

Unterföhring, 16th of March 2022

Let's connect! A day for opinion leaders

Sympatex is joining the first edition “Sport & Outdoor – Media Days” in Munich.



The first edition “[Sport & Outdoor Media Days](#)” is taking place opposite the Munich Order Center (MOC) in the so called "Kohlebunker" on Thursday, 17th of March 2022. This day is designed for opinion leaders and media of the sport and outdoor industry with the aim of providing a new format in terms of joint personal meetings. After almost two years of

standstill due to the COVID-19 pandemic. 25 selected brands will jointly present their new products for 2022/23. Starting at 11 am, media partner [Sympathy-Lab](#) hosts and streams live interviews with the exhibitors.

This first Media Days is about bringing the community together, jointly and across eight PR agencies. This new initiative of Matthias Aßmann, Community Builder and CEO Mandel Media AB, represents a platform for collaboration, exchange and cooperation. This enables to connect many different, usually competitive brands and media for one single appointment.

Sympatex is one of the selected, participating brands. This clearly shows the intention of the event: Combining forces and conserve resources. The ingredient-brand is well known for its collaborative approach and overarching goal of implementing a circular economy.

“When it comes to closing the loop we need to recognize we cannot do it alone. The system can only be changed if we agree to certain standards and at some part leave competition aside“ says Dr. Rüdiger Fox, CEO at Sympatex.

In an exclusive TV Corner, every brand has the chance for a short brand presentation and interview. Media partner Sympathy-Lab hosts and streams the live interviews with the exhibitors on the corresponding [Youtube Channel](#). Moderator is Kim Scholze, Chief Sustainable Community Manager & Head of Storytelling at Sympatex.

“We are very happy about the friendly and competent partnership with the Sympathy-Lab at our first Sport & Outdoor Media Days. Cooperation and collaboration are the cornerstones of the sustainable development of our industry, which is close to our hearts. I would like to thank the dedicated Sympaty-Lab team and personally Kim Scholze for the spontaneous commitment and her professional commitment as a moderator of the brand interviews.” Matthias Aßmann, Community Builder and CEO Mandel Media AB.

The Sympathy-Lab is dedicated to all opportunities and solutions that arise across industries in terms of sustainability and the necessary acceleration possibilities.

"The foundation of Sympathy Lab is the result of my search for a platform that stands for collaboration. A hub or even a library, to ensure that all information that initiates real change finds its place to get published. Thus, the right people, with the right expertise, find their way together to eventually inspire people.“ Kim Scholze, Host Sympathy-Lab.

For many years, the MANDEL team has been organizing events in Munich, Berlin and all Scandinavian countries. The industry can look forward to seeing a new platform that is considered as essential for a functioning community.

The press release including all high resolution press images can be downloaded [here](#).

About Sympatex

Re>Closing the loop. Together. By incorporating a climate-neutral and recyclable Sympatex membrane.

100 billion garments and 23 billion pairs of shoes produced p.a. represent Sympatex's future source of new raw material, once they've reached their end of life. The intelligent Sympatex membrane has been used in clothing, shoes, accessories and technical applications since 1986 and guarantees being 100% waterproof, windproof and breathable - in accordance with the performance standard. Intelligent? The membrane develops proportionally increasing breathability at higher activity. New and far above standard is that Sympatex produces functional textiles from recycled and recyclable monomaterials. Sympatex will no longer use new materials from the oil industry in the future. Instead, used textiles are transformed into new, high-quality membranes, laminates and functional textiles. Sympatex is working with selected brand partners worldwide to close the textile cycle together.

Learn more about how the ingredient brand Sympatex uses its own collaborative attitude and brand power to turn new ideas into reality:

www.sympatex.com

PR Kontakt · Carina Dietrich · carina.dietrich@sympatex.com · +49 (0) 175 55 69 159

Sympatex Technologies GmbH · Feringasträße 7a · 85774 Unterföhring · www.sympatex.com