

# ET ERNA

Meisterhaft seit 1863.

NEVER OUT OF STOCK  
**WOMEN**

Our history spans  
more than 160 years,  
our passion is shirts  
and blouses and our  
corporate philosophy is  
clearly defined.

We live our values.  
We follow our vision.

Read more:







# Sustainability is not a fashion trend.

As far back as 2000, ETERNA was the **world's first manufacturer** of men's shirts, business clothing and blouses to receive the **highest OEKO-TEX® certification**, which today equals the product label MADE IN GREEN by OEKO-TEX®. We've also **disclosed our entire value chain** since 2015. This is available for anyone - you can trace your product without gaps using the EAN code.

Also, we support a **large variety of sustainability projects** and initiatives like better cotton, Green Button, TEXAID and many more.



[eterna-naturally.com](https://eterna-naturally.com)

## #NATURALLY

seals the beliefs and values of ETERNA: highest quality, sustainability and fair production.



We take  
responsibility.



# Environment

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Throughout the entire life cycle of our shirts and blouses, we endeavour to keep our **carbon footprint as small as possible**. We avoid monocultures when we source our cotton, we pay attention to the **quality of waste water** in textile finishing and we optimise transport routes to avoid unnecessary emissions.

# People

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ETERNA **takes responsibility** for all the people involved in the manufacturing process of our shirts and blouses – regardless of the country they work in. We regard **fair working conditions**, occupational safety, regular working hours and social benefits as basic rights and as a matter of course. We do not tolerate discrimination, child labour or forced labour.

# Future

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ETERNA's sustainable principles are fixed in **our company policy** and our environmental policy. All employees have to state their commitment to these guidelines. Our **business partners** have to accept our supplier code of conduct to confirm their **sustainable and responsible way of working**.

# Resources

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We aim to handle resources consciously, meaningfully and sparingly. Our motto is: **reduce, re-use, recycle**. Wherever possible, we use recycled products in order to give leftover cotton, paper or cardboard a second life. At present, we're successively replacing plastics with renewable and reusable recycled materials.

# Transparency

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ETERNA fosters long-term, **close relationships** with its suppliers. These relationships are built on trust. Because close cooperation is required in order to ensure **supply chains are seamlessly certified**. The value chains for shirts and blouses which bear the MADE IN GREEN by OEKO-TEX® product label are **fully transparent**.



# Our Blouses. Our Fits.

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Blouses are basics and trend pieces at the same time. In order to develop their full potential, however, they must fit perfectly and be tailored to the individual figure, personal style and occasion. Therefore, we provide four different fits.



FIT

# Oversize

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Blouses in oversize are **deliberately cut wider**. They combine the classic style of a shirt with a **special casualness**. The comfortable width increases the wearing comfort. The volume of the oversize blouse makes it the key piece of an outfit.



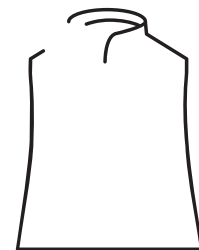
Various shapes

FIT

# Loose

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A **casual silhouette** is typical for loose fit blouses. **More width in the stomach and waist area** gives the blouse a **slight A-shape**. Loose-fit blouses are perfect for women who prefer a **looser fit**.



Available shape:  
LAURA

FIT

# Regular

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Regular fit stands for **close-fitting** and at the same time **comfortable** blouses that **flatter the female silhouette** without constricting it. Thanks to their modern fit, they sit casually and offer optimal **wearing comfort**.



Available shapes:  
RUBY, RITA

FIT

# Fitted

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Fitted blouses are **particularly figure-hugging**: their **tailored cut** perfectly accentuates a **narrow silhouette**.



Available shapes:  
FAVI, FLORA, FIONA



# Available Shapes

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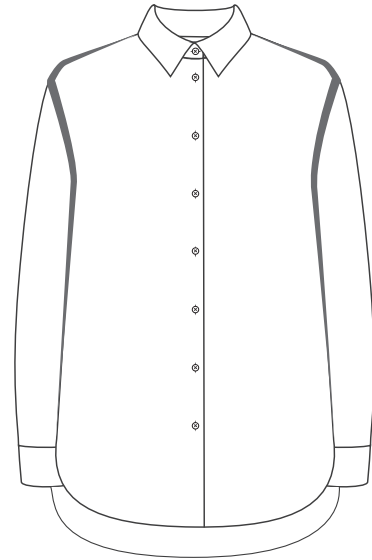
In order to give you an even better orientation as to which blouse best suits your body shape, we have divided some fits into so-called shapes. If you know your favorite shape, you can be sure the next time you buy a blouse that your new blouse will fit the way you want it to.

# Oversize

VARIOUS SHAPES

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Oversize blouses speak for themselves and cannot be further divided into shapes.



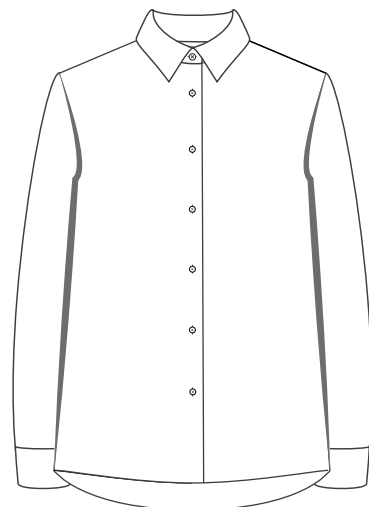
# Loose

SHAPE

## Laura

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With a modern width in the waist and hip area, this blouse has a particularly casual cut.



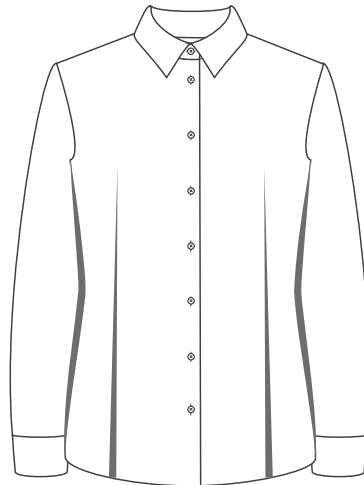
# Regular

SHAPE

## Ruby

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This blouse impresses with its classic, perfectly fitting and body-hugging cut. The silhouette is emphasized by waist darts.

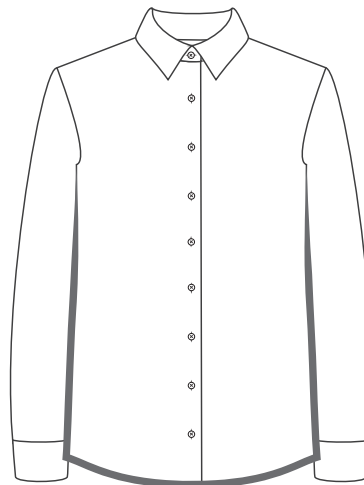


SHAPE

## Rita

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The blouse has a straight cut and therefore flatters all body shapes. This model is slightly fitted at the side seam.



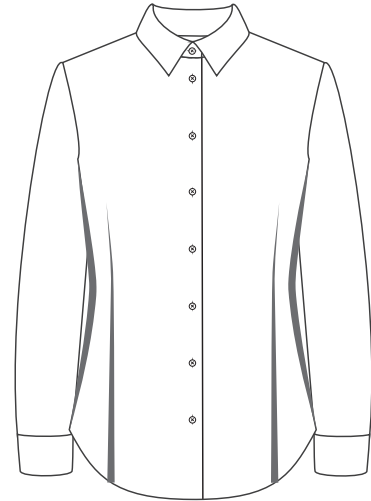
# Fitted

SHAPE

## Favi

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This blouse is the slimmest blouse in the ETERNA collection. Its super-slim silhouette is achieved with darts in the front and back, which clearly accentuates the figure.

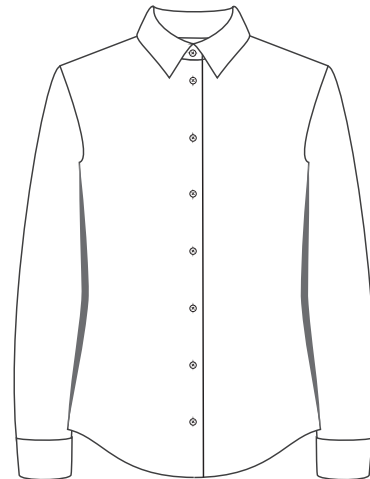


SHAPE

## Flora

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This blouse has a tailored shape and also fits snugly in the middle of the body. The waist is made via the side seam and darts or dividing seams on the back.

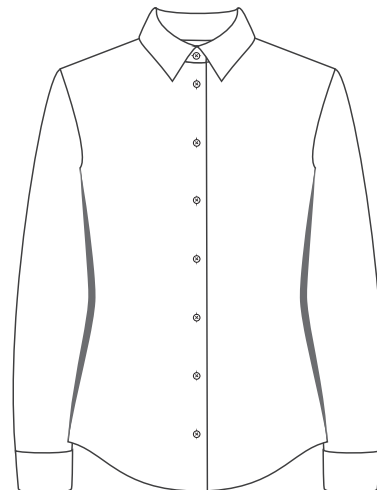


SHAPE

## Fiona

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The side seam gives this blouse a slightly tailored shape. The silhouette of the blouse subtly traces the contours of the body.





# Best in Class Qualities

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The essence of our passion:  
These masterful qualities, perfected over  
decades, fulfill properties for occasions and  
individual wishes.

THE CORE COMPETENCE OF ETERNA

# Best in Class Qualities

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For every situation, for every occasion:  
ETERNA Best in Class qualities guarantee  
you the **best materials, highest wearing  
comfort and excellent care properties.**

Best in class qualities are **masterful  
ETERNA fabric qualities** that have been  
**perfected** over decades.

THE ESSENCE FOR YOUR WARDROBE

# Masterpieces

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Each BiC-Quality has one **article** in  
one **colour** and one **style** which, in  
our opinion, should not be missing in  
any wardrobe allowed to be properly  
dressed for every occasion.





Satin Shirt



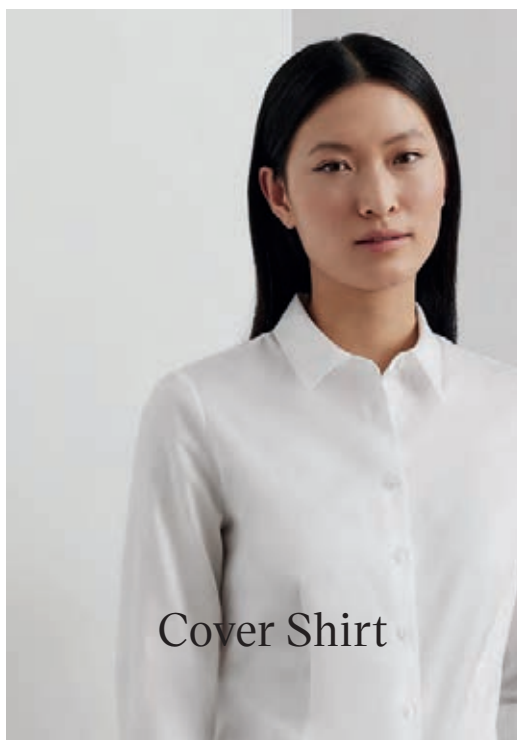
Soft Luxury Shirt



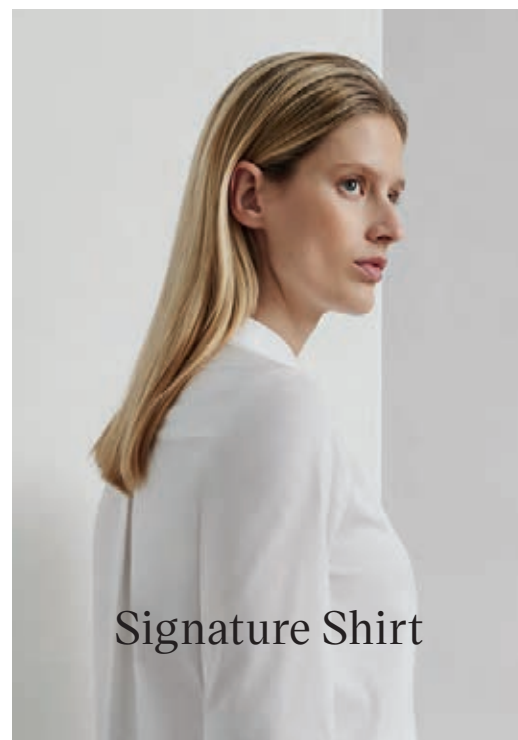
Performance Shirt



Jersey Shirt



Cover Shirt



Signature Shirt



Viscose Shirt



Oxford Shirt



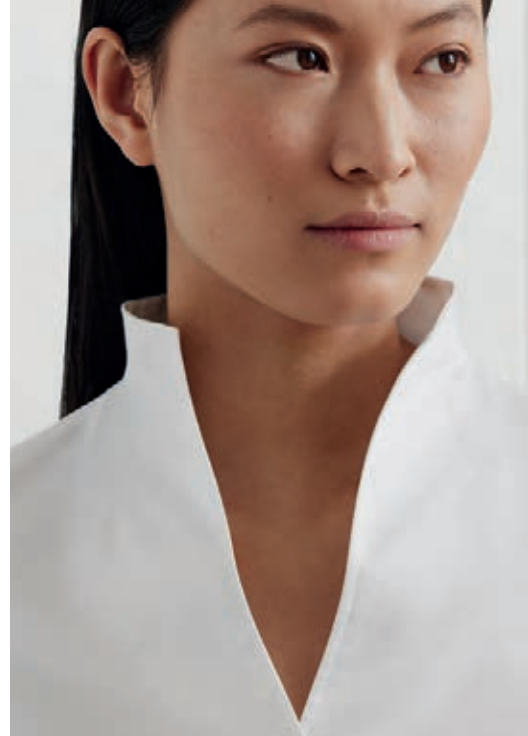
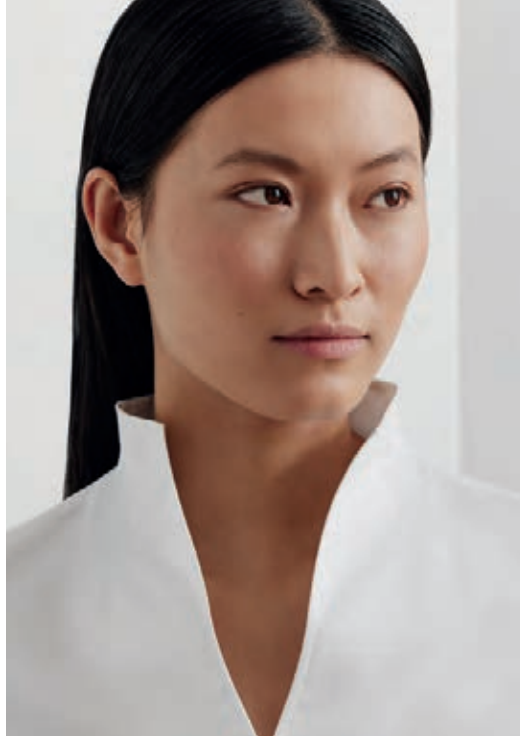
Linen Shirt



# Satin Shirt

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Smooth with a fine shimmer.  
The elegant must-have for feminine  
business looks and stylish appearances.



SATIN SHIRT

# Satin Fabric.

Feminine and elegant - at work and at home.

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The fine cotton quality (95% cotton, 5% elastane/satin fabric) with a subtle sheen and a soft feel is simply timelessly modern in its elegance. The stretch component guarantees freedom of movement.



Super  
Stretch

Easy  
Iron

Super  
Soft

5352/00/85/12/19

**E**

REGULAR  
D708 Ruby  
RL 66  
34-50



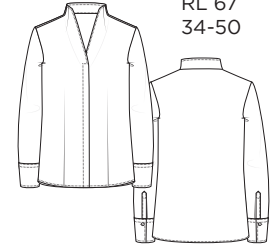
# Satin Shirt

5352/5585

5352/00/19

**F**

REGULAR  
D282 Ruby  
RL 67  
34-50



Masterpiece

5352  
00 D282



00

5585/00/19

**E**

LOOSE  
D931 Laura  
RL 70  
34-50



85

5585/00/12

**C**

REGULAR  
A217  
RL 64  
34-50



12

5585/00

**E**

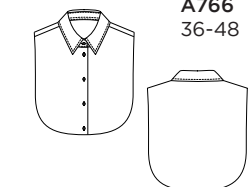
FITTED  
DF44 Favi  
RL 67  
34-46



19

**A**

A766  
36-48

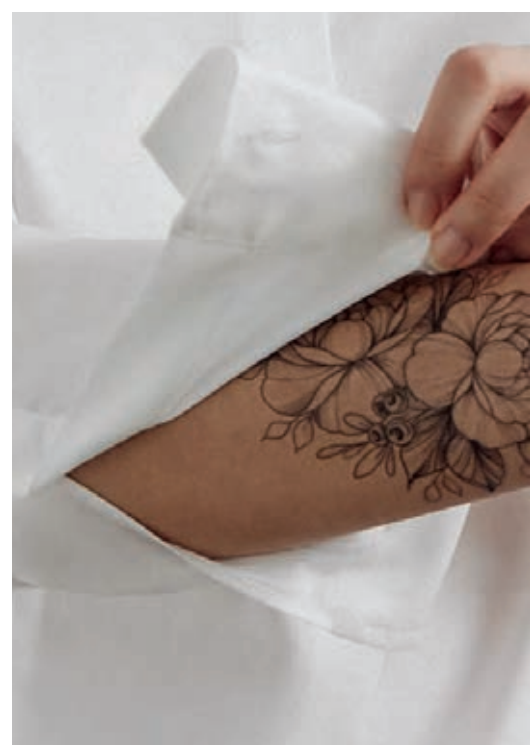
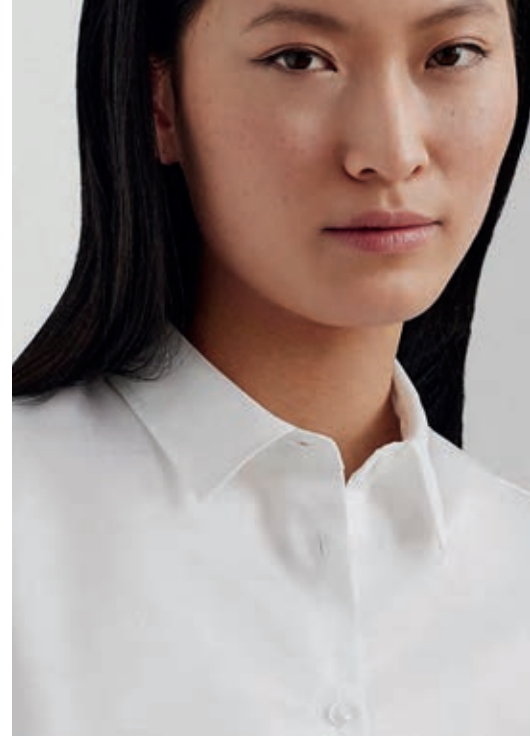
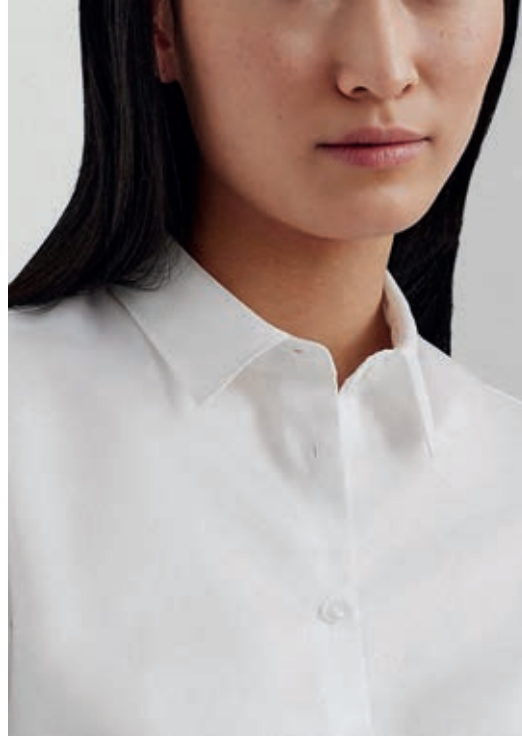




# Cover Shirt

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Opaque, high-quality and easy-iron.  
For an impeccable business look.  
Always elegant and stylish every time.



COVER SHIRT

# Extra Long Cotton.

Yarn at its best.

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The opaque innovation.  
A special combination of yarns (100% cotton)  
ensures an optimized opaqueness  
combined with soft texture and the  
highest wearing comfort.



Opaque



Easy  
Iron



100%  
Cotton



Two Ply  
Fabric

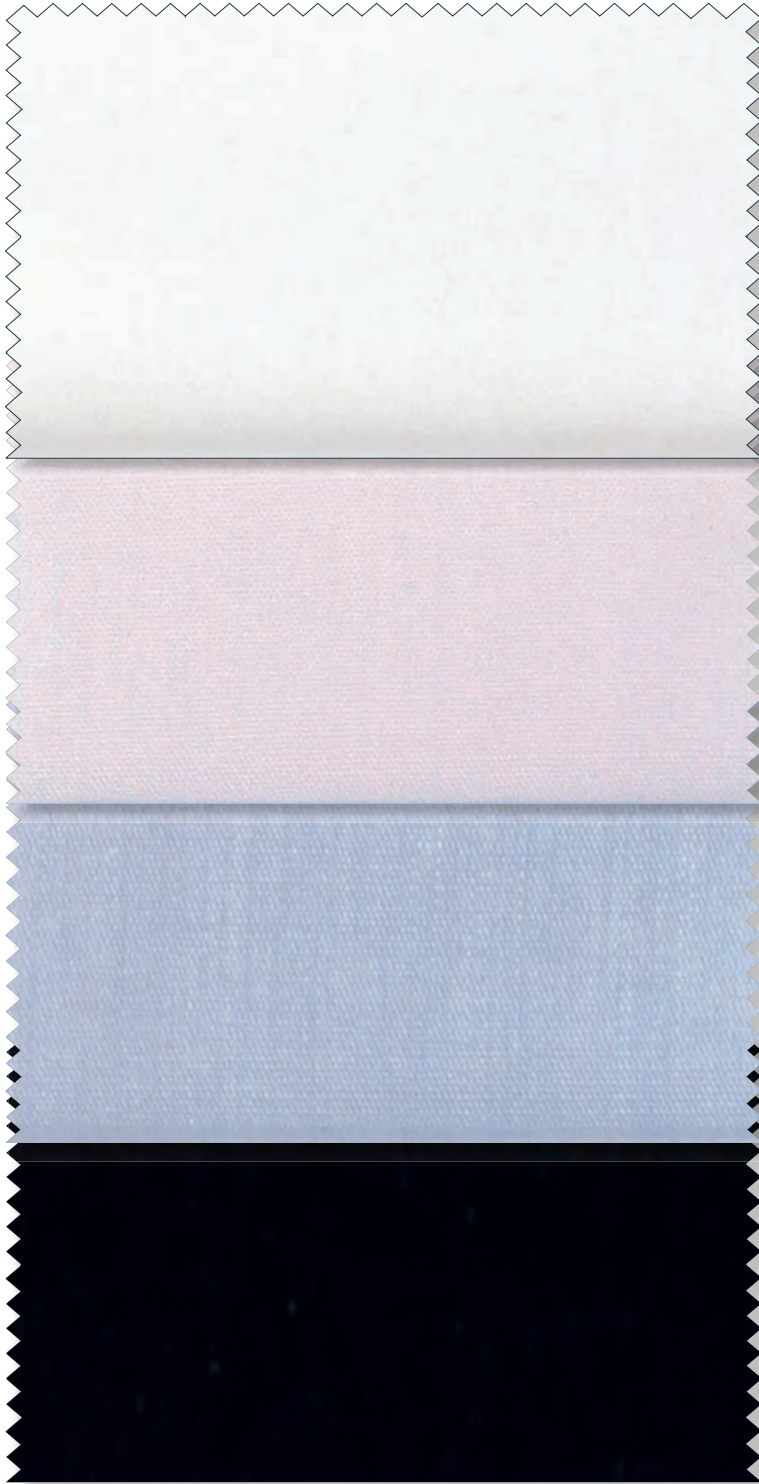


# Cover Shirt

5008

Masterpiece

5008  
00 D708



00

50

10

39

**E**



REGULAR  
**D708 Ruby**  
RL 66  
34-50

**5008/00/10/39**

**E**



FITTED  
**D10Y Favi**  
RL 66  
34-44

**5008/00/39**

**D**



REGULAR  
**H965 Rita**  
RL 72  
34-50

A woman with long blonde hair is standing against a light grey wall. She is wearing a black long-sleeved button-down shirt tucked into black trousers. She is also wearing light-colored loafers. The background is a plain, light-colored wall and floor.

# Performance Shirt

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Maximum freedom thanks to stretch fabric.  
Flexibility all the time.  
For an active lifestyle.



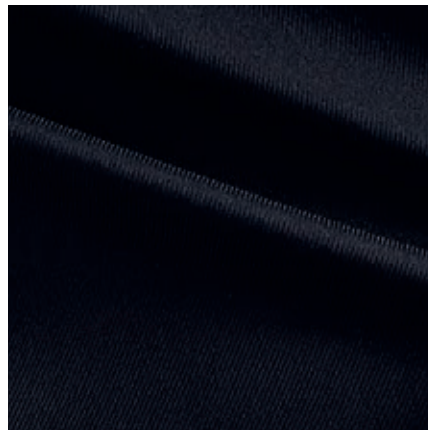
PERFORMANCE SHIRT

# Super Stretch Material.

Flatters many different body types.

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The material ensures a perfect balance of body-hugging fit and comfort. The extremely stretchy, super soft and easy-iron fabric quality (70% lyocell, 26% polyamide, 4% elastane, super stretch) is furthermore breathable, absorbent and leaves a cooling effect on the skin.



Super  
Stretch



Eco-  
Friendly



Cooling  
Effect



No sweat,  
No smell



Super  
Soft



Easy  
Iron

# Performance Shirt

**5377**



Masterpiece

5377  
39 DF04

**E**



FITTED  
DF04 Fiona  
RL 68  
34-46

00

19

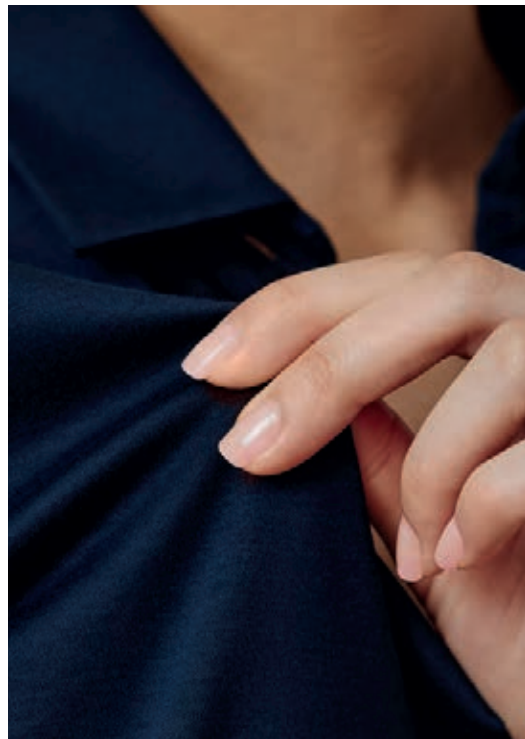
39



# Jersey Shirt

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Smooth jersey, guaranteed to  
make you feel good.  
100% softest cotton.  
For stylish yet comfortable looks.



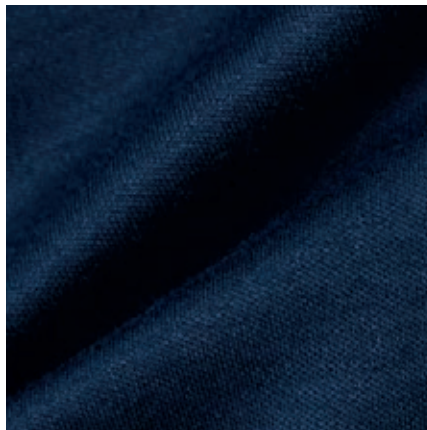
JERSEY SHIRT

# Luxurious. Comfortable.

A knitted fabric with natural flexibility.

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The perfect blouse for anyone unwilling to compromise on comfort. Made from 100% softest cotton it offers highest elasticity, at the same time being absorbent and breathable thanks to a fine mesh structure.



Super  
Stretch



Easy  
Iron



100%  
Cotton



Super  
Soft



# Jersey Shirt

5158



Masterpiece

5158  
19 DF05

F

FITTED  
DF05 Fiona  
RL 66  
34-46



00

5158/00

F

REGULAR  
D535  
RL 66  
34-50



19

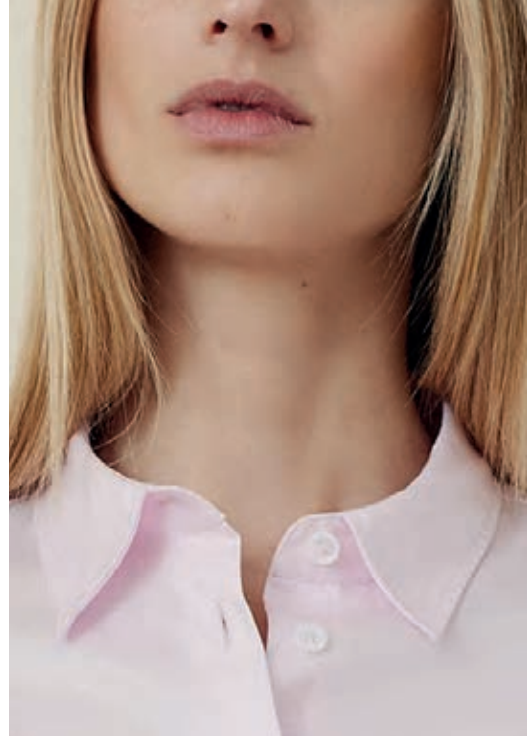
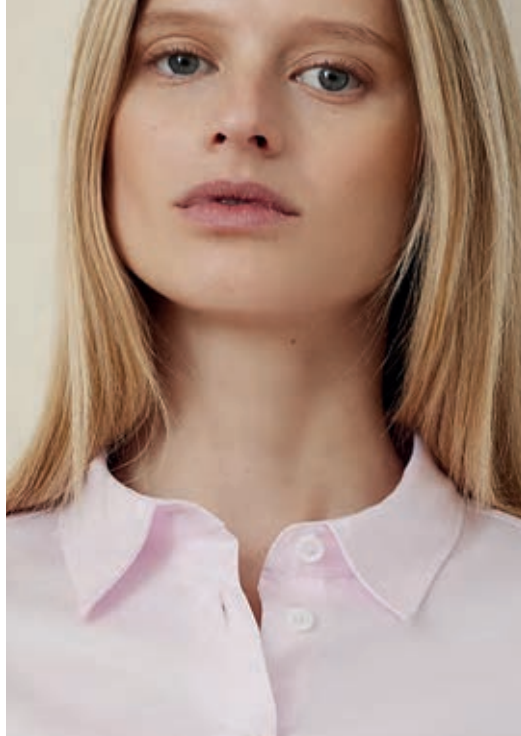
39

A full-body photograph of a woman with long blonde hair standing in a doorway. She is wearing a light pink, long-sleeved button-down shirt tucked into matching light pink trousers with a slit at the hem. She is also wearing white sneakers. The background is a white door with a brass handle and a white wall.

# Soft Luxury Shirt

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Soft feel, relaxed look and  
perfect wearing comfort.  
The relaxed smart casual blouse  
with a touch of luxury.



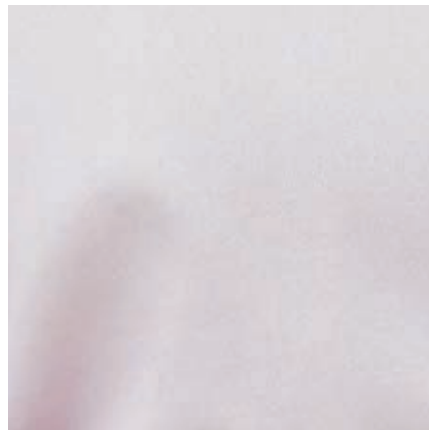
SOFT LUXURY SHIRT

# Perfect Balance.

Between structure and luster.

---

Washed blouses made of finest twill combine a casual feeling with a touch of luxury. The blouses captivate with their elegant, relaxed look thanks to the light sheen and the soft fabric quality.



Garment  
Washed



100%  
Cotton



Two Ply  
Fabric



Super  
Soft

# Soft Luxury Shirt

5750

Masterpiece

5750  
50 D904



02

50

10

23

F



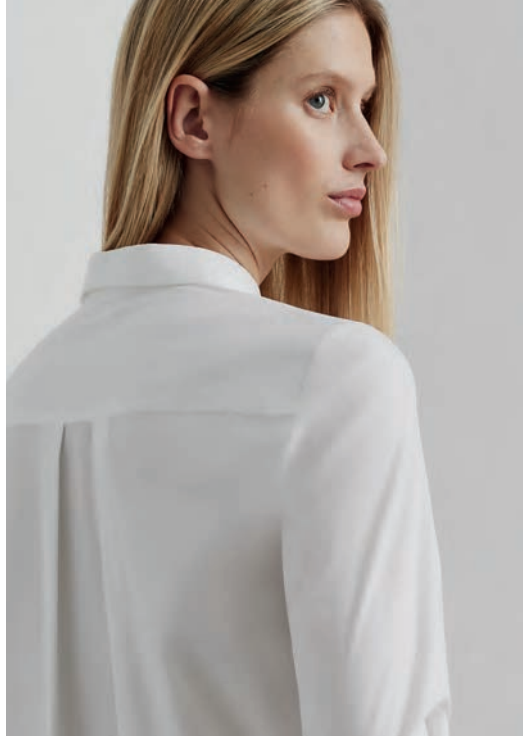
LOOSE  
D904 Laura  
RL 78  
34-50



# Signature Shirt

Fine, light and straight-cut.  
For clean, sophisticated looks  
and smart understatement.

1863  
— by —  
ETERNA



SIGNATURE SHIRT

# Signature Poplin.

For straight forward elegance.

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With its tightly closed weave, it has a uniquely smooth and soft surface for a thin and cool but strong and durable blouse with a beautiful drape.



Super  
Stretch



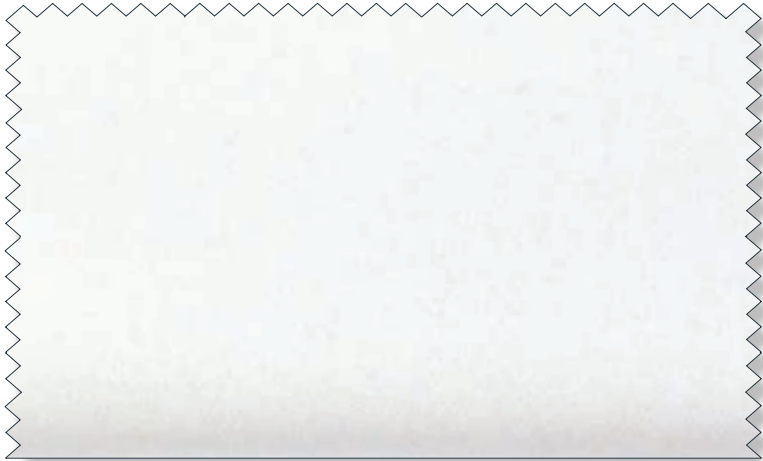
Easy  
Iron



# Signature Shirt

5212

Masterpiece  
5212  
00 DS19



LOOSE  
DS19  
RL 68  
34-48

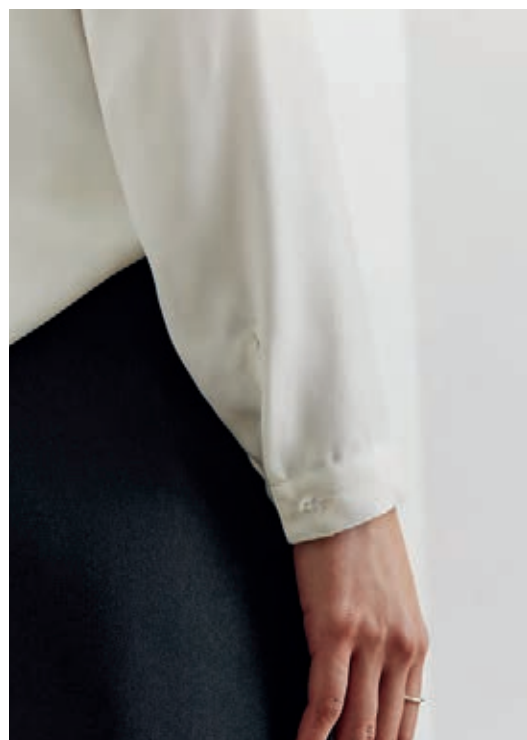
00

A full-body photograph of a woman with long dark hair, wearing a white long-sleeved viscose shirt and a dark, flared skirt. She is standing against a plain white background. The text 'Viscose Shirt' is overlaid in the center of the image.

# Viscose Shirt

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Light, flowing and smooth.  
The all-rounder for feminine style,  
from casual to elegant.



VISCOSE SHIRT

# All-rounder.

For every feminine look.

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A timeless basic that projects both modern professionalism and feminine strength. Delicate, flowing viscose with the best properties of natural fibers and the feel of delicate silk 100% viscose - the perfect fabric for your stylish dress sense.



Cooling  
Effect



Super  
Soft



Eco-  
Friendly

# Viscose Shirt

**5270**

Masterpiece

5270  
01 D931



**E**

LOOSE  
**D931 Laura**  
RL 70  
34-50



01

**5270/01**

**E**

REGULAR  
**D295 Rita**  
RL 72  
34-54



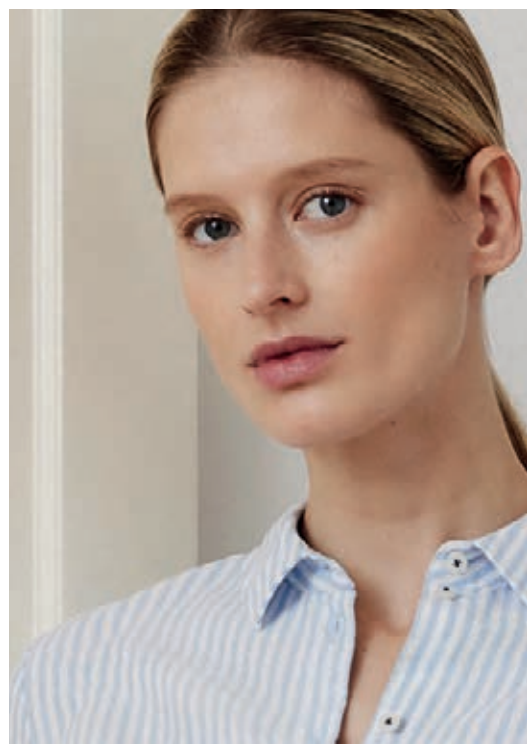
39



# Oxford Shirt

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Sporty, comfortable and natural.  
Uncomplicated, versatile style.  
Perfect for smart-casual looks.



OXFORD SHIRT

# Pinpoint. Oxford.

Effortlessly smart, with a distinct texture.

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These blouses represent supreme versatility,  
perfect for business casual and leisure.  
An extremely durable and robust fabric  
made from 70% cotton, 30% lyocell.



Garment  
Washed



Super  
Soft

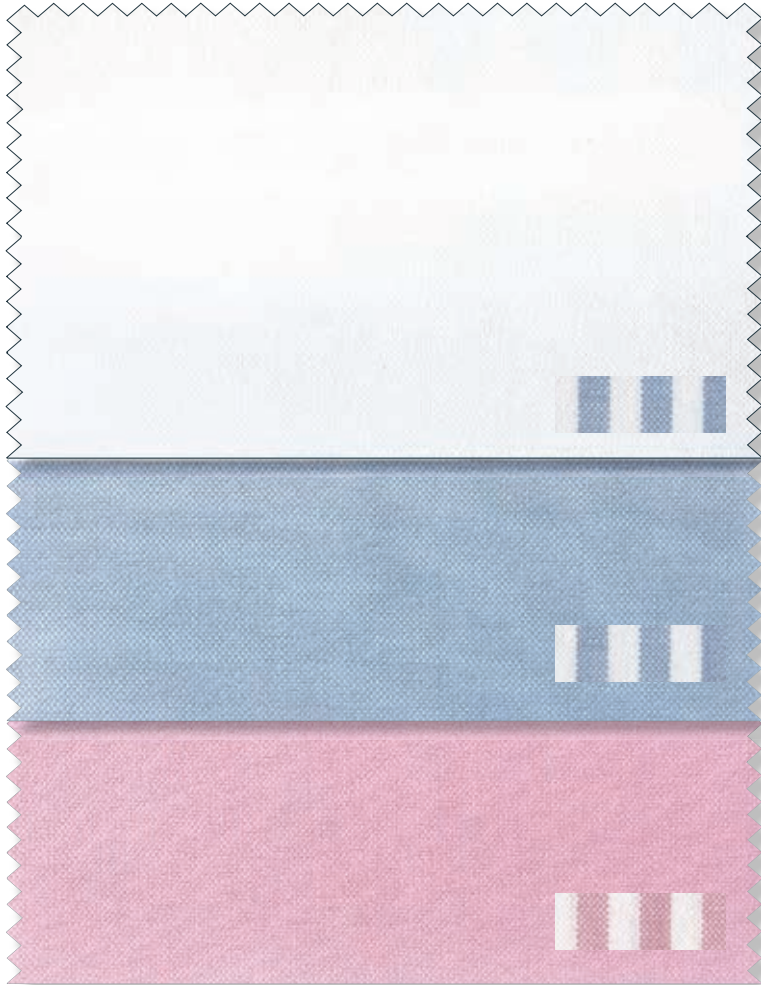


Eco-  
Friendly



# Oxford Shirt

5124



00

12

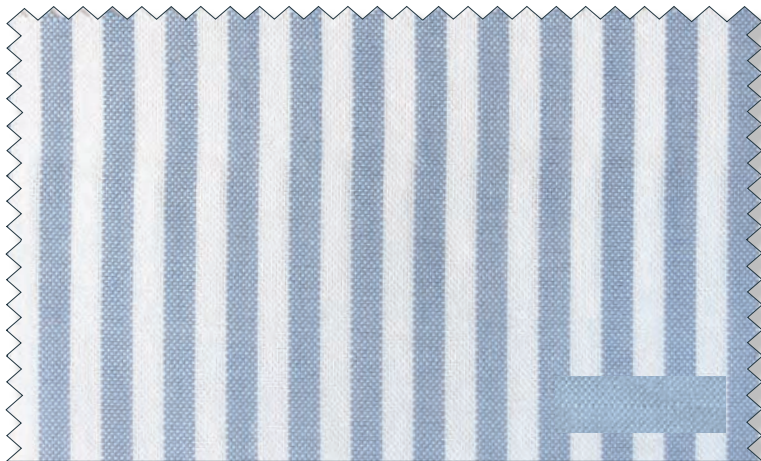
50

E



REGULAR  
D935 Rita  
RL 72  
34-50

6008



12

E



REGULAR  
D935 Rita  
RL 72  
34-50

Masterpiece

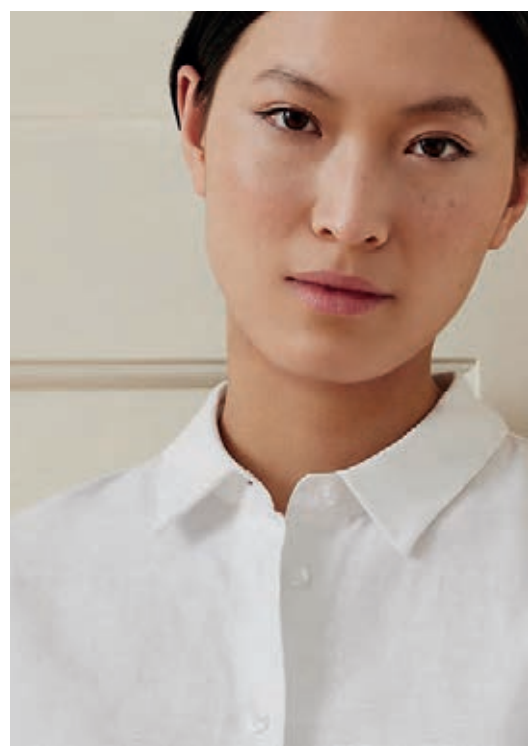
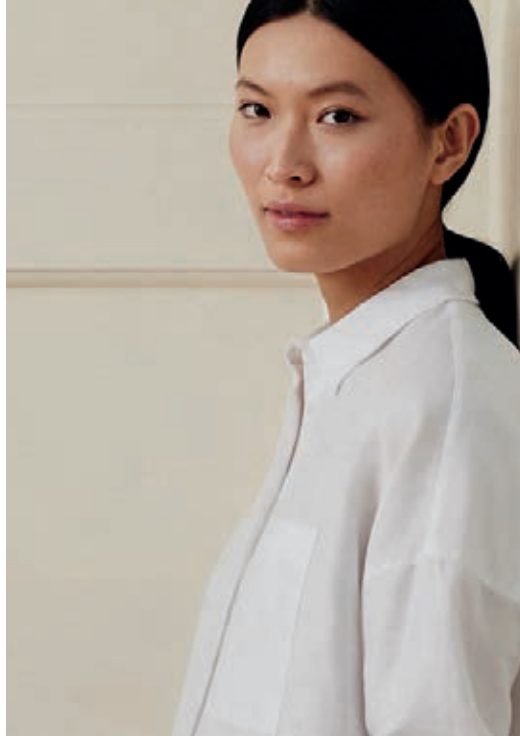
6008  
12 D935

A woman with dark hair pulled back, wearing a white long-sleeved linen shirt and dark blue trousers, stands in a doorway. She is looking back over her shoulder towards the camera. The background is a white paneled door with a brass handle. The floor is made of light-colored wood.

# Linen Shirt

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Linen and cotton, natural  
and sustainable.  
For an airy feel and a  
casual, summery look.



LINEN SHIRT

# Uncomplicated.

Casual summer look.

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A sartorial must in the summer, and a business casual and casual style statement.

The linen shirt impresses with its noble quality made from 59% cotton and 41% linen. The beautiful, irregular texture is actively cooling and a part of its character.



Breathable



Super Soft



Garment Washed



Cooling Effect



Eco-Friendly

# Linen Shirt

**5155**

Masterpiece

5155  
00 D285



00



# Additional Offer

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Complementary classics to the  
existing range of Best In Class qualities.  
Bestseller in timeless colors.

# Additional Offer

NEVER OUT OF STOCK

**7001**



**F**

REGULAR  
**D266 Ruby**  
RL 66  
34-50



00

**7001/00**

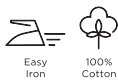
**E**

REGULAR  
**R786**  
RL 65  
34-50



51

12



Easy  
Iron

100%  
Cotton

**5220**



**D**

LOOSE  
**D904 Laura**  
RL 78  
34-50



00



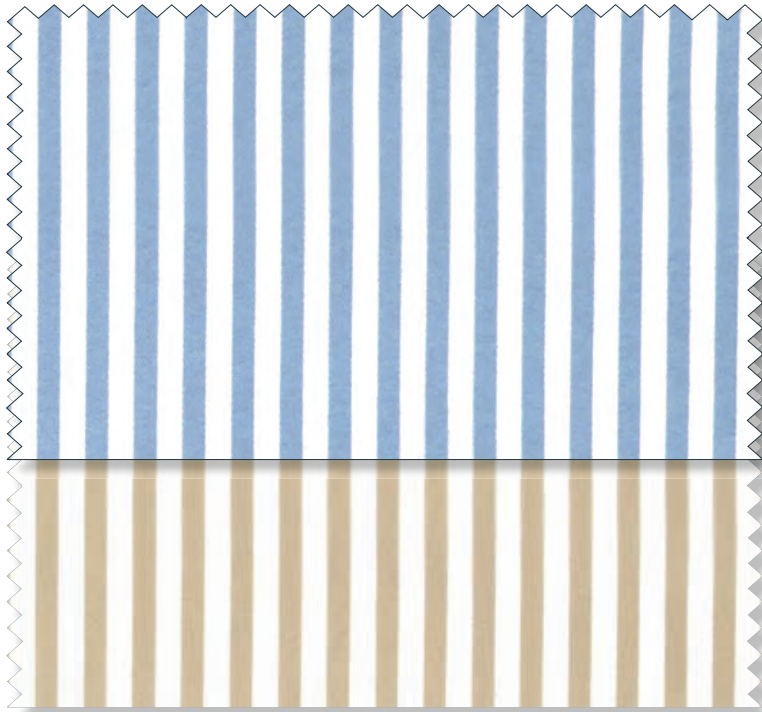
Non  
Iron



# Additional Offer

NEVER OUT OF STOCK

**6281**



12

20



Stretch



Garment Washed

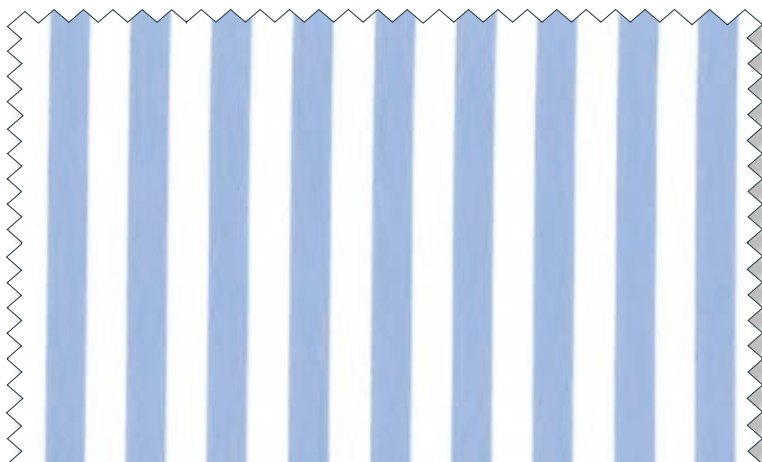
69% Cotton  
27% Polyamide  
4% Elastane

**E**

REGULAR  
**D708 Ruby**  
RL 66  
34-50



**6299**



12



Stretch

69% Cotton  
27% Polyamide  
4% Elastane

**E**

REGULAR  
**D708 Ruby**  
RL 66  
36-48





# Limited on Stock

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Bestsellers will be available for  
replenishment in the core sizes.  
In accordance to the sales period  
of the article and as long as stocks last.

# Indian Summer

available from 15.06. - 15.07.2024 - as long as stocks last

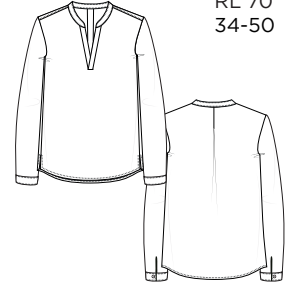
**7652**



100% Viscose

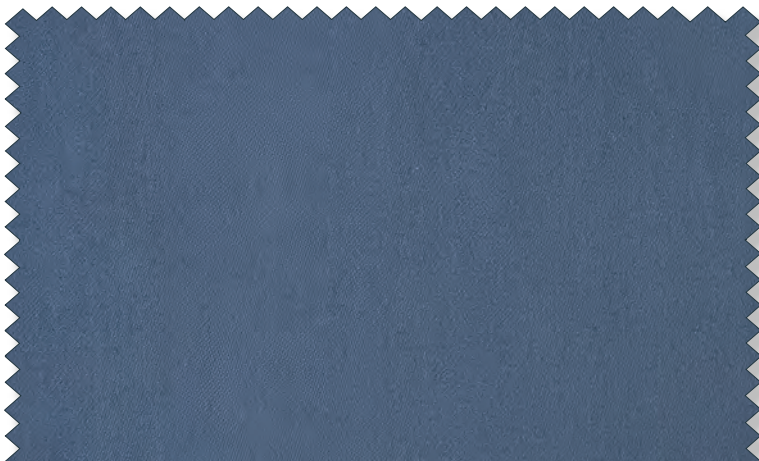
**F**

LOOSE  
**D931 Laura**  
RL 70  
34-50



18

**5585**



95% Cotton  
5% Elastane

**E**

LOOSE  
**D246 Laura**  
RL 70  
34-50



17

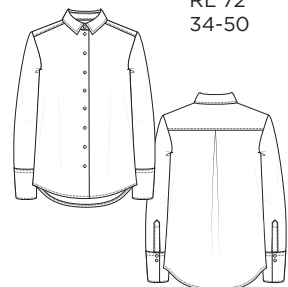
**6423**



100% Viscose

**F**

REGULAR  
**D247 Rita**  
RL 72  
34-50

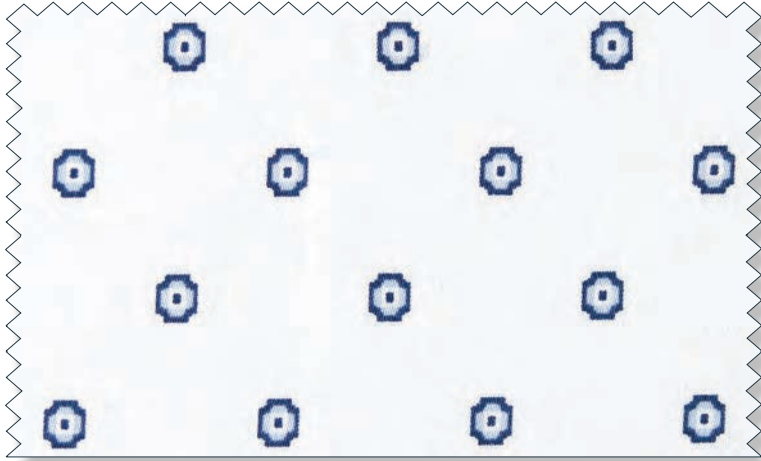


71

# Indian Summer

available from 15.06. - 15.07.2024 - as long as stocks last

**7647**



01



**F**

REGULAR  
**D266 Ruby**  
RL 66  
34-50



**7649**

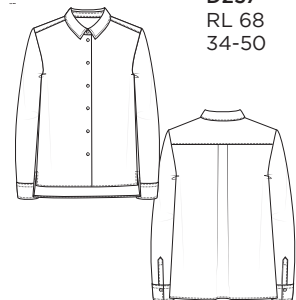


18



**F**

REGULAR  
**D257**  
RL 68  
34-50

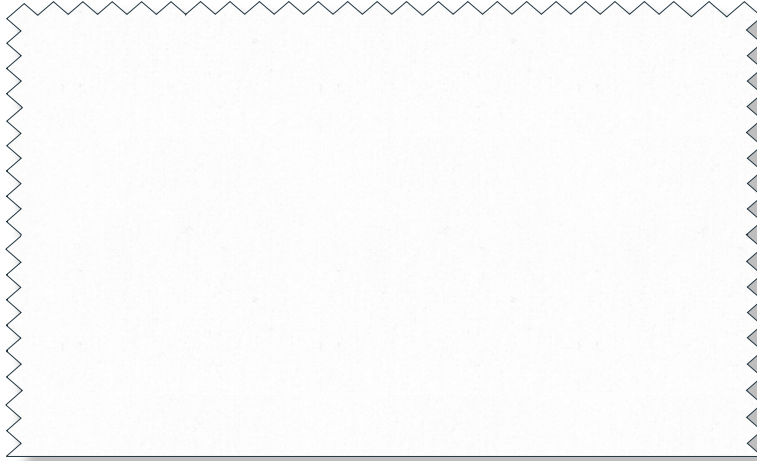




# New Forms

Delivery date: 15.07. - 15.08.2024 - as long as stocks last

5212



(H)

1863  
—  
ETERNA

FITTED

DY67 Favi

RL 65

34-44



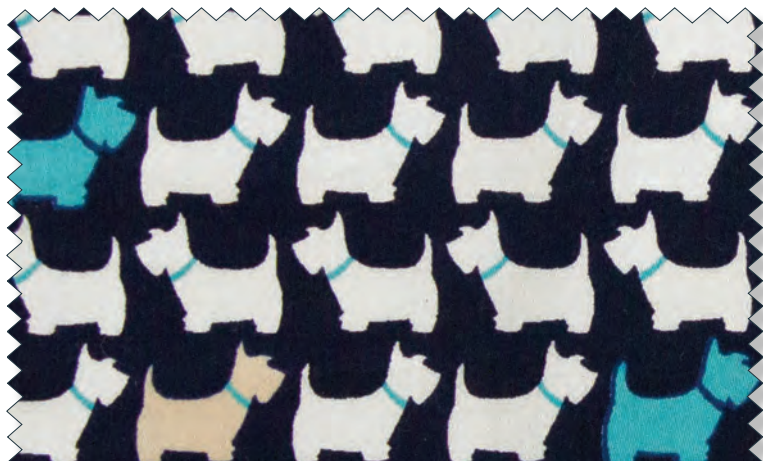
00



79% Cotton  
18% Polyamide  
3% Elastane

Easy  
Iron

7423



(E)

REGULAR

D935 Rita

RL 72

34-50



18



100%  
Cotton

7469



(F)

LOOSE

D246

RL 70

34-54



18

100% Viscose

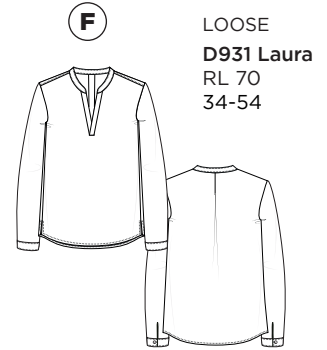
# New Forms

Delivery date: 15.07. - 15.08.2024 - as long as stocks last

**7435**



100% Viscose



18

**7427**

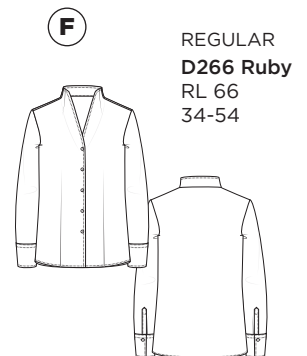
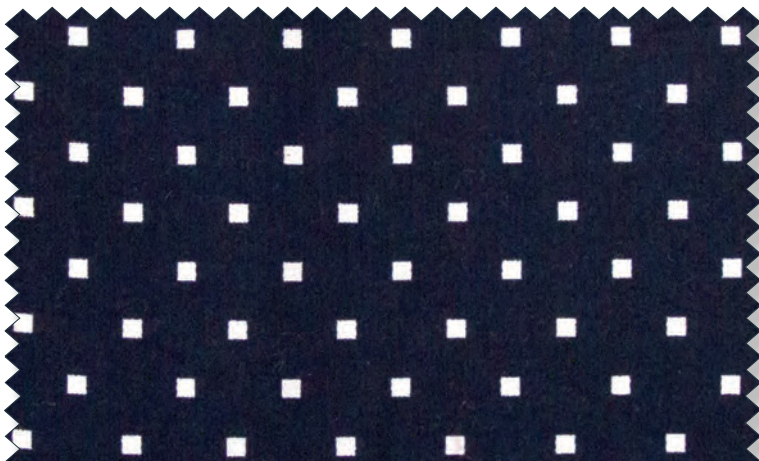


100% Viscose



44

**7483**



18







# Scarlet Moon

Delivery date: 15.08. - 15.09.2024 - as long as stocks last

**7487**



58



70% Cotton  
30% Lyocell

Easy  
Iron

**F**

REGULAR  
**D935 Rita**  
RL 72  
34-50



**5158**



52



100%  
Cotton



Easy  
Iron

**F**

FITTED  
**DF05 Fiona**  
RL 66  
34-46



**7441**



53



100%  
Cotton

**F**

REGULAR  
**D780**  
RL 66  
34-54



# Scarlet Moon

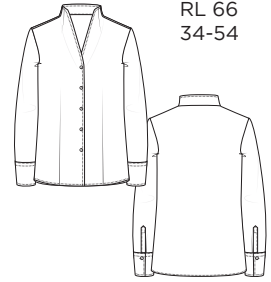
Delivery date: 15.08. - 15.09.2024 - as long as stocks last

7491

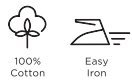


G

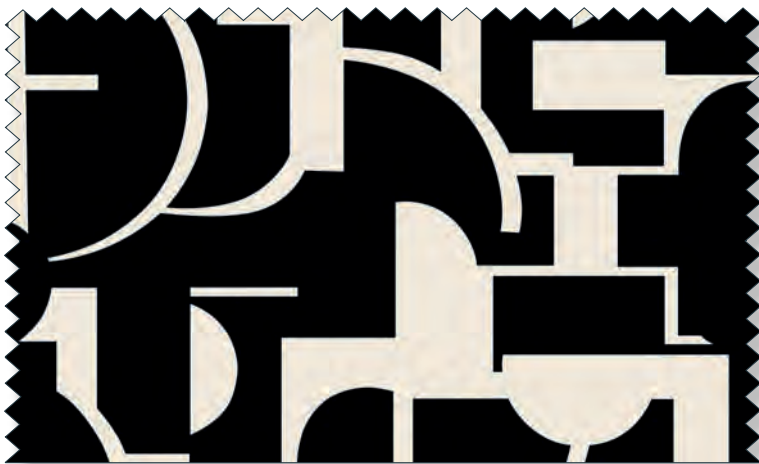
REGULAR  
D266 Ruby  
RL 66  
34-54



39

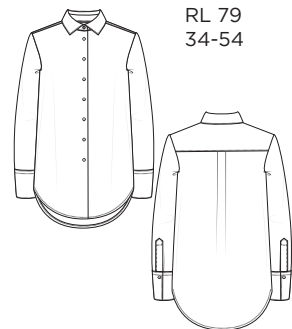


7584



F

LOOSE  
D923  
RL 79  
34-54



39

100% Viscose

# Neutral Zone

Delivery date: 15.09. - 15.10.2024 - as long as stocks last

6321



F

REGULAR  
D935 Rita  
RL 72  
34-50



27



70% Cotton  
30% Lyocell



## Best in Class

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	PAGE:
Satin Shirt	18
Cover Shirt	22
Performance Shirt	26
Jersey Shirt	30
Soft Luxury Shirt	34
Signature Shirt	38
Viscose Shirt	42
Oxford Shirt	46
Linen Shirt	50

## Additional Offer

---

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## Limited on Stock

---

FROM PAGE:
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## Oversize

---

	PAGE:
5155/00 D285	53

## Loose

---

	PAGE:
5585/00 D931	Laura 21
5585/19 D931	Laura 21
5750/02 D904	Laura 37
5750/50 D904	Laura 37
5750/10 D904	Laura 37
5750/23 D904	Laura 37
5212/00 DS19	41
5270/01 D931	Laura 45
5270/39 D931	Laura 45

## Regular

---

	PAGE:
5352/00 D708	Ruby 21
5352/12 D708	Ruby 21
5352/19 D708	Ruby 21
5352/85 D708	Ruby 21
5352/00 D282	Ruby 21
5352/19 D282	Ruby 21
5585/00 A217	21
5585/12 A217	21
5585/00 A766	21
5008/00 D708	Ruby 25
5008/00 H965	Rita 25
5008/39 H965	Rita 25
5158/00 D535	33
5270/01 D295	Rita 45
5124/00 D935	Rita 49
5124/12 D935	Rita 49
5124/50 D935	Rita 49
6008/12 D935	Rita 49

## Fitted

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	PAGE:
5352/00 DF44	Favi 21
5008/00 D10Y	Favi 25
5008/10 D10Y	Favi 25
5008/39 D10Y	Favi 25
5377/00 DF04	Fiona 29
5377/19 DF04	Fiona 29
5377/39 DF04	Fiona 29
5158/00 DF05	Fiona 33
5158/19 DF05	Fiona 33
5158/39 DF05	Fiona 33

# Vertriebsabteilungen

## Sales Departments

---

### SALES SUPPORT

DACH:

Phone: +49 851 98 16 - 200  
Fax: +49 851 98 16 - 470  
Mail: [nationalsales@eterna.de](mailto:nationalsales@eterna.de)

Montag bis Donnerstag  
vom 09.00 - 16.00 Uhr und  
Freitag von 09.00 - 14.00 Uhr.

Monday to Thursday  
from 09.00 to 16.00 and on  
Friday from 09.00 to 14.00.

### SALES SUPPORT DACH:



[unternehmen.eterna.de/kontakt](https://unternehmen.eterna.de/kontakt)

### SALES SUPPORT INTERNATIONAL:

Phone.: +49 851 98 16 - 599  
Fax: +49 851 98 16 - 467  
Mail: [internationalsales@eterna.de](mailto:internationalsales@eterna.de)

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Freitag von 09.00 - 14.00 Uhr.

Monday to Thursday  
from 09.00 to 16.00 and on  
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Registernummer | Commercial register number: HRB 6981

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