



THE STORY OF TEXEL 1/3

**FELTKÜTUR: MADE IN
CANADA SINCE 1967**



1967

We remember that the year 1967 was marked by the expo and the inauguration of the Montreal metro, it was also the year of the foundation of Texel. Yes, it was in 1967 that the Chassé group founded Texel. In its early days, the company had only two employees. At that time, the total area was 10,240 square feet spread over two floors.

1967

The company made mainly bed covers and non-woven felts for the shoe industry. The non-woven felts replaced the wool felts that were found especially in winter boots.



It is step by step that Texel's products replace the woven fabrics already used by customers. At that time, the needling process was a novelty in Quebec. The company's turnover was approximately 50,000\$.

The North Pole, March 1969, temperature -63°F

“Thank God for Sorels.”

That was the reaction to the Canadian Sorel boot by men whose lives depended on proper foot wear. Because at -63°F cold feet can kill you. Literally. So those men, members of the historic Plousted Expedition to the North Pole, put their faith in the warmth of Sorel. Sorel's incredible warmth is made possible by its unique bonded leather and rubber construction, combined with our thick, foot-within-a-boot felt liner. You'll find Sorels the warmest, most rugged, most comfortable boots you're ever likely to wear. No matter how bad the weather Don Powellek, the Expedition's Deputy Leader, wrapped up Sorel's story best. "At -63°F, quite comfortable."

Arctic Fox
Men's, Women's
and Children's

Chugalong
Men's and
Women's

Premium
Men's

Caribou
Men's and
Women's

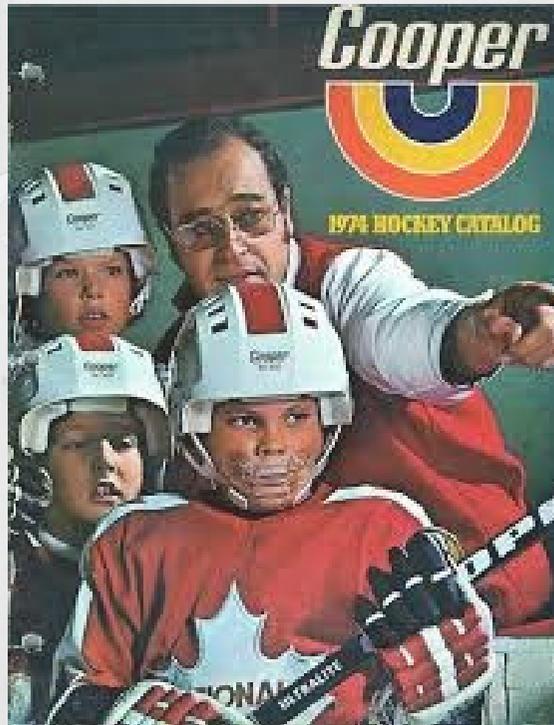
Sorels by Kaufman

For the name of your nearest Sorel dealer write Kaufman Footwear, Dept. S, Kitchener, Ont., Canada N2G 4J8



1969

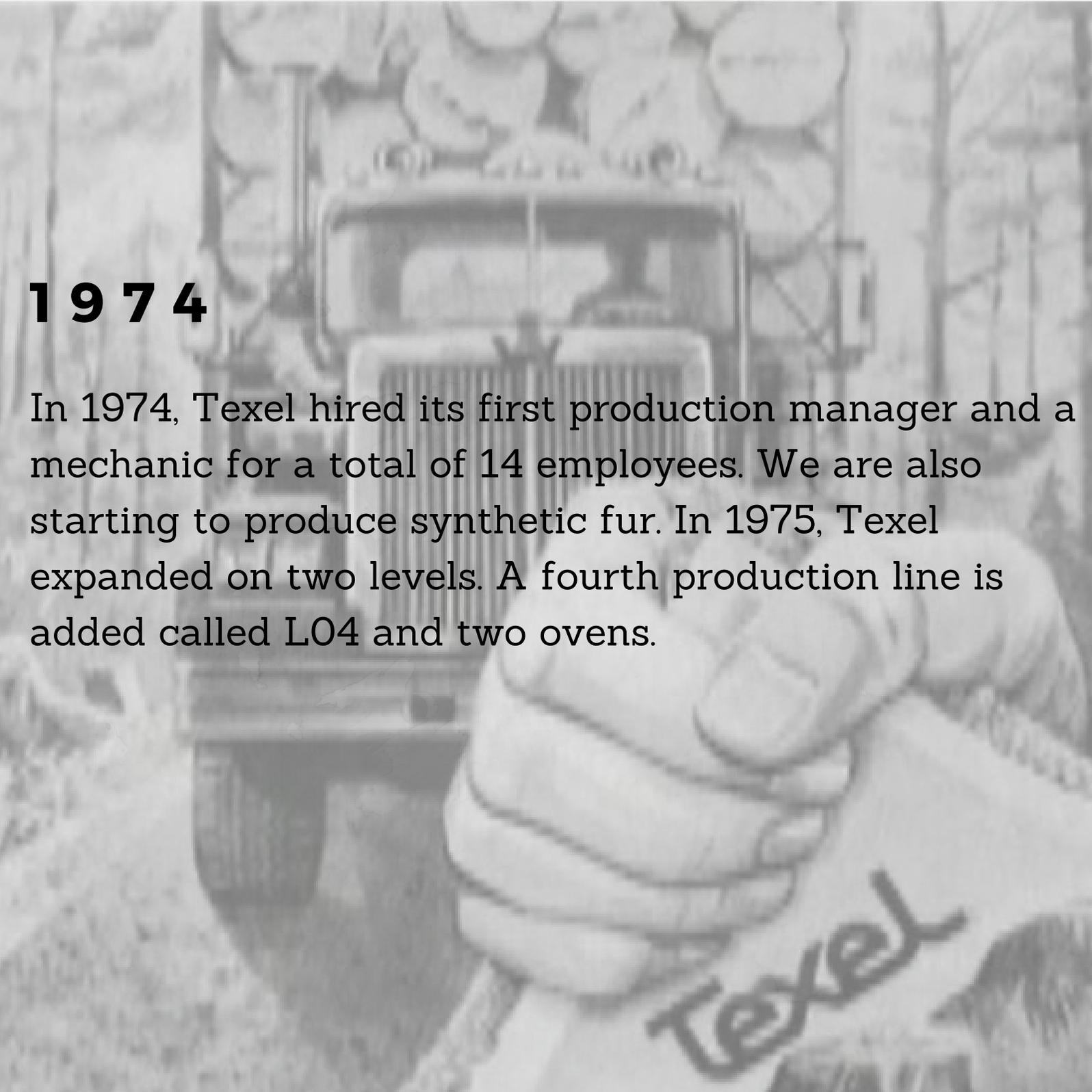
In 1969, the total area is doubled to 20,992 square feet, to make room for a second production line. In 1970, plant staff doubled to eight employees and two manufacturing agents. Texel begins the production of specialty non-wovens for sports applications for companies such as Cooper and CCM.





1971

In 1971, a third expansion took place to make way for a third production line called L01 and thus increase the area to 26,368 square feet. It produces 100% viscose felts for making hats. In 1973, the plant has 12 production employees.

A black and white photograph of a large truck carrying a load of fur, with a person's hand holding a piece of fur in the foreground.

1974

In 1974, Texel hired its first production manager and a mechanic for a total of 14 employees. We are also starting to produce synthetic fur. In 1975, Texel expanded on two levels. A fourth production line is added called L04 and two ovens.

1976

In 1976, while the Olympic Games were held in Montreal, Texel developed its first geotextiles based on French products. The range of products is marketed under the name « Series 76 » in a blink to its marketing year. A trailer is installed in front of the factory as an office.

Slowly, but surely, Texel is expanding ...



The story of Texel 1/3