

**Beautiful fabrics since
more than 100 years**

- 1904** Rudolf Vogel establishes an embroidery business in St. Gallen
- 1908** Jakob Schläpfer joins the company
- 1911** Company is renamed Vogel & Séquin
- 1920** Rudolf Vogel leaves Séquin, and sets up Vogel & Co.
- 1924** Jakob Schläpfer becomes minority shareholder
- 1934** Jakob Schläpfer buys the Vogel company and establishes the new company Jakob Schlaepfer (changing ä to ae) running it single-handedly at Schützengasse 5 in St. Gallen
- 1944** Upturn in business operations
- 1945** Son Robert Schläpfer joins the company
- 1950** First venture into women's clothing
- 1955** Robert Schläpfer marries Lisbet Bucher who becomes involved in creating the collection
- 1957** Introduction of the peacock logo designed by Robert Geisser
- 1961** First business in Asia
- 1962** Death of Jakob Schläpfer
- 1963** Relocation of the company to Teufener Strasse 11 in St. Gallen
Acquisition from Arnold Ochsner of the world patent for sequin production on shuttle embroidery machines
- 1964** First haute couture collection for Paris and Rome
- 1965** First sequin production
- 1966** Jakob Schlaepfer becomes a joint stock company
- 1968** Introduction of first computers
- 1975** Development of thermo-fixable paste gems in cooperation with Swarovski
- 1978** Setting up of the integrated EDP organisation
- 1980** Establishment of Jakob Schlaepfer SA, Paris
- 1983** Purchase from Akira Kurihara of the world patent for the transfer application machine
- 1984** Establishment of Jakob Schlaepfer Inc., New York office
- 1985** Establishment of Jakob Schlaepfer Ltd., London
Development of the marvel print technique
- 1986** Own EDP Artworker System
Opening of a production plant in Los Angeles
- 1988** Opening of a sales office in Osaka, Japan
- 1989** Opening of a sales office in Munich, Germany
- 1993** Development of textile metal fabrics
Start of cooperation with Création Baumann for interiors
- 1995** Sale of Jakob Schlaepfer to Messrs. von Meiss and Bolte
- 1996** Reorganisation and restructuring
- 1997** Sale of all Jakob Schlaepfer business operations including subsidiaries abroad to the Filtex AG textile group of St. Gallen. Jakob Schlaepfer continues to be run as an independent division
- 1998** Formation of a new company management consisting of the heads of the creation, sales and production departments as well as the group managers
Development and expansion of laser technology
- 2001** Setting up of the inkjet section
- 2003** Start of the development of the new business software package
- 2004** Jakob Schlaepfer centenary Publication of the book Blendwerk
Textile exhibition ("Bling Bling – dream fabrics from St. Gallen") at the Swiss National Museum (Landesmuseum) Zurich using Jakob Schlaepfer as an example
- 2006** Emboscan – laser unit on the embroidery machines creates new technical possibilities
- 2008** World wide launch of own Décor collection
- 2009** The Year of Awards:
Red Dot Design Award: «Best of the Best» for «Phantom» and «Highest Distinction for Design Quality» for «Glinka»
Robb Report: «Best of the Best» in the «Décor» category
Design Preis Schweiz: Textile Design Award for «Secret Garden»
Première Vision: Imagination Prize
- 2010** Installation of an unique new Laser machine combining cutting and engraving