

# Brazilian leather bag-maker Nordweg is expanding internationally

**The perfect seam between leather tradition and internet innovation.**



## **For immediate release**

**Amsterdam, November 28th 2017** - Igor Gaelzer founded Nordweg by re-envisioning the leather processing factory established by his parents. The traditional and quality focused family business is located in the mountains of the south of Brazil, where the manufacturing team has been handcrafting high-quality leather accessories for over twenty years.

Most people outside of Brazil probably haven't heard about Nordweg before. That's because the family owned premium leather goods manufacturer has predominantly been selling their beautiful leather goods in their home market. They are now expanding internationally. The brand has collaborated with design agency Fork Spoon in Philadelphia on a brand identity update and was recently featured by FedEx Brazil. Nordweg will rely on FedEx for global shipping.

## Ethical Employer

What differentiates Nordweg from other Brazilian brands is that their ethical standards are very western for a Brazilian company. They pay their employees an above average compensation for the work they do and use traditional methods of leather processing learned from their German ancestors. Yet, Nordweg manages to keep the prices low for premium quality leather products, have free world-wide shipping and great customer care.

## Innovative Workflow

The main tool Nordweg uses for customer service is Zendesk. This software combines all customer messages from Facebook, Twitter, website enquiries and emails into a single easy to manage flow. In addition to Zendesk, the team also uses Trello to manage tasks, Slack for internal communication and G Suite for documents, spreadsheets and files. Finances and invoices are managed by Conta Azul and they chose MailChimp for newsletters. Read more about the competitive advantage that tech provides Nordweg on their blog:



Nordweg's secret recipe to achieving 99% customer satisfaction

## New releases

Along with the visual brand identity update, Nordweg is releasing a beautiful line of new Black Edition products. The [NW88, Leather Photographers Backpack](#) (left) comes with removable and adjustable dividers to fit all your camera equipment and laptop. Need the perfect bag for a weekend trip or to carry your sports gear? Check out the [NWo81, Nômade Travel Bag](#) (middle). Need a great daily attaché to take to the office? The new [NWo80, Leather Nômade Briefcase](#) (right) would be your weapon of choice, this bag comes with a removable laptop sleeve. All the bags are made from premium Brazilian ebony leather with waterproof lining on the inside.





Full gallery with [product and lifestyle images here](#).

## About Nordweg

Nowadays, the factory positively impacts more than twenty local families, in the very same community it started in. The name comes from German; "the way north" and means to celebrate its story and connect today's modern brand to its roots and traditions of its founding German ancestors.



Nordweg | Amazing leather bags and accessories for men



Nordweg | Uma Vida Boa (@nordweg) \* Instagram photos and videos



Nordweg Brasil



Presskit - Twotone Amsterdam



Nordweg - Company and Product videos



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