



**Good Practice 4:  
MANUFACTUM – Good Things  
from Monasteries**

SKIVRE Training Scheme



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## Good Practice 4:

# MANUFACTUM – Good Things from Monasteries

MANUFACTUM., Germany

**MANŪFACTUM.**

### Description

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The German company MANUFACTUM has been producing the range 'Good Things from Monasteries' ("Gutes aus Klöstern") for 18 years. It comprises of over 300 monastic products from across Europe, including body care products, food, linen, clothes, crockery, sweets, wine, spirits, remedies, books, and CDs.

The catalogue has products from 65 European monasteries, and is edited like a cultural magazine, with information on those products and on monasteries and the function of monastic culture today. MANUFACTUM. wants to make clear that monasteries have more to offer than just nostalgia and "wellness for body and soul".

The catalogue with all products can be bought online or in the 11 MANUFACTUM shops in Germany, and the products themselves can be found on the Internet and in the MANUFACTUM. department stores.

#### ■ Why is this an example of good practice

We feel that this is an example of a successful business model for selling monastic products. It:

- Revives the ancient products of monasteries
- communicates the range and quality of European monastic products
- links the products to stories which talk about monastic life in monasteries run by different orders
- gives information about the monasteries, their location and today's life
- offers a spiritual dimension for customers as well as a material one.

The product range contributes to the revitalisation of monastic products and also shows monasteries as spiritual places reflecting what this monastic space could offer our contemporary life. It shows a business which creates a market with high-quality products. The product selection is based on the principles of long life, efficiency, reparability, and ethical production. The products are presented attractively in the catalogue, which communicates, not just products, but a lifestyle as well.

## Pictures

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Picture 1: Monastic product range at MANUFACTUM. © [www.manufactum.de](http://www.manufactum.de)

### Gutes aus Klöstern 2019/2020



**MANUFACTUM.**

Picture 2: Catalogue title “Gutes aus Klöstern” © [www.manufactum.de](http://www.manufactum.de)



## Source/link

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This good practice available under the following link:

<https://www.manufactum.de/gutes-aus-kloestern-c195077/>

The catalogue is only in German available.

## Country

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Germany

## Topic

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SKIVRE Training Scheme	
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X	Module 2: Marketing Strategies
X	Module 3: Monastic Products
X	Module 4: How to Sell Monastic Products Authentically
X	Module 5: Distribution Channels
	Module 6: Social Media and Communication
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<https://www.skivre.eu/>