

PRESS RELEASE

Sympatex appoints Kim Scholze as Chief Sustainable Community Manager

Kim Scholze joins sustainability pioneer Sympatex. Scholze comes from ISPO Munich and wants to realise her vision of a consistently sustainable outdoor industry even more effectively from now on.

Munich / Unterfoehring, March 01, 2021 - Kim Scholze, previously Community Manager and developer of ISPO Munich's sustainability strategy, will become Chief Sustainable Community Manager and Head of Storytelling at Sympatex in mid-March. Having already kicked off the year on an optimistic note with the release of its new inclusive claim "We are the first generation," and having once again set the sustainability pace in the industry with the conversion of its membrane raw material to over 25% bio-based sources, Sympatex is now taking the next logical step: in the newly created role, Kim Scholze will be responsible for the business development and communications strategy for Sympatex's sustainability division and will strengthen the sales and marketing team. Scholze brings more than 20 years of industry experience in strategy, marketing, development and sales to the role.

Kim Scholze is closely connected to the sports and outdoor industry. For Messe München, she has strategically developed and shaped the outdoor segment over the past five years. With the past inaugural event "OutDoor by ISPO", Scholze provided the decisive focus in terms of sustainability initiatives. At ISPO 2021, she developed the program and moderated the core topic of sustainability for two full days. The close connection to the sports, outdoor and sustainability industry has led, among other things, to Scholze developing her own podcast format, which she also hosts herself: Since September 2020, Kim Scholze has hosted the sports business podcast "Spuzziness (SPORT1)", another innovative communication format for the industry.

Before joining Messe München, Kim Scholze was responsible for product development, marketing and sales for Bench's sports collection. During this time, she founded her own agency for sustainable development: Brands for Good. With her agency, Scholze put the topic of sustainability on the agenda of the global platform

ISPO and strongly expanded this future topic strategically and operationally in her role at Messe München GmbH.

The versatile manager initially studied at the Sport University in Cologne. After graduating, Kim Scholze worked as a journalist and lecturer and published textbook literature before working with brands such as Salomon, Nitro Snowboards and Bench.

"We need much more collaboration and role models for sustainability in our industry. With Kim, we are gaining an expert in the industry and at the same time an inspiring and authentic personality who will effectively support us with her expertise in expanding the sustainability community," said Dr. Rüdiger Fox, CEO Sympatex Technologies. "With the help of Kim Scholze, we will build a community of the "brave and willing" and support them with adequate solutions when the EU finally makes consistent sustainability a mandatory program for the textile industry by 2025," affirms Fox.

Scholze is looking forward to the new challenge: "As a brand in the field of sustainability, Sympatex has a special pioneering position in the market. By closing ranks with the other decision-makers in the textile industry, we can really bring about change. And that's the least we have to do for future generations."

About Sympatex

Guaranteed Green – The Sympatex climate-neutral and recyclable membrane

As one of the worldwide leading producers, Sympatex® Technologies has been a synonym for high-tech functional materials in clothing, footwear, accessories and technical fields of application since 1986. Together with selected partners, Sympatex develops, produces and distributes membranes, laminates and functional textiles as well as finished products worldwide. The Sympatex membrane is highly breathable, 100% wind- and waterproof and regulates the climate. It is 100% recyclable, bluesign® certified, and it received the 'Oeko-Tex-Standard 100' certificate. It is also PTFE-free and PFC-free. The technologies and procedures are based on the principles of ecological responsibility and sustainability with a special focus on the optimal carbon footprint. Sympatex is represented worldwide with sales offices and branches.

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