

PART OF YOU

A Mundotêxtil Newsletter

SPECIAL MUNDOTÊXTIL SUMMER

PART OF USS

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09

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2023



MUNDOTÊXTIL SUMMER

Mundotêxtil harnessed its creative spirit this summer and embarked on a unique musical experience in the company's history. Using the instrumental part of the iconic song "Eu Gosto é do verão" by Fúria do Açúcar, Mundotêxtil adapted the lyrics to create a summer anthem that highlights the diverse activities and departments within the company.

Thanks to the voices of the talented workers at Mundotêxtil, this song takes us through the textile production process, from creation and design to marketing and customer service.

This song not only celebrates the collaborative spirit and dedication of the em-

ployees at each stage of this process but also the cheerful and optimistic atmosphere of summer. It serves as an invitation to enjoy the season with a positive attitude. The song was also accompanied by a video featuring employees from all departments of the company. It showcases moments of leisure and fun that take place in the various departments and facilities of Mundotêxtil, as well as behind-the-scenes moments of the song's recording. In the month that welcomes autumn, we reminisce about the summer with this song of ours.



*"In Mundotêxtil, it's so fine to be
Designers already set creativity free
In winding, threads roll with glee
For warping to be, just follow our decree*

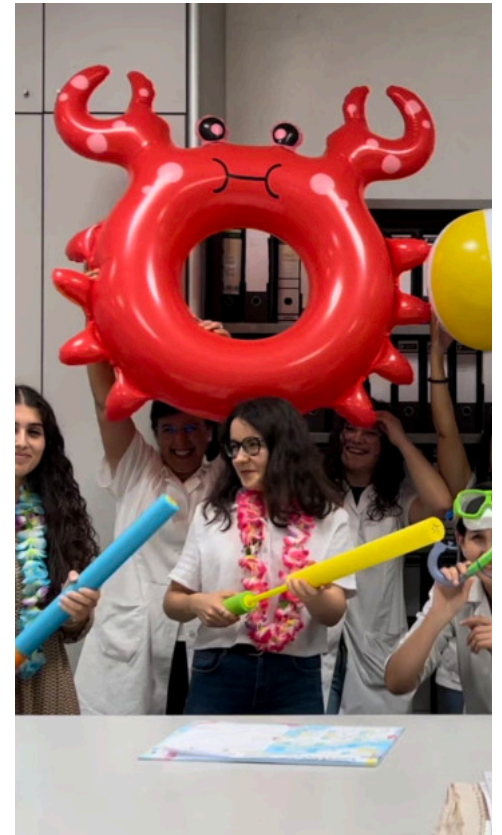
*In weaving, production is underway
Dyeing towels to bring color to the day
Quality's ready, no need to delay
Maintenance helps us progress, come what may*

***I cherish the summer, it's clear to see
Strolling with a towel by the sea
Drinking lemonade, so fancy and free
And if not, on our terrace,
it's where we'll be
Soaking up the sun,
with ice cream in hand
Making the most of this time,
isn't it grand?
This summer, it's more than we planned.***

*In sewing, machines stitch with grace
In inspection, towels find their place
Packaging tags, a final embrace
Logistics ensures a smooth-paced race*

*In sales, towels we want to display
For customers to buy without delay
In finance, we want to invoice our way
Wishing you a fantastic holiday*

***I cherish the summer, it's clear to see
Strolling with a towel by the sea
Drinking lemonade, so fancy and free
And if not, on our terrace,
it's where we'll be
Soaking up the sun,
with ice cream in hand
Making the most of this time,
isn't it grand?
This summer, it's more than we planned."***





ICE CREAM DAY

Because there's nothing better on a summer day.

During the hottest months of the month, the temperature can sometimes be so overwhelming that it's hard to stay focused on our work and our daily tasks. In those moments, there's nothing that helps cool off better than a refreshing ice cream. That's why, on July 26th, Mundotêxtil invited its employees to take a refreshing break. To make this moment even more special, an authentic ice cream cart from the Olá brand was set up at the company's

entrance, offering a delightful selection of ice creams. The idea was simple: everyone would choose their favorite flavor and enjoy a moment of relaxation and flavor. Taking a break to eat an ice cream helps not only with fighting the heat and fatigue but also in creating a moment of socialization that helps recharge energy for the rest of a stress-free workday.



NEW YORK MARKET WEEK

Mundotêxtil returns to the city that never sleeps.

For the second time this year, Mundotêxtil presented its collection during Home Textiles Market Week in New York, which took place from the 11th of September to the 14th. This biennial event brings together suppliers of home textile products, and Mundotêxtil's consistent presence at this event not only reflects, on the one hand, the company's relevance on the international scene but also highlights its role as a leader in the global textile industry.

Just like in previous editions, the event took place at the Andaz Hotel on 5th Avenue, and, as always, sustainability and environmental responsibility were a top priority for Mundotêxtil. In this sense, the collections selected for this exhibition strongly emphasized an eco-friendly approach.

As the company continues to leave its mark in the city that never sleeps, it is safe to affirm Mundotêxtil's continued commitment to excellence in its journey toward a more sustainable and creative future.

Furthermore, it's worth highlighting that Mundotêxtil has been a participant in

this event since its inception over 20 years ago. These four days are characterized by meetings with clients from across the ocean who often don't have the opportunity to travel to Europe and by interactions with potential clients seeking new business opportunities.





GILDA MARIA FERREIRA ALVES

A 20-YEAR JOURNEY AT
MUNDOTÊXTIL!



She arrived timidly, led by the friendly hand of Mariana Oliveira. However, as the conversation progressed, Gilda began to share her journey and her passion for the company.

At the age of 56, Gilda Maria Ferreira Alves is the embodiment of dedication to family and an example of resilience from Moreira de Cónegos.

Born and raised in a humble family, Gilda learned the value of responsibility from an early age. At just 12 years old, the second oldest of seven children, her day was filled with taking care of her younger siblings, taking them to school, and preparing their meals. Life didn't give her many breaks, and she embraced every challenge with a serene acceptance that is very characteristic of her.

But the real turning point in her life happened when she met Bento, the man who won her heart. As soon as he proposed to her at the tender age of 18, Gilda didn't hesitate to take her love's hand and leave behind the responsibilities of a full house. It was the beginning of a new phase, and the moment she finally felt at rest. Today, Gilda is a mother of three children, two boys and a girl, and a devoted grandmother of a 13-year-old girl. Her top priority remains her family, and it's for them that she shapes her life's path. When asked about her plans for the future, Gilda smiles and says that in five years, she would like to continue to dedicate time for her grandchildren, both the one she already has and those who are yet to come.

She came to Vizela by the hand of her husband Bento Cunha, a city she adores and where she is happy. During her long walks, Gilda finds time to reflect and contemplate the life she has built. She dedicates at least an hour of her day to walking, only

In the packaging section, Gilda found a place where she could feel right at home. She enjoys executing all the tasks involved in her work, from manual packaging to operating the machines

interrupting it for her special moment - a coffee with friends, then she walks back home and continues with her tasks. It was also through the hand of her husband, Bento Cunha, who was already working at Mundotêxtil as a web tie-up in weaving at that time, that Gilda began her journey in the company two decades ago, a journey she describes as happy.

Her first experience at Mundotêxtil was in the warping department. She already had acquired a wealth of knowledge from working in packaging in the textile industry, nevertheless, the transition to warping was challenging. The multiple colors and numbers, at first, made her a little apprehensive. However, Gilda



courageously faced the challenge and fell in love with this area, where she spent 15 years afterward. But life at Mundotêxtil is dynamic, and change is inevitable. During a transition period, one of the warping machines was discontinued, and Gilda, having to change departments, moved to Quality Control. However, only after four months in this new area, an opportunity arose in the packaging department, and Gilda didn't hesitate to accept the challenge because she felt like she had "hit the jackpot." In the packaging section, Gilda found a place where she could feel right at home. She enjoys executing all the

tasks involved in her work, from manual packaging to operating the machines and applying the Kimbal with a gun. This passion is evident in her dedication, and for Gilda, every package is prepared with care and with great attention to detail. A attitude positiva de Gilda em relação ao sGilda's positive attitude towards her work is truly inspiring. When asked about the biggest difficulties she faces in her work, she responds wisely, that there are no difficulties when you love what you do, especially in such a positive work environment. She finds satisfaction and joy in her daily tasks, and much of this is due to the

warm and supportive environment that exists at Mundotêxtil.

Gilda acknowledges the importance of good leadership and mentions Marta Caeiro as an exemplary boss. She also highlights the unwavering support of Mariana Oliveira from the Human Resources Department whenever an issue arises. This network of support and trust contributes to the harmonious work environment that Gilda values so much.

Na Mundotêxtil, Gilda encontra mais do
At Mundotêxtil, Gilda found more than just a job, she found a family. She loves the special days organized by the company, such as ice cream days, and family days, among others, as well as the Christmas and Summer Parties. She participates with enthusiasm, describing these moments as true “delights”.

The simplicity and appreciation of life's simple things are admirable traits in Gilda's personality. If she were one of the many towels she packages, she would be a minimalistic one, without patterns or bright colors..

If Gilda stumbled upon a magic lamp and had the opportunity to make three wishes, her choices are very revealing of her values and personal desires:

To open her own ready-to-wear clothing store, a dream she's had since she was little;

To always have a lot of work to keep her busy;

To be happy: For Gilda, happiness is life's true treasure.

The simplicity and appreciation of life's simple things are admirable traits in Gilda's personality. If she were one of the many towels she packages, she would be a minimalistic one, without patterns or bright colors.



CHILDREN'S DAY

As we age, we gain life experience, and our responsibilities and duties accumulate. For this reason, it's often challenging to maintain the same level of energy and curiosity about the world that we had as children. However, if we close our eyes, we can still return to our childhood world, where imagination, learning, play, and a multitude of new experiences occur at a rapid pace.

To be a child means to live with innocence, to live in a world where the concerns of adults have not yet invaded the magical realm in which they reside, and therefore, each child carries with them the potential to shape the world in unimaginable ways. That's why Mundotêxtil made a point to celebrate World Children's Day. By celebrating this date, our employees had the opportunity to reflect on the essential role that children play in building a better future for everyone, in addition to reconnecting with the child that resides in each of them.

On this special day, Mundotêxtil gathered in the commitment to provide children with a safe and inclusive environment, a world capable of turning all dreams into reality!

We sat down with the children of some employees, and in a serious yet relaxed and joyful conversation, we listened to what they had to tell us about their parents' work at Mundotêxtil:

"They make colorful towels."

"When I take the towels to the beach, Mom lies on top of them."

"(It's better) to be a child because I can play with toys, and because Mom is older, she can't."

"(It's better) to be a child because Dad said we don't have to worry about anything can just play."



OPEN DAY

Connecting Families with Workplaces

If you were to ask a child if they can say what their mother's or father's job is, they'll likely be able to answer that question. However, even for that same child, that job title may be just an arbitrary name devoid of any meaning, and they might have difficulty understanding or visualizing what exactly their parents do all day when they go to work.

On the 13th and 14th of July, Mundotêxtil invited its employees to bring their children with them to work on an Open Day that aimed to allow the young ones to explore their parents' workplace and accompany them for a day. This Open Day allowed parents to share the feeling of pride in the work they do with their children, promoting greater understanding and appreciation for what they accomplish in their daily lives.

These two days of family integration began with a tour of the factory, where many of the children had the opportunity to observe their parents at work, spend some quality time together, and learn directly from them. The days were also punctuated by two hands-on activities, the first of which took place in the ShowRoom, where children had the chance to express themselves on cardboard in whatever way they preferred and describe in one word their visit to

the factory. The second activity consisted of a workshop where each child created their own teddy bear or rabbit made of felt. These activities helped educate the children of our employees not only about the tasks that their parents perform daily but also about the overall operations of Mundotêxtil. By promoting this initiative, Mundotêxtil had the goal that the visit of employees' children to their workplace would be inspirational and that the opportunity to witness the challenges and rewards of professional life in person would positively influence their educational choices and future careers.









INNOVATION

Innovation is a powerful and driving force for human progress. It is much more than just the creation of new products or technologies, it encompasses the ability to think creatively, question the status quo, and find innovative solutions to everyday challenges. In 2021, Mundotêxtil launched the MundoINOVA program to promote innovative ideas that would have a positive impact on the company. Thanks to our employees' suggestions in the last two years more than 30 ideas have already been approved by the Research and Development Core in the Sustainability, Human Capital Develo-

pment, and Process Improvement fields. Mundotêxtil has persisted in continuously promoting and structuring its Research, Development, and Innovation Management System, which has maintained its certification as stipulated by standard NP 4457:2007 since 2013. The data for 2022 is available in the table below, where it is possible to verify that the proposed goals were largely achieved and surpassed.

	Metas 2022	Real 2022
Number of innovative ideas submitted.	18	42
Percentage of ideas approved	65%	84%
Number of completed initiatives / projects	Informative	9
Number of surveillance actions	>= 10	56
Degree of effectiveness of completed initiatives / projects	Informative	89%
Percentage of sales of innovative products	Informative	Aprox. 23%

In 2023, in response to the transition from NP 4457:2007 to NP 4457:2021 and to improve the analysis of the company's performance regarding RDI, new indicators were added and some goals were revised, namely:

	Metas 2023
Number of innovative ideas submitted.	20
Percentage of ideas approved	75%
Number of completed initiatives / projects	5 5 5 technically closed initiatives/projects 5 commercially closed initiatives/projects
Number of surveillance actions	>= 20%
Degree of effectiveness of completed initiatives / projects	>= 90%
Percentage of sales of innovative products	>= 10%
Number of new innovative products developed	>= 5
Number of ongoing partnership innovation initiatives / projects initiated during the evaluation year.	>= 1
Number of entities reached for the development of joint initiatives / projects during the evaluation year.	>= 3
Number of references of Mundotêxtil in social media associated with RDI activities	>= 4
Percentage of implemented ideas (for improvement and innovation)	50%

STRATEGIC INNOVATION OBJECTIVES

Mundotêxtil has defined the following strategic innovation objectives for the coming years:

//Introduction of new products to the market.

//Development of partnerships and joint initiatives/projects.

//Attainment of visibility and recognition as an innovative company.

//Development of behaviors / cultural standards focused on innovation;

//Investment in Industry 4.0;

//Promotion of the circular economy

//Development of products with a reduced environmental footprint.

If you have any ideas related to these defined strategic objectives, they will be highly appreciated. In order to share them, you can submit them in one of the MundoINNOVA suggestion boxes available within the company, via email to mundoinnova@mundotextil.pt, or in person at the RDI Office.

TRANSITION OF THE RESEARCH, DEVELOPMENT, AND INNOVATION MANAGEMENT SYSTEM TO NP 4457:2021

This September, Mundotêxtil's Research, Development, and Innovation Management System underwent a transition audit from NP 4457:2007 to NP 4457:2021. This review and alignment were carried out according to international guidelines, including the SL Annex (High-Level Structure) identical core text, common terms, and essential definitions for use in Management Systems standards. The new standard is based on the eight management principles for innovation, as proposed in ISO 56000, serving as the basis of the management system:

//Generation of knowledge and creation of value;

//Future-focused leadership;

//Strategic direction;

//Culture;

//Exploration perspectives;

//Management of uncertainty;

//Adaptability;

//Systemic approach

Novelty and value are necessary and sufficient characteristics of the concept of innovation, meaning that, for example, insights, ideas, and inventions without the expression of value are not innovations.

MUNDO **inova**

MASCOT CONTEST

It is not only through ideas that Mundotêxtil workers can contribute to the Mundolnova initiative. In the past month of September, Mundotêxtil launched the Mundolnova Mascot contest, open to any Mundotêxtil employee who wanted to put their artistic talents to the test. The challenge was simple: design an original mascot for Mundolnova using predominantly blue and orange colors.

In the end, **15** proposals were submitted, and it was challenging to choose just one winner among so many creative designs, but in the end we have to congratulate **Raquel Mendes** whose design will not only be adopted as the official mascot of Mundolnova but is also entitled to a Continent voucher with the worth of 100€! Mundotêxtil expresses its gratitude for

the commitment, creativity, and imagination shown by all participants and hopes to count on the same level of enthusiasm in future competitions.





