

# PART OF YOU

A Mundotêxtil Newsletter

## SPECIAL

Innovation | All Eyes  
Focused On The Future

### PART OF US

Kitchen Towels

### PART OF ME

José Pedro Ferreira Leite,  
warehouse assistant

### PART OF THEM

Ajuda de Mãe

### PART OF OUR NATURE

All Eyes Focused On The Future  
MundoINOVA

03

November  
2021



# Are You Going To Cook?

**Love is the key spice to begin!**

Cooking is much more of an act of love than you can imagine. It is especially when we prepare a lunch or dinner for the family that this feeling is reflected in our dishes. Cooking is about recalling memories, flavours, tastes, people and things from the past. Sitting down with family or friends around a table is about stopping time and living more slowly. This is the recipe for life, and kitchen towels from Mundotêxtil, your accessory for this act of love.





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# José Pedro Ferreira Leite

Warehouse Assistant

**“what he likes most is being  
surrounded by boxes”**

We spoke to José Pedro at Warehouse 36 in Tagilde, about 5 km from the Mundotêxtil factory. This finished product warehouse covers an area of 7,350 m<sup>2</sup> and has a storage capacity of 5,300 pallets and a team of 15 men spread over 2 shifts who, every month for export, handle some 96,000 boxes, 4,800 pallets and load the 145 lorries which, every month, leave the site for other destinations.

José Pedro works the afternoon shift, starting at 2:00 p.m. and ending at 10:00 p.m.. He is 28 years old and was born in Santo Tirso, but went to live in Vizela when he was very young, aged 3, a city which he loves and where he can really explore his passion for Futebol Clube de Vizela. A modest lad who does not like talking about himself, he says that it is his "turf" and that everything must be done his way, but who knows how to be polite, organised, who likes to help; no-one has ever seen him angry at work. But in addition to work, it is the free time which he spends on his hobbies which he enjoys most: having a coffee with his friends, having a drink and whenever he can, going to watch Vizela play.

After finishing high school, with the help of his father, who has been a Mundotêxtil driver for many years, he went to work for Mundotêxtil as a Warehouse Operator, a job which he is still in today. His day-to-day work includes receiving loads, tidying up and preparing orders. Of all of the tasks which he conducts, he says that where he feels the greatest responsibility is at the time of load processing, because there is a lot to do: often, 5 or 6 loads arrive per day, with 20 pallets at a time.

Anything can happen, surrounded by this large volume of work, but the team of

**"The team of which he is part has never let Mundotêxtil down."**

which he is part has never let Mundotêxtil down. He recalls that on the 23rd December 2014, everyone came in at 8:00 a.m. to work the last day before Christmas: there was a lot of work, and there was a very large load to despatch to a client in Spain. That day, all of a sudden, the system crashed and they had to do everything manually. They did not leave the warehouse until 6:00 a.m. next day, 24th December. Aged 19, when he arrived at Mundotêxtil, he was welcomed by Filipe Faria, the warehouse manager, who taught him everything that he knows now. He feels happy at Mundotêxtil - he does not know anywhere else, and does not want to know. The atmosphere, his colleagues and even the good relationship which he has with the management make everything worthwhile. They are his second family, and the warehouse his second home - with his colleagues, he celebrates Christmas,

they organise football matches and at the weekend, he goes out for a drink.

He says that what he likes most is being surrounded by boxes, and we found out that it is also there that José Pedro feels like a "fish in water" - at the end of our talk, we went to the warehouse and there, he did not stop touching his phone: his voice gained pace and firmness in what he said to resolve problems put to him.



# AJUDA DE MÃE

Ajuda de Mãe's office in Santarém has, for about ten years, worked in the field of support and advice to pregnant women and new mothers. As well as social support, which it provides at many levels, the organisation runs the ReUse by Ajuda de Mãe project, aimed at unemployed mothers, which focuses on reusing fabrics and producing new, reusable items, including, for example, shopping bags and make-up

removal towelettes.

"The partnership between Ajuda de Mãe in Santarém and Mundotêxtil has been instrumental to Projeto by Ajuda de Mãe: it is a project which aims to support unemployed mothers by integrating them in a sewing workshop. This partnership has been in place since November 2019, with donations of towelling and other sewing



materials. They are used to create products branded REUSE, high quality, such as make-up removal towelettes and soap dispensers which are real 'best sellers'. Income from the sales of these and other products is distributed amongst the mothers, helping to improve their family life. So it is an entrepreneurship project with social impact, but also environmental as it recycles fabric donated, generously supported by Mundotêxtil".

Sofia Tormenta  
Office Co-ordinator



# COTEC 2021 INNOVATION PRIZE

Created in 2003, COTEC Portugal is the number one Portuguese business association, which aims to boost company competitiveness in Portugal, by developing and diffusing a culture and practice of innovation, as well as resident knowledge in the country.

This year, Mundotêxtil has been rewarded by COTEC, with the COTEC 2021 INNOVATION Prize. A seal of innovation which rewards national companies with good chances of materialising their innovation potential. The primary objectives of this recognition are:

// To distinguish national companies very much engaged in Innovation;

// To promote public recognition of companies which, on account of their role in Innovation, are examples of value creation for the Company;

// Creation of the Network of Partners which value this distinction, promoting the benefits of Innovative Companies;

// To guarantee optimum conditions of finance for Innovative Companies..



# ALL EYES FOCUSED ON THE FUTURE

From 19th to 22nd October, we at Mundotêxtil will be celebrating Innovation, for the whole week providing daily messages on how we are progressing with Innovation.

## But what actually is Innovation?

“INNOVATION” is derived from the Latin innovare, whose meaning suggests inserting the new, renewing.

Innovation is any disruptive technical or technological advance which is made within an organisation, sector or market, resulting from Research and Development (R&D) activities.

We believe that at Mundotêxtil, we have the creativity and courage to map out an innovative path, one that makes us stand out. It's not just about innovating in our core business (product innovation), but also finding new ways of continuously improving in other ways (Innovation in Processes, Marketing and Organisation). At the moment, the challenge is to continuously stimulate innovation processes and work hard to instil a culture of innovation. We need to pool cross-departmental ideas, only then will we be able to innovate a little every day.

# WAYS IN WHICH **INNOVATE** COMPANIES

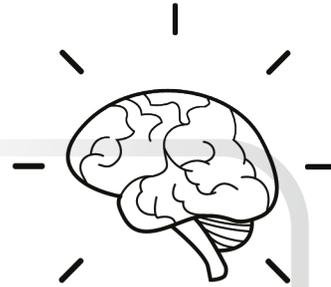
## **PRODUCT innovation**

This entails making changes to the attributes of goods or services, such as changing the way they are perceived by consumers.



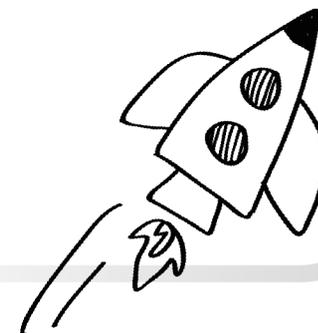
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This has to do with optimising production processes and systems and logistics, increasing productivity and/or quality. In parallel, it may impact the end product, making it stand out in the market.



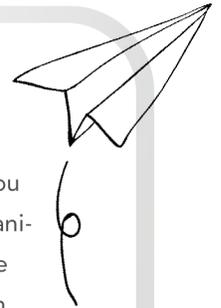
## **MARKETING innovation**

This has to do with implementing a new marketing method or making significant changes to it. These characteristics may be in product, packaging, positioning, communication or price.



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This happens when you implement a new organisational method in the company, organisation, workplace or external relations. It may improve company performance and stimulate satisfaction.



## **PROCESS INNOVATION**

## **ORGANISATIONAL innovation**

# INVESTMENT IN IDI

Innovation has always been a factor in PROGRESSION, so for us, it is not sporadic in nature. At Mundotêxtil, we believe that Innovation is ongoing and have the conviction that investing in researching the challenges of tomorrow is one of the most powerful investments which we can make. In 2020 Mundotêxtil increased its investment in R&D by 27% on the previous year. 78% of projects concluded in 2020 were effective, increasing several kinds of return for the organisation:

- // Acquisition of technical and technological knowhow;
- // Attracting new clients and strengthening current markets;
- // Product distinction;
- // Industrial ecoefficiency;
- // More environmentally-friendly processes.

## A few R&D Projects in 2020

### Project - TERRYPLANET

Based on the principles of the circular economy, Mundotêxtil, in close conjunction with the University of Minho, is developing the TerryPlanet project. TerryPlanet seeks to develop innovative terry fabrics based on the principles of the circular economy, involving the use of natural but sustainable fibres and inclusion of fibrous residues, as well as increasing durability and reducing the quantity of raw material used. In coordination with production reality at Mundotêxtil, this project will focus on 4 fundamental parameters which rely on the principles of the circular economy:

- REDUCING** consumption of raw materials by making new absorbent structures which consequently consume fewer products in the dyeing and finishing phases;
- REUSING** Mundotêxtil's residues in new components designed with recycled fibres;



Using **SUSTAINABLE** fibres, using emerging natural raw materials;

**INCREASING** the durability of terry fabric structures by combining new fibres/fabrics/finishes, to make longer-life materials.

**iTechStyle Green Circle**

Acknowledgement of Participation in Modtissimo online and iTechStyle Showcase and iTechStyle Green Circle - an initiative seeking to promote, on international markets, the excellence of Portuguese textile products in terms of sustainability and the circular economy.

Mundotêxtil, in line with its strategic circular economy principle, has presented a creation made using 100% cotton terry towels, made from 50% waste from our production process. Thus, we achieve more sustainable production, reducing the waste generated during production and reducing the quantity of raw materials used, the end result a piece with design, innovative and more sustainable, incorporating fibrous residue from our production.



## Small Ideas. Big Solutions

MundoINOVA is a programme promoting innovative ideas which seeks to reflect positive impact on Mundotêxtil. People make companies: this is the motto and the focus of all innovation projects. Teams from several areas of Mundotêxtil have provided the brains behind the innovation. Only through the vast experience, knowhow and knowledge of organisational culture which the company's employees have is it possible for us to talk about innovation.

Knowledge and experience of cause is the substance of any innovation process: only with this knowledge is it possible to create solutions which will simplify and eliminate the most routine and bureaucratic activities.

For us all to be able to participate, we are designing the MundoINOVA Project, in

which all ideas and proposals presented must be directly related to the following strategic lines:

- // Sustainability
- // Improvement of processes
- // Development of Human Capital

Focusing on the need to innovate and work towards ongoing improvement, the MundoINOVA programme's central aim is to pool all employees' ideas/projects/suggestions. Every year, a monetary prize will be awarded to the best project implemented.



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