



2023

addi Presskit

Luxury for life. Luxury for your hands.

Unternehmensdaten

- » Founded in 1829
- » CEO: Claudia Malcus
- » Currently about 130 employees
- » Quality market leader, 93% Made in Germany
 - » Innovative, sustainable and environmentally certified
 - » State-of-the-art electroplating and plant engineering
 - » 8.500 sqm production area
- » 70% export share of total production
 - » Customers in 59 countries worldwide sell addi
- » 30% market share in Germany
- » Over 1.300 products
 - » Up to 40.000 needles produced daily
- » The only remaining needle manufacturer in Europe with a full range





CLAUDIA MALCUS
CEO

Ressorts: Strategic Management,
Purchasing, Marketing,
Human Resources, Sales, IT,
Legal, Finance



CAROLINE DEUTSCHMANN
SENIOR MANAGER

Ressorts: Production, Human
Resources, Technology,
Facility Management



THOMAS SELTER

Chairman of
Advisory Board



NORMAN ULLRICH

Sales Manager

A real family affair – Made in Germany

addi[®]
MADE IN GERMANY

addi or the Selter company as a successful family-run business in the middle of the green heart of North Rhine-Westphalia, the Sauerland. Here innovation meets tradition. In our valley in Altena, we produce knitting needles and crochet hooks of the highest quality under the brand name "addi" in the 6th generation and ship them to customers in 59 different countries.

Anyone who has been successfully producing needles since 1829 knows that you have to think about tomorrow today. Sustainable commitment plays a major role in every single decision we make.

93% of the products in the entire addi range are manufactured here in Germany. This makes us the only European manufacturer with a full range of knitting needles and crochet hooks. We are proud of this! addi products are characterized by the highest reliability and durability.



Company history



Whether Peter Heinrich Selter knew how to produce a crochet hook when he founded the Selter company in 1829 has not been handed down. Obviously, he wanted to and did. But surely, he had no idea that it would become a long success story.

Steel crochet hooks were the starting point for needle production. In 1860, the company was already producing 260 different crochet hooks. And today the program includes knitting needles and crochet hooks made of a wide variety of materials such as brass, aluminum, steel, plastic, bamboo, olive wood and walnut wood. An extensive range of needlework accessories has also been added, so that more than 1,300 catalog items now fill the program.

Around 130 employees take care of the production every day with attention to detail and care. And with success.

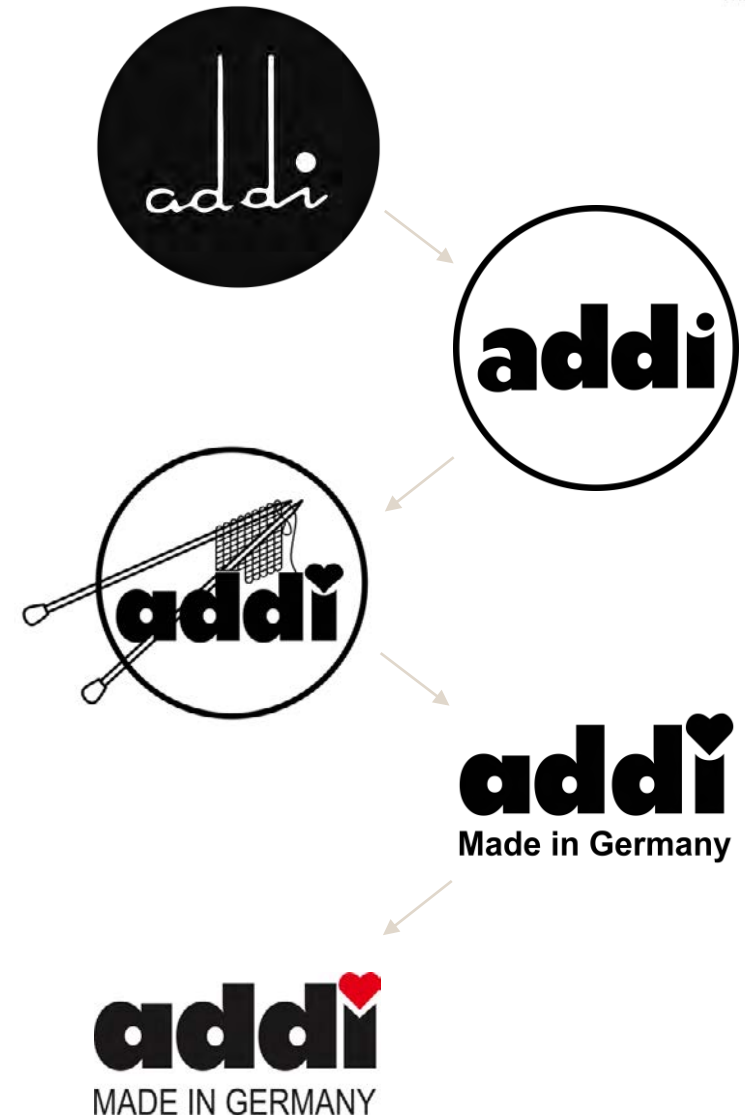


Brand creation

The brand name addi, which stands for the highest standards of needlework worldwide, was invented by Hella Selter in the mid-1950s. It was the nickname of her husband, who was running the company at the time. This progressive idea to use addi as a brand name had the advantage that everywhere in the world the brand is easy to pronounce and to remember.

In the meantime, the company is known more as company addi, rather than Gustav Selter GmbH & Co. KG and the current co-owner, Thomas Selter, is often called Mr. addi.

addi[®]
MADE IN GERMANY



Training company



At addi, we promote our junior staff through the dual training system and provide training on a regular basis. At addi, of course, there is no child labor and no wage dumping. Through this and a great deal of commitment to our employees, we succeed in retaining them at addi for the long term.

Giving young people a chance to be well equipped for the future. We have made this our task at addi. As a family-run business, we see it not only as our duty to offer apprenticeships and internships, but also simply as a pleasure. Tracking down talents, developing new ideas with young people and getting new impulses from the impartiality of young minds is a clear plus for the future of a company.

In 2023, we have apprentices in the fields of industrial clerk, machine and plant operator and industrial mechanic, as well as a working student in the field of business informatics.

Together we are shaping the future.

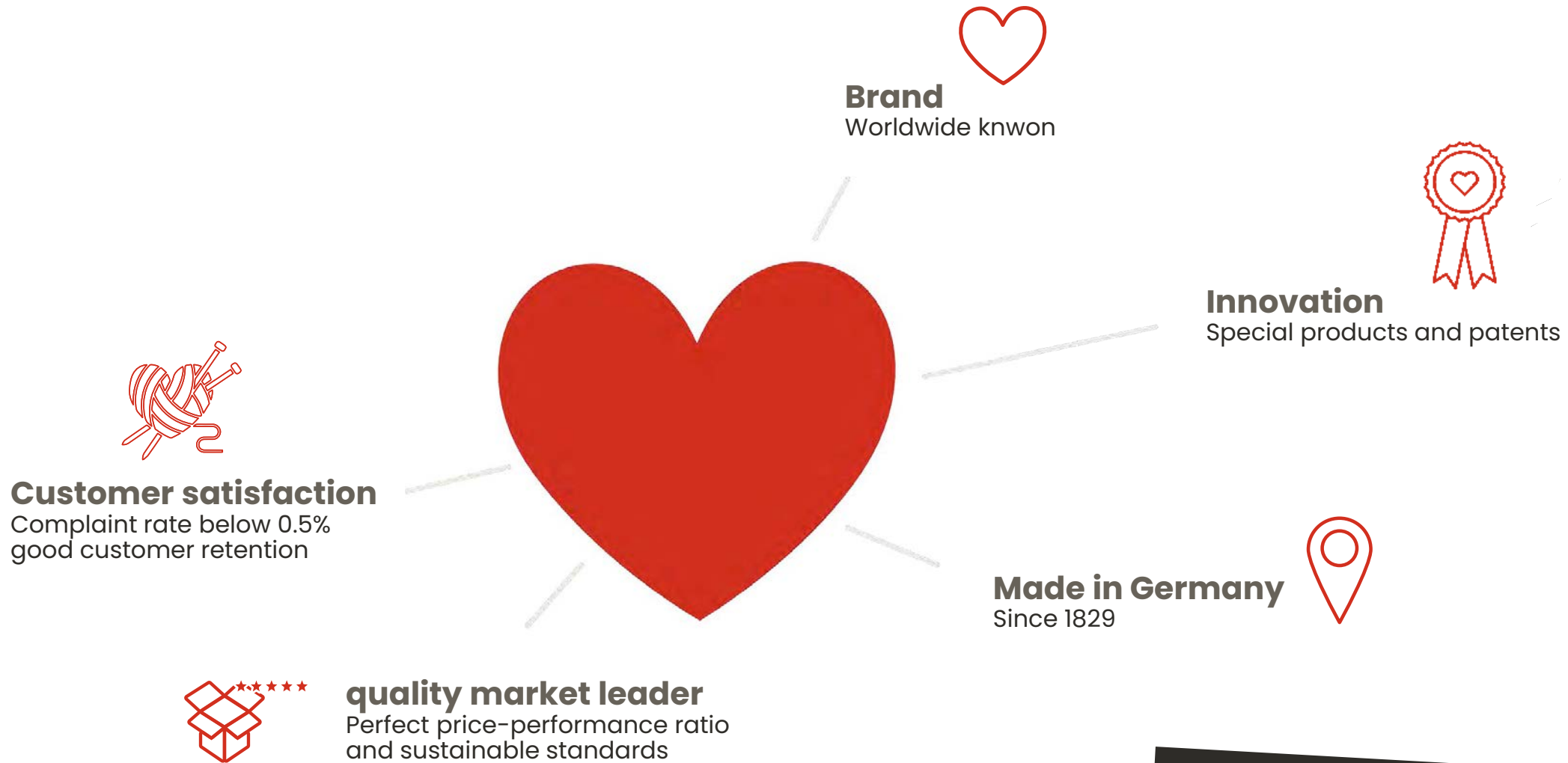
Sustainability – Plan ahead. Moving forward.

Already in 2020, we have received the recognized and proven proof for practiced environmental and climate protection in companies – Ökoprofit.

Sustainable management, environmentally friendly management, commitment of employees to the sustainable use of resources, securing and attracting skilled workers – these are and were good reasons for addi to participate in the certification 2020 and recertification 2022 of the project "Ökoprofit NRW".

Ökoprofit (Ecological Project For Integrated Environmental Technology) is a cooperation project between cities and local businesses with the aim of reducing operating costs while conserving natural resources.





GERMAN
INNOVATION
AWARD '18
SPECIAL

Top Five Arguments

Product range



Two circular magnetic core assemblies are shown. The larger one on the right has a green winding on the inner ring and a red winding on the outer ring. The smaller one on the left has a purple winding on the inner ring and a red winding on the outer ring. Both have brass-colored adjustment knobs and electrical terminals.

addi's world

New items 2023

addiCraSyTrio Unicorn (180-7)

addi[®]
MADE IN GERMANY

The fabulous world spreads its wings as the addiUnicorn family gets a new addition with a set of three addiCraSyTrio needles with pink, bendable rope. The classy, spiral structure and the shiny surface give the needles a dose of elegance with a basic and a lace tip. Perfect for socks, hats, sleeves, rolled collars or baby clothes.

Available in thicknesses from 2.0mm to 5.0mm and in length 30cm (US 1-8, 11.8").

Made in Germany, of course.

addiCraSyTrio
Unicorn
Long



addiMultibag (620-2)

addi[®]
MADE IN GERMANY

addiMultibag

For everything and everyone. The new addiMultibag offers space for everything the addi assortment has to offer. Whether circular knitting needles, crochet hooks, double pointed needles, addiCraSyTrios, accessories and, and, and...in addition, the individual sections can be easily separated from each other for small transport. Nevertheless, the case can always be closed, so that nothing gets lost.

Whether at home or on the road – finally order comes into the needle chaos.



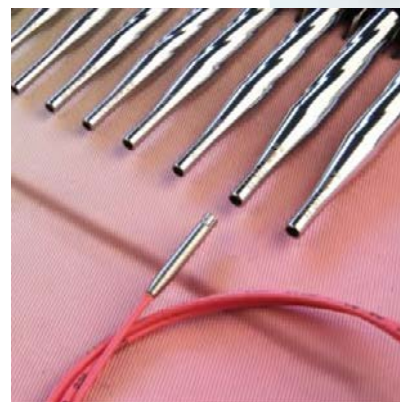
addiClick Unicorn Lace Long Etui (620-2)

addi[®]
MADE IN GERMANY

No needle novelty without an addiClick. The addiUnicorn circular knitting needles are now also available as an interchangeable needle system in a fancy pink case with a nice interior design.

Shimmering elegance from needle size 3.5 – 8.00mm (US 4-11) with long lace needle tips.

addiClick
Unicorn



addiShapes (536-2, 537-2, 538-2)

addi[®]
MADE IN GERMANY

addiShapes

Naturalness and precision. The basket bases addiShapes made of birch wood offer with three different sets consisting of two wooden bases each the perfect basis for baskets, bags and much more. Whether knitted, crocheted, made of wool or paper, as a circle, oval or triangle set, there is something here for every creative project.



addiNovel Quintett (170-7)

addi[®]
MADE IN GERMANY

After the success of the addiNovel circular knitting needles, as well as the addiCraSyTrio Novel and the addiClick-System Novel, all double pointed needle hearts now beat even faster.

Because the addiNovel Quintett is now available without transition in the diameters 2.0mm to 6.0mm and 20/23cm length (US 1-10, 8/9").

Made in Germany, of course.

LACE
addi **Novel**
Quintett



addi2You (285-2)

addi[®]
MADE IN GERMANY

Can a useful needlework accessory also be a piece of jewelry? Yes, the new finger ring made of 925 silver wire from addi, available in sizes S, M and L, combines design and thread guide in one.

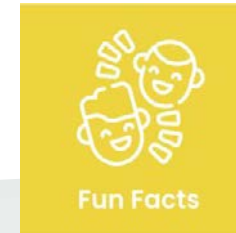
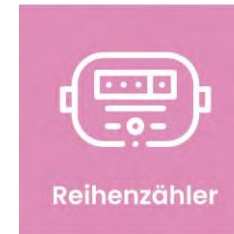
Unique manufacture Made in Altena, Germany.

addi²You



addi2go – new functions

The digital knitting and crochet assistant is getting new functions again. Since 2021, new functions have been added to the addi2go app again and again. This year is no exception: From now on, there are new features such as a search function in several sections (e.g. Insights, Instructions, etc.), photos can be uploaded directly to own projects, more calculators such as a stitch sample calculator have been added. The row counter now has a dark function and the chapters of the tutorials can be expanded clearly.



addiPostcards

addi[®]
MADE IN GERMANY

Make needlework fans smile – whether with funny sayings or with beautiful instructions. The large selection of postcards from addi helps.



New packaging

It's getting bright and cheerful at addi! The start was made in 2022 with the colorful and cheerful packaging of the addiUnicorn circular knitting needle and now it continues. Overall, we are now printing with less color, while gradually introducing the new colors of our corporate design. We will only reprint when the old black packaging has been used up. So, the coming year will be a bit of a packaging mix. More digital information and instructions for the addi products are now also linked directly on the packaging - [addi.de](https://www.addi.de)



Contact

Gustav Selter GmbH & Co. KG
Hauptstraße 2-6
58762 Altena
Tel. 02352 9781-0
addi.de
addi@selter.com



Sales

Anne-Marie Stehle



Tel. +49 (0) 2352 9781-24
Fax +49 (0) 2352 7 55 71
stehle@selter.com

Serap Olgun



Tel. +49 (0) 2352 9781-15
Fax +49 (0) 2352 7 55 71
olgun@selter.com

Marketing

Mechthild Kraft



Tel. +49 (0) 2352 9781-26
Fax +49 (0) 2352 7 55 71
kraft@selter.com

Pauline Dörr



Tel. +49 (0) 2352 9781-23
Fax +49 (0) 2352 7 55 71
doerr@selter.com

Luxury for life.
Luxury for your hands.



addi.de