLECLOTH – ONLY
MUCH, MUCH BIGGER!



He used the yarn to weave every single stroke of his painting until he had a huge cloth. This is also known as the preparatory fabric.






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Because the role is so thick and heavy, he cuts it into lots of small roles that are easier to handle.

And if you use your imagination and look really closely, you might even see me!

Now, the role is cut into ribbon yarn just a few millimetres wide.



The yarn is spun thicker and thicker until it becomes soft and fluffy. This yarn is also known as Chenille. But why, I hear you ask?

Well, the word 'Chenille' comes from French for 'caterpillar', since the fabric's surface is said to resemble the fine hair of a caterpillar.

But for me, Ben Bear, it will always be the miraculous magic yarn.



VOILÀ! THE MAGIC YARN IS FINISHED. WANT TO KNOW WHAT IT CAN DO?

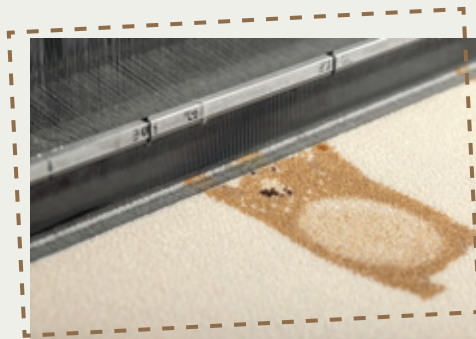


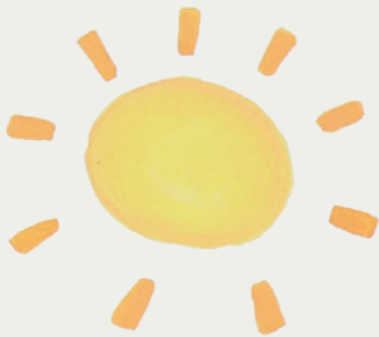
NOW THE MAGIC YARN CAN FINALLY REVEAL ITS SECRET POWER.


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**As if by magic, it is woven
back into the original picture.**

And it's even identical on both sides. Even washing machines preserve my quality. After all, unlike printed images, which fade over time, I keep my beautiful colours forever with proper care. And I don't just look cuddly and soft – I really am!





MANY YEARS HAVE PASSED SINCE THEN.

**And it hasn't always been easy to protect this
treasure and safeguard it for the future.**

But in the Land of the Magic Yarn there are lots of skilful hands that cherish and uphold this heritage, ensuring that children all over the world can continue to enjoy the magic yarn today and in the future. After all, it's one of a kind! Magical from the magic yarn.

With generations of passion and expertise!
Bear's word of honour!

LOVE FROM BEN BEAR





CARE
WITH LOVE





FEILER

G E R M A N Y

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