

MADE IN EUROPE

**SUSTAINED
AND PRETTY
ADVERTISE.**



HALFAR



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Buying bags “made in Europe” has numerous benefits - in the following, we’ll be presenting the most important ones.
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Unique, custom-made. Together, we develop bags that fully reflect your ideas.

FAST. WITH CARE. BEAUTIFUL.

FROM EUROPE, FOR EUROPE

At HALFAR[®], we love the European idea. We strive to strengthen development in Europe, secure jobs and foster both solidarity and an intercultural exchange. For us, cooperating with companies within the European Union that share these values is important to us, as is our belief in fair working conditions.



SHORT DISTANCES

The shorter the transport route, the better. Every kilometre we can save, results in less fuel consumption, fewer emissions, less noise, and less traffic on the roads. This is not only good for the climate and our quality of life, but also for the environment.



STRICT EU STANDARDS

Whether for quality, safety, environment, working conditions, or consumer protection: with HALFAR[®] bags from Europe, you can rest assured that they comply with EU standards and are subjected to stringent controls. Uncomplicated delivery, without any additional customs duties or trade barriers.

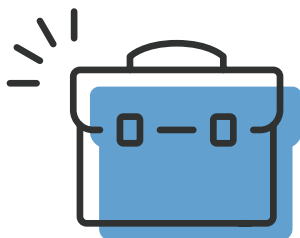


FAST, FLEXIBLE, RELIABLE

Overnight instead of overseas, there in 12 hours instead of 5 weeks. All of the above increase your flexibility. What is more, the short, continental supply chains ensure highly reliable delivery.

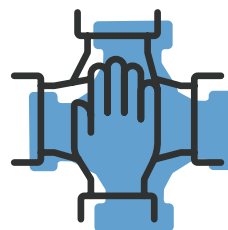


A look at our factory in Romania



MORE INDIVIDUALISED, MORE ORIGINAL, AND UPCYCLING IS NOT A PROBLEM EITHER.

With our modular design bags and special “made in Europe” one-of-a-kind bags, we can even realise unusual bag ideas. Even smaller batches are feasible. Looking for a different zip? Or an extra shoulder pad? Thanks to European production, this can be realised flexibly. Needless to say, we are also happy to use customer or recycled materials – this upcycling goes gentle on resources and avoids waste.



MANUFACTURED TO A HIGH STANDARD ON A PARTNERSHIP BASIS

We manufacture in cooperation with sewing factories in the Czech Republic and Romania – countries that can look back at a long textile-producing tradition. Some partners have been manufacturing exclusively for us for more than 25 years. What started out as a business relationship has long since become an amicable one. The employees working there are very valuable to us. We endeavour to further expand our capacities there, thereby countering a brain drain, because Eastern Europe is also suffering from a shortage of skilled workers.

EUROPEAN BAGS

DIRECTLY FROM STOCK

Our Bielefeld speciality: the state-of-the-art HALFAR® logistics centre. This is where we store your bags, which are manufactured in Europe. We deliver – flexibly, in line with your wishes and requirements. If EU production is already a point that speaks in favour of more sustainability, our warehouse rounds off this benefit.





LOTS OF SPACE, LOTS OF SERVICE

- more than 10,000 pallet spaces, more than 5 million products
- future-proof, state-of-the-art and partially automated
- good transport connections
- on-time delivery, also to international locations
- frame orders in one production lot
- planned delivery, in line with your delivery forecast
- picking, packing and delivery as required
- consignment warehouse and security warehouse possible

MODERN AND SUSTAINABLE

We store and transport our goods in a climate-conscious manner. This means we reduce our CO₂ emissions to a minimum and offset those that cannot be avoided. Our logistics centre is built in line with the latest sustainable aspects – we run it on green gas and green electricity, and use our own photovoltaic systems and electricity storage. We also provide a habitat for insects, with a compensation surface of 1500 m², around the building.





FAST AND SUSTAINABLE

EUROPE SERIES

This is special: our EUROPE series offers bags made in Europe, directly from stock. This means that quality “made in Europe” comes to you in a very uncomplicated, speedy and sustainable way. With three notebook backpacks, a notebook bag and a sports/travel bag, the EUROPE series opens up a whole new world of durable, design-oriented and functional bag solutions.

MANUFACTURED IN EUROPE

Our image film provides you with a good impression of Halfar as a company. Here you can gain an overview of our range of services with the Halfar image film.



WITH RECYCLED rPET MATERIAL



The EUROPE bags' outer material is made with recycled PET bottles and has a PVC-free coating.

The blend of shades, ranging from light grey to green, which are as fine as they are rich in character, are simply a joy to behold.



EUROPE



1816514 EUROPE
notebook backpack

Regardless of whether you ask Germans, the French or Swedes, everyone probably associates something different with Europe. With this bag, one thing is clear: Europe stands for sustainability, quality and speed. Its outer material, with rPet, is made from recycled PET bottles and used in a subtle blend of shades. The cut is straightforward and modern, and the handle is an eye-catcher that presents its smart, young side.



NOTEBOOK BACKPACK







EUROPE



1816510 EUROPE
notebook roller backpack

This backpack has impressive straight lines and is elegantly minimalistic. Practical: The main compartment closes by rolling up, and a magnetic closure and buckle keep the opening together. The comfortably-padded carrying system on the back hides a zipped compartment, which is ideal for valuables. And there's also practical access on the side for when you're on the go.



EUROPE





LAPTOP BACKPACK



EUROPE



1816517 EUROPE
laptop backpack

10 minutes by bike to work, 4 hours from Strasbourg to Brussels or more than 3,800 km from the north to the far south: in Europe, the distances are short. Enjoy every metre with the EUROPE laptop backpack. Its modern, straightforward design lives from the straight cut and the sustainable rPET outer material. Rich padding on the base, back, shoulder straps and, of course, the laptop compartment offer pure comfort – just in case the trip does end up taking a little longer.







EUROPE



1816515 EUROPE
notebook bag

Can a recycled product also be a design object? Clearly, yes. As proof, we proudly present the EUROPE notebook bag. The high-quality bag, in landscape format, impresses with its materiality and its consistent, modern cut. Urban design that is incredibly versatile in use: the EUROPE transports the notebook well padded, can be conveniently packed onto a trolley via the loop on the back, and is really easy to carry, thanks to its handles and shoulder strap. A sustainable quality product, made in Europe. Directly from our warehouse



NOTEBOOK BAG



EUROPE





SPORT/TRAVELBAG

EUROPE



1816518 EUROPE
sport/travel bag

This sports/travel bag weighs no more than 720 grams. No wonder, its outer material with rPET is light, saves waste and goes gentle on natural resources, while looking good at the same time. The material's high stability and durability also comes from the special, innovative coating, which does not require any PVC at all. Another positive feature is this bag's impressive spaciousness. Ideal not only for a trip to Europe, but also when on your way to the gym and wherever you may be going today – EUROPE has never been so light and beautiful.



EUROPE BAGS

FROM THE MODULAR DESIGN SYSTEM



Made in Europe,
designed by you!
Our modular design
bags give you plenty
of scope:

- **Combine shapes, colours and, if necessary, different materials from our selection.**
- **You can easily become a bag designer – without any prior knowledge**
- **Save time, effort and costs**
- **Rely on the system-tested and high quality of HALFAR® bags**
- **Save resources**

CREATIVE AND CUSTOMISED

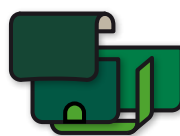
START DESIGNING



MODULAR DESIGN SYSTEM NO.1

THE CUT IS DECIDED - YOU CHOOSE THE MATERIAL AND COLOUR

Whether it's the LORRYBAGSR cut or other tried-and-tested classics: thanks to our modular design models, you can easily design as you wish, with your chosen colours and materials.



MODULAR DESIGN SYSTEM NO.2

THE FORM AS SUCH IS SET – YOU DESIGN THE OUTER COVER FLAP

The following applies to our MODUL series of bags and writing cases: you are free to choose the material and colour for the flap. Either from our range of materials, or you pick your own or other recycled, sewable material. This is how sustainable and creative upcycling works.





These are just a few examples. What does your modular design system bag look like?

MODUL 1



corpus: Polyester 600 d schwarz
flap: Jute (Kaffeesack)





LORRYBAG 2



cut: **Original 2**
material: **tarpaulin + faux fur**

KURIER



cut: **roller backpack**
material: **customer banner**



LORRYBAG 1



cut: **Original 1 H**
material: **tarpaulin**

FROM EUROPE

YOUR CUSTOM-MADE BAG

Design the bag of your dreams with us – whether from our own fabrics, sustainable materials such as rPET, popular cuts from the HALFAR® range, or completely new designs. We are happy to conceive, design, sew, and manufacture for you. Right in Bielefeld and in our factories in Europe. We look forward to completely new bag ideas!

**FEEL FREE TO USE
YOUR OWN, SUITABLE
MATERIAL**



**... YOU CAN LOOK
FORWARD TO YOUR
NEW DEVELOPMENT**



INDIVIDUAL AND TAILOR-MADE



AIR-BAG

cut: **individual**
material: **airbag-silk**

Why not sew creative "AIR-Bags" out of air bags? One of many examples that shows what is possible with a HAL-FAR® custom-made product.

TYRE-BAG

cut: **individual**
material: **tires, tarpaulin, polyester**

For a bicycle tyre manufacturer, the tyre becomes part of the bag. A creative and distinctive bonus.





HALFAR

YOUR EXPERTS – NOT ONLY FOR EURO BAGS

We love bags. As a bag maker, HALFAR® has been on the market for more than 35 years. We are happy to inspire you with promotional bags that can simply do more! Bags for many target groups, budgets and with a special focus on sustainability. Our “made in Europe” bags are a special part of our wide range.

**DISCOVER THE
WHOLE RANGE
OF OUR
PROMOTIONAL
BAGS ON THE
WEB:**



**IF YOU HAVE ANY
QUESTIONS, OUR BAG
TEAM IS HAPPY TO HELP:**

Jens Brand
Head of Sales



MAD IN EUROPE



WWW.HALFAR.COM

