

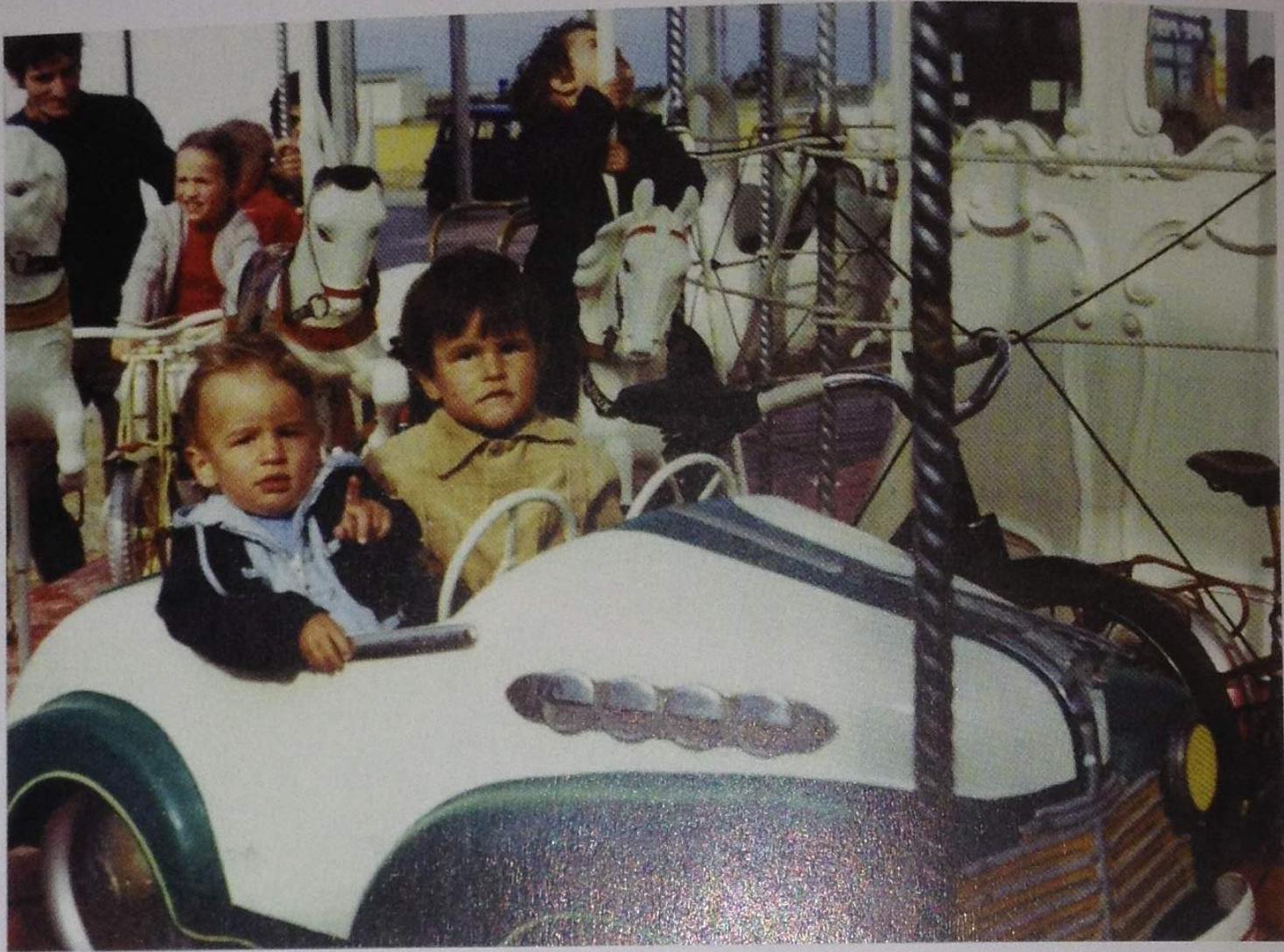


HOI!

PASCAL DULEX // FREITAG LAB. AG

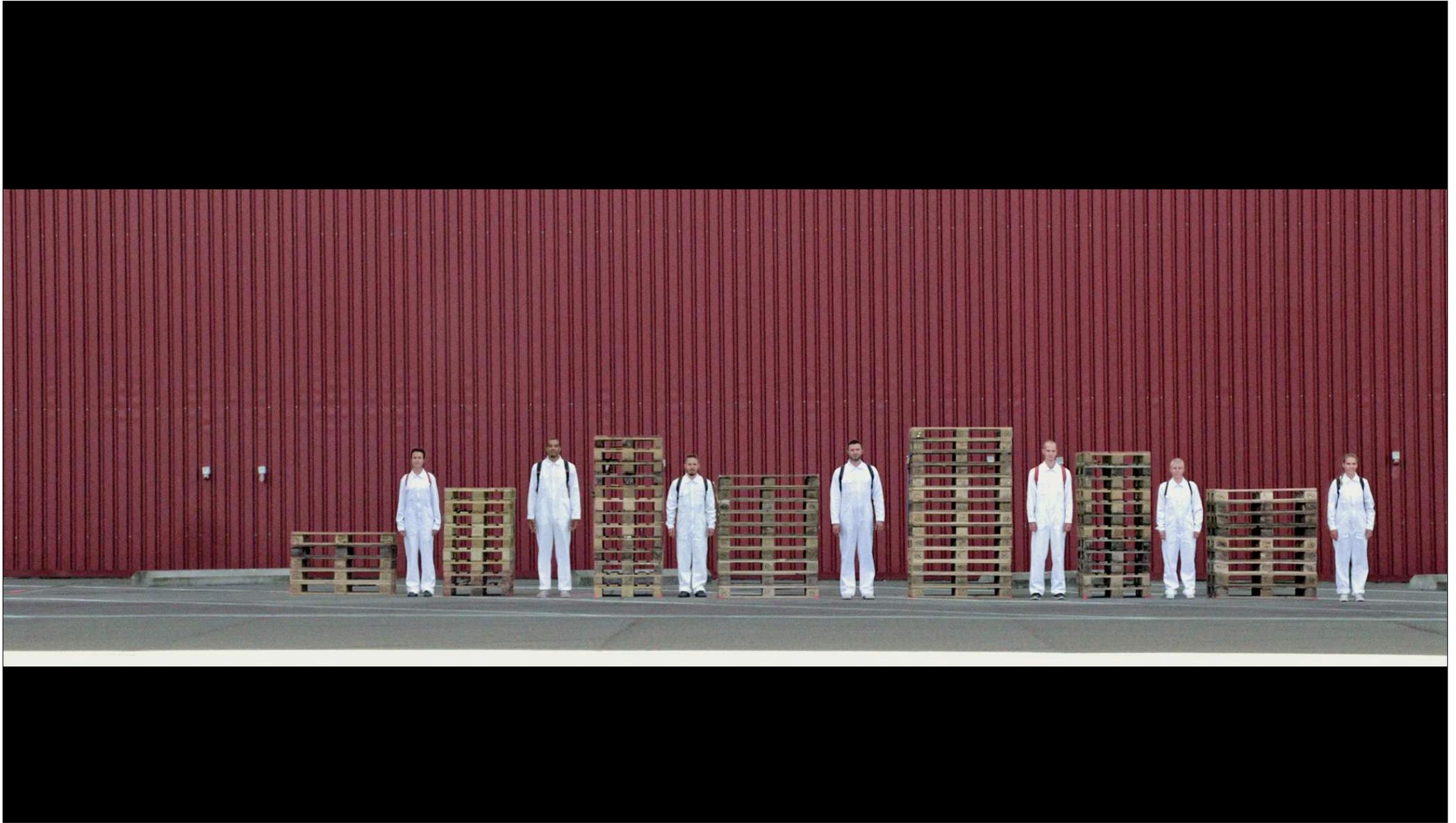


I WILL NOT TALK ABOUT BAGS!















I WILL NOT TALK ABOUT PANTS!

[F-|AB|RIC] *noun:*
Durable, 100%
compostable and
sustainably produced
textiles. Developed
by the Swiss company
FREITAG.



1

RAW MATERIALS

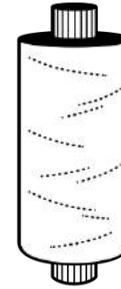
F-ABRIC is made of bast fibers and Modal, so it requires much less water and doesn't burden the soil like more common raw materials. Our hemp and linen grow mostly in France, and the Modal is derived from Austrian beechwood.



2

MATERIALS

The raw materials that make up F-ABRIC all originate from Europe, and F-ABRIC is manufactured in Europe as well. Those are two big reasons why manufacturing F-ABRIC requires much shorter transport distances than conventional fabrics.



3

PRODUCTS

The products are all designed and developed by FREITAG. Special attention is devoted to the specific properties found in each of the natural fabrics. Then they're subjected to rigorous testing by the F-Crew in Oerlikon, Zurich until the quality and style are just right.

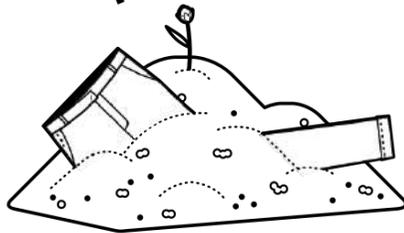


The small but big exception in the biological cycle is the F-Button. Made of metal it is not compostable, but can be un-screwed and re-used. For ever and ever.

4

COMPOST

F-ABRIC is ready for its own self-destruction. When a F-ABRIC garment is finally worn out, it will completely biodegrade in any home or garden compost heap within a matter of months. Pants to earth, dust to dust.





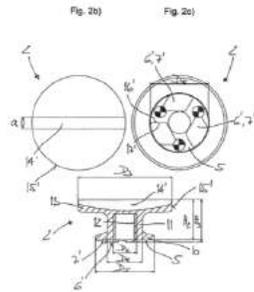


Fig. 2a)

ABOUT THE SCREW-CAP

[...] Where the two parts of the button are connected by a screw, the form lock serves as a rotation prevention to stop the screw from becoming loose. [...] The ring or disc-shaped contact surface of the first and/or second part of the button preferably contains several homogeneous elevations arranged at the same angular distance from each other. This means that the structure arranged on the ring or disc-shaped contact surface and comprising several elevations is essentially rotationally symmetric. [...] The button disc is shaped in such a way that it can be locked into a buttonhole inside the fabric, with the fabric coming to rest between the two disc-shaped sections of the second part of the button. [...] The shaft-shaped attachment 3 has an external thread 8 that interacts with an internal thread 12 of the second part of the button 2 [see Figure 2a]. [...] The sloping levels 7' of which there are three are in turn arranged at the same angular distance from each other and with steeply falling sides 16' form common edges 17'. The edges 17' are also radial so that when the two button parts 1 and 2 are screwed together they press through the fabric lying in between against the sloping level 7 of the contact surface 4 of the first part of the button 1 until one edge 17' slides behind an edge 17 of contact surface 4 of the first part of the button 1 and engages this to bring about a form lock. [...]

From patent application "Button for garments", section entitled "Disclosure of invention", Niederlagt, 2013, p. 1, para. 5 et seq. / 21 et seq., p. 7, para. 38 et seq., p. 10, para. 3 et seq., p. 12 para. 9 et seq.



**NEW PANTS,
OLD BUTTON**

When your F-ABRIC pants finally depart this life after many years of use, they may bite the dust but they'll leave you buttons behind made of Zamac, a recyclable alloy of zinc, aluminium, magnesium and copper. They are light, robust and can be easily unscrewed and reused. We therefore stamp our initials on our buttons at the FREITAG factory.

#01

start with **WHY**



**WE BELIEVE IN
THE NEXT LIFE OF
THINGS. THAT'S
WHY WE THINK
AND ACT IN
CYCLES. AND
CYCLE.**

A large, dark-colored wooden gear structure is the central focus of the image. It is constructed from numerous wooden planks and beams, forming a circular gear with a large central hole. The gear is supported by several thick wooden legs that splay outwards, giving it a three-dimensional, architectural appearance. The entire structure is set on a plain, white, reflective surface, which creates a clear shadow of the gear and its legs. The background is a simple, light-colored gradient, suggesting an open, bright environment. The text is centered within the large circular opening of the gear.

**«Creating intelligent
goods & services for
urbanites // leading the
way towards a circular
future»**

#03

write your **MANIFEST**



THE CYCLIST MANIFEST

<https://www.freitag.ch/de/adabsurdum>

8

Cyclists are aware that a manifesto can only ever be a snapshot: a state of confusion, of imperfection, at any given moment in time. The three dots are symbolic of our hopes that you too might give our Manifesto the benefit of your thoughts and ideas and help us take it a step further.

Please insert
your ...

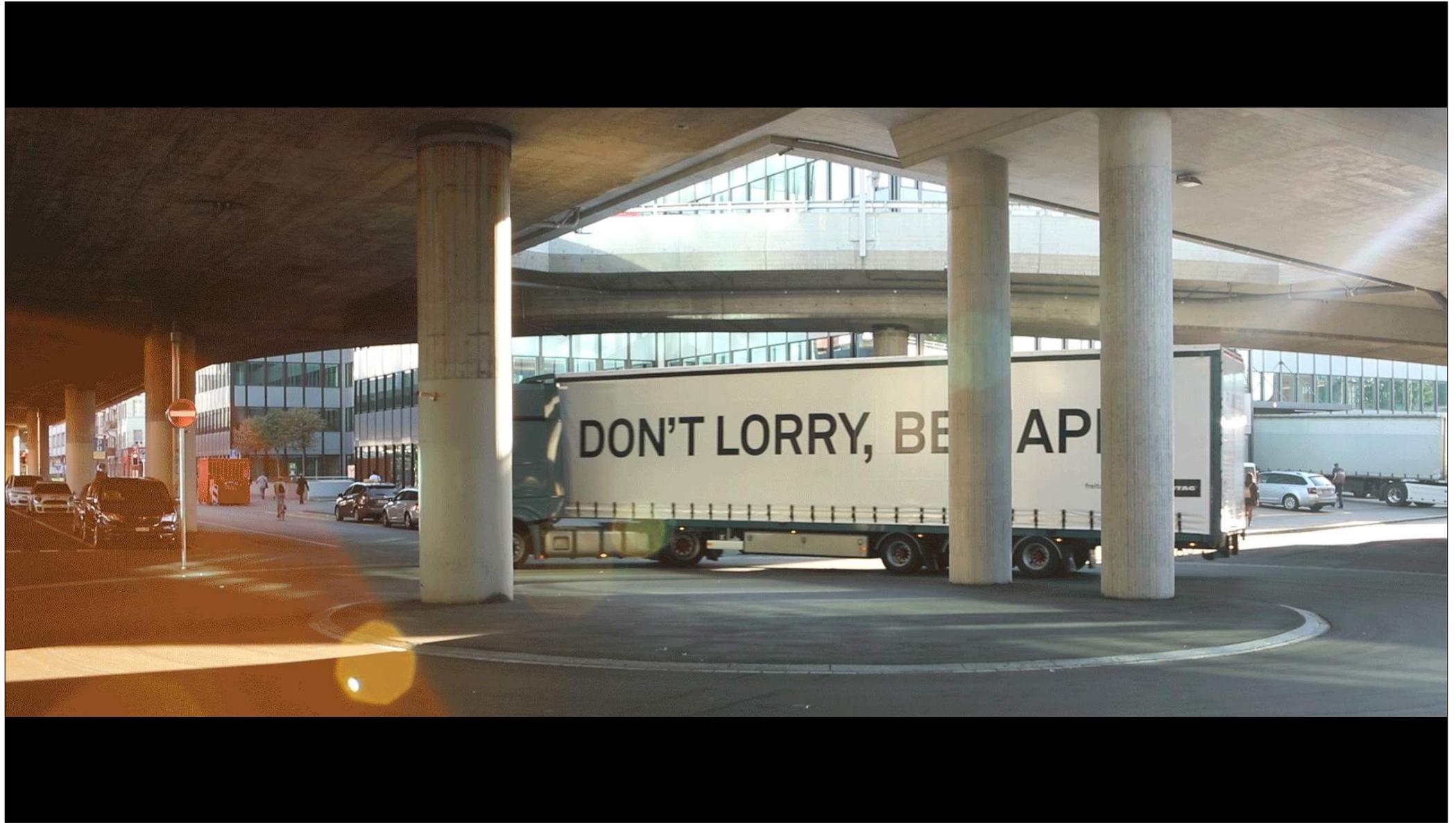
PS: Happiness is cyclical

Wir suchen Verstärkung und zwar dich als:

EXECUTIVE VICE PRESIDENT FOR GLOBAL HAPPINESS

In deinen Rollen Happiness Innovator, HX Designer, Global Serotonin Server sowie Happy Controller sorgst du für die nachhaltige, weltweite Glückssteigerung und bist verantwortlich für deren Entwicklung, Umsetzung und Erfolgskontrolle.

<https://www.freitag.ch/de/happy>



#17

distribute **POWER**



ALPHA, BETA, HOLA

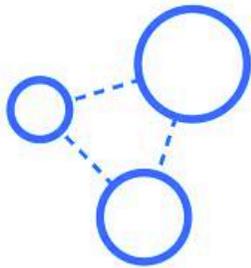
«Wir müssen unsere Organisation verändern. Weg von hierarchisch organisierten Abteilungen, die wie Maschinen auf die Verrichtung der immer gleichen Arbeit getrimmt sind.

Hin zu einem Aufbau nach dem Vorbild einer Stadt, mit funktionalen, beherzt geführten und selbst organisierten Zellen, die im Zusammenspiel mit anderen Instanzen der Organisation unser Kunden und uns begeistern.»

«Wir wünschen uns, dass Du FREITAG mit uns zu einer kulturell spannenden, produktiven, lebenswerten Stadt entwickelst.

Diese Stadt soll für ihre Bewohner, ihre Besucher und ihre Umgebung einen wunderbaren Ort darstellen, an dem man sich gerne aufhält, und der weltweite Ausstrahlung hat.»

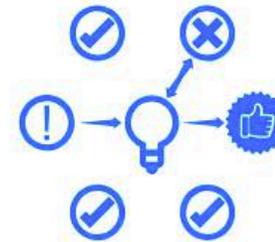
HOLACRACY



Agile organizational structure



More autonomy to teams and individuals

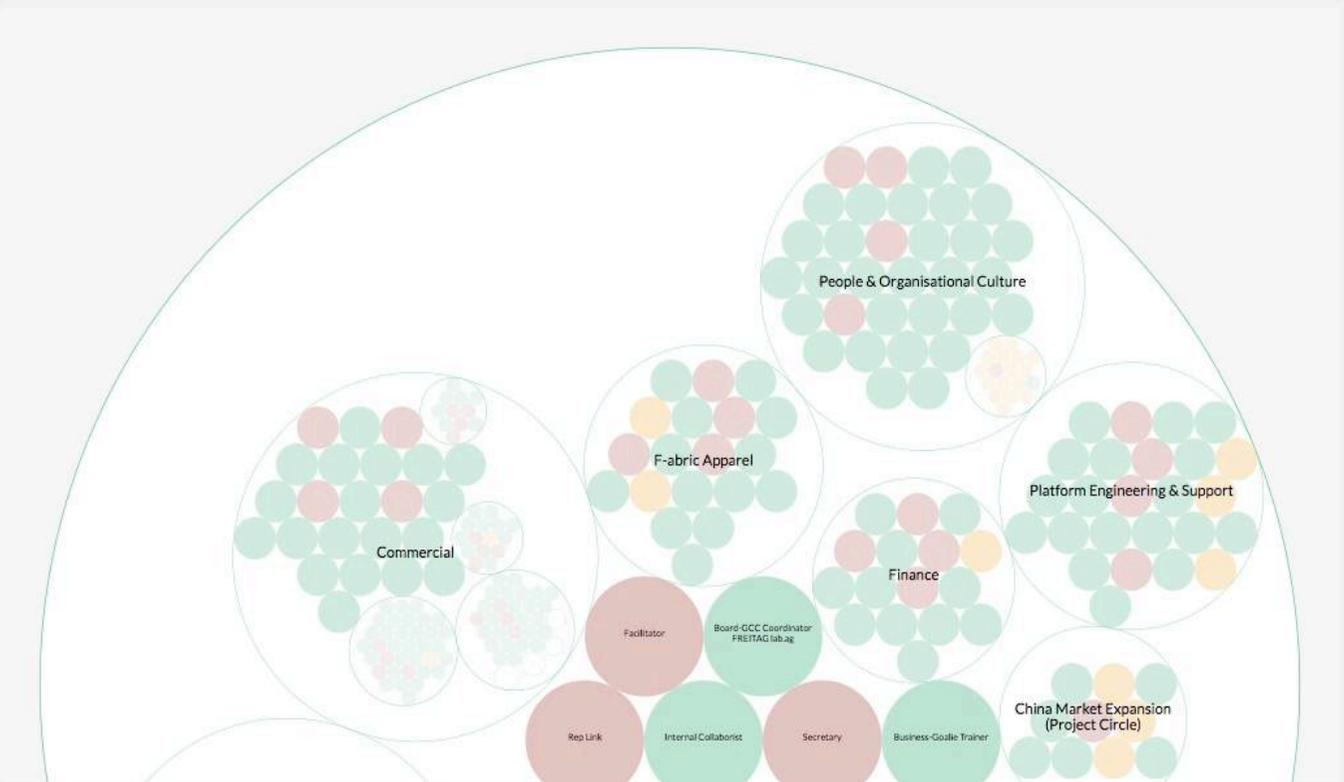


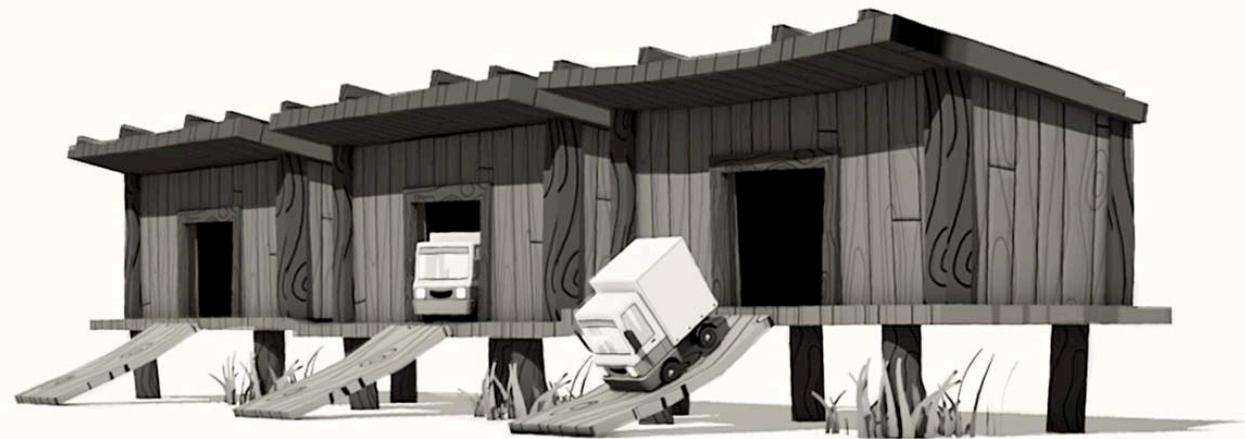
Unique decision-making process

- Organisation
- Board
- Meine Rollen
- Meine Befugnisse
- Meine Projekte
- Meine Checklisten
- Meine Metriken
- Meine Aktionen
- Meine Spannungen
- Meine Publikationen
- Meine Meetings
- Mitglieder

Kreis Kernrolle Besetzte Rolle Unbesetzte Rolle Display

Board · General Circle





#11

have a **PLAN**



3S-PLANNING



SPRINT PLANNING

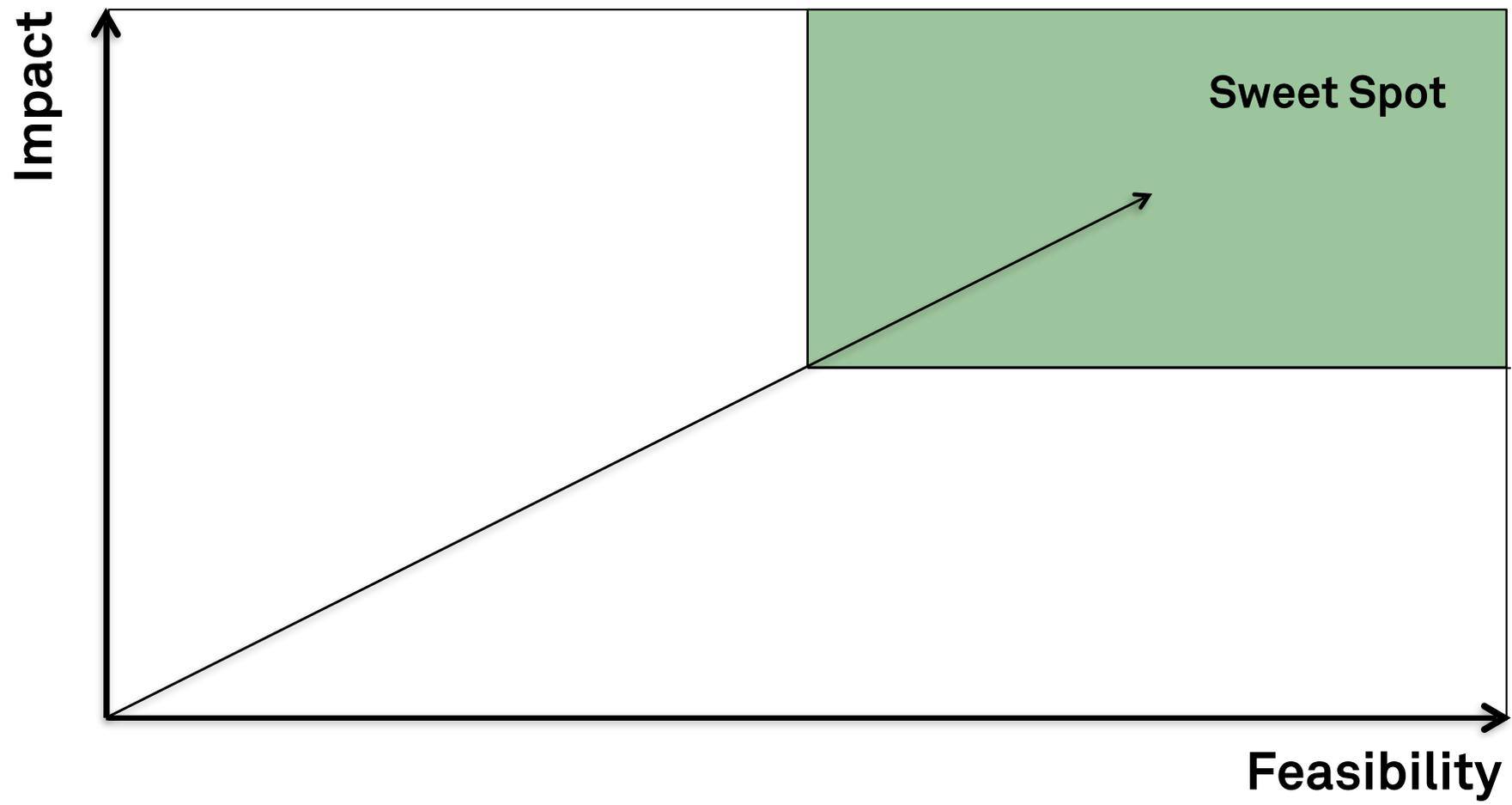


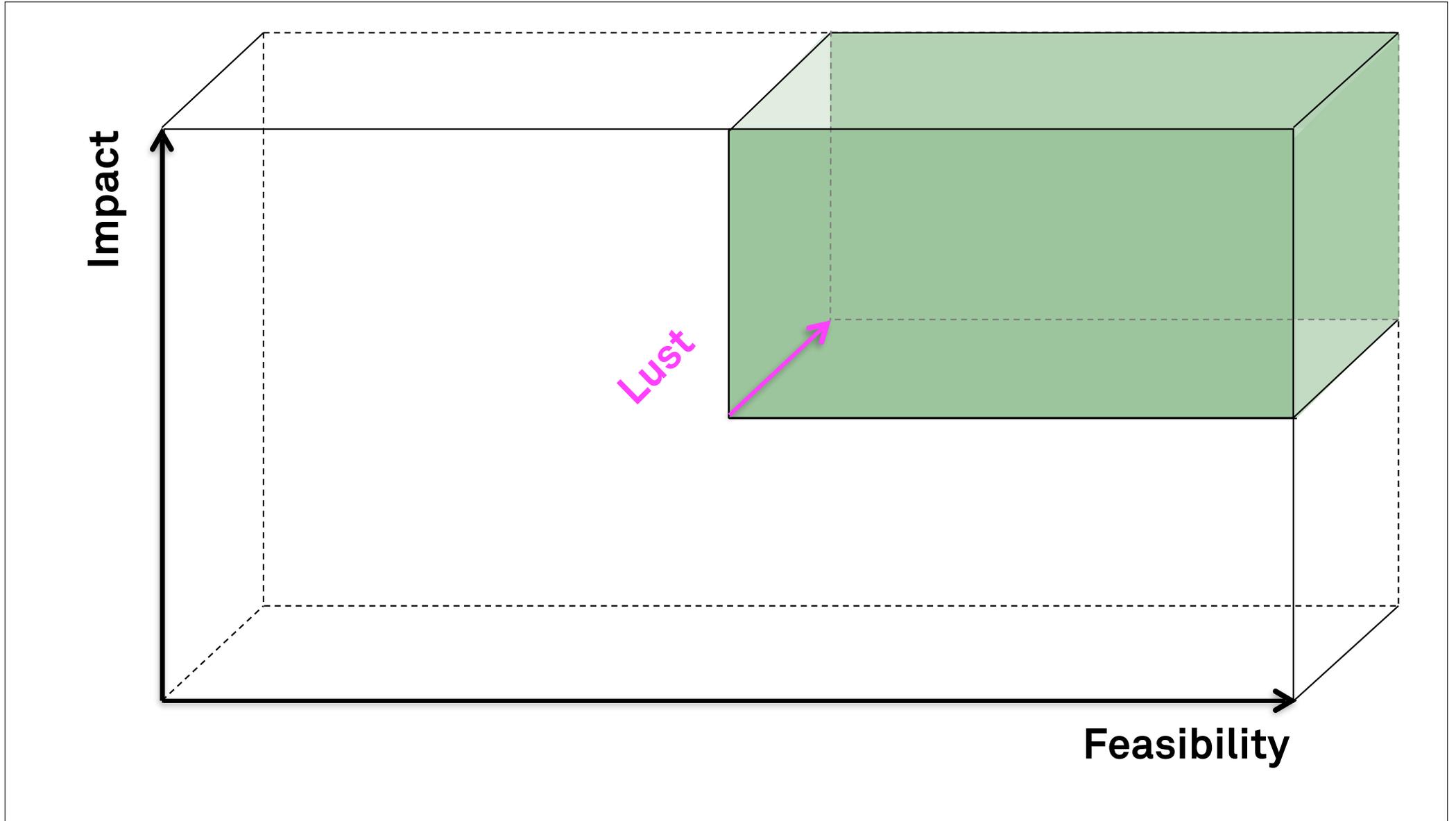
= 1/2 d



#12

do what you **LIKE**





#06

build **TRUST**





REVIEW

Datum*: _____

F-WORKER/IN: Pascal

AutorIn / Peers: _____

Ziele im beurteilten Zeitraum (Rückblick):

Wünsche und Erwartungen an die F-Workerin / den F-Worker:

mehr:	<input type="text"/>	<input type="text"/>	<input type="text"/>
gleich:	<input type="text"/>	<input type="text"/>	<input type="text"/>
weniger:	<input type="text"/>	<input type="text"/>	<input type="text"/>

* Formular innerhalb einer Woche bei HR abgeben, spätestens aber 31.03. und 30.09.



REVIEW

Datum*: _____

Sonstiges (Ideen, Wünsche, Visionen)

Zielvereinbarung bis zur nächsten Beurteilung (Ausblick):

Wir waren dabei:

_____ F-Worker/In	_____ Peer
	_____ Peer

* Formular innerhalb einer Woche bei HR abgeben, spätestens aber 31.03. und 30.09.

(An Bestellung/Auftragsformular heften)

Hast du:

Eine Bestellung über 1000 CHF ?

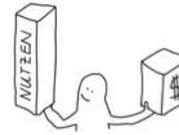


Den Preis hart verhandelt ?
(Mind. 2 Offerten und/oder bei
wiederkehrenden Aufträgen liegt
deine Verhandlung maximum
12 Monate zurück)



2. Offerte:

Sicher gestellt, dass sich diese
Ausgaben lohnen ?
(Alternativen überlegt und geprüft)



Die Bestellung einer zweiten
Person zur kritischen
Hintefragung gegeben ?



Deine Gedanken (fakultativ):

Wenn du 4 Mal mit JA geantwortet häsch: Go and spend the cäsch.

Name und Visum:

Name und Visum:

Datum:

Datum:

#09

drink and **SOCIALIZE**

F-Tischset

Das würde ich ändern, wenn ich die grosse Schwester von Dani und Markus wäre:

Das wäre mein Traumjob bei FREITAG, wenn ich nicht schon einen hätte:

Das ist meine geheime Superpower:



Datum: _____
F-Blind Daterin: _____







#22

be **KIND**



Random Act of Kindness

FERTIG®

