

*More than a **membrane.***

**We are Sympatex** - Sales & Marketing

# Meeting Agenda

## **PART 01** OUR PRODUCT

- Core branding
- Top performance
- Membrane function compared
- Dynamic breathability
- We offer MORE - Support & tools
- Sustainability at Sympatex
- Our business units
- Our brand partners

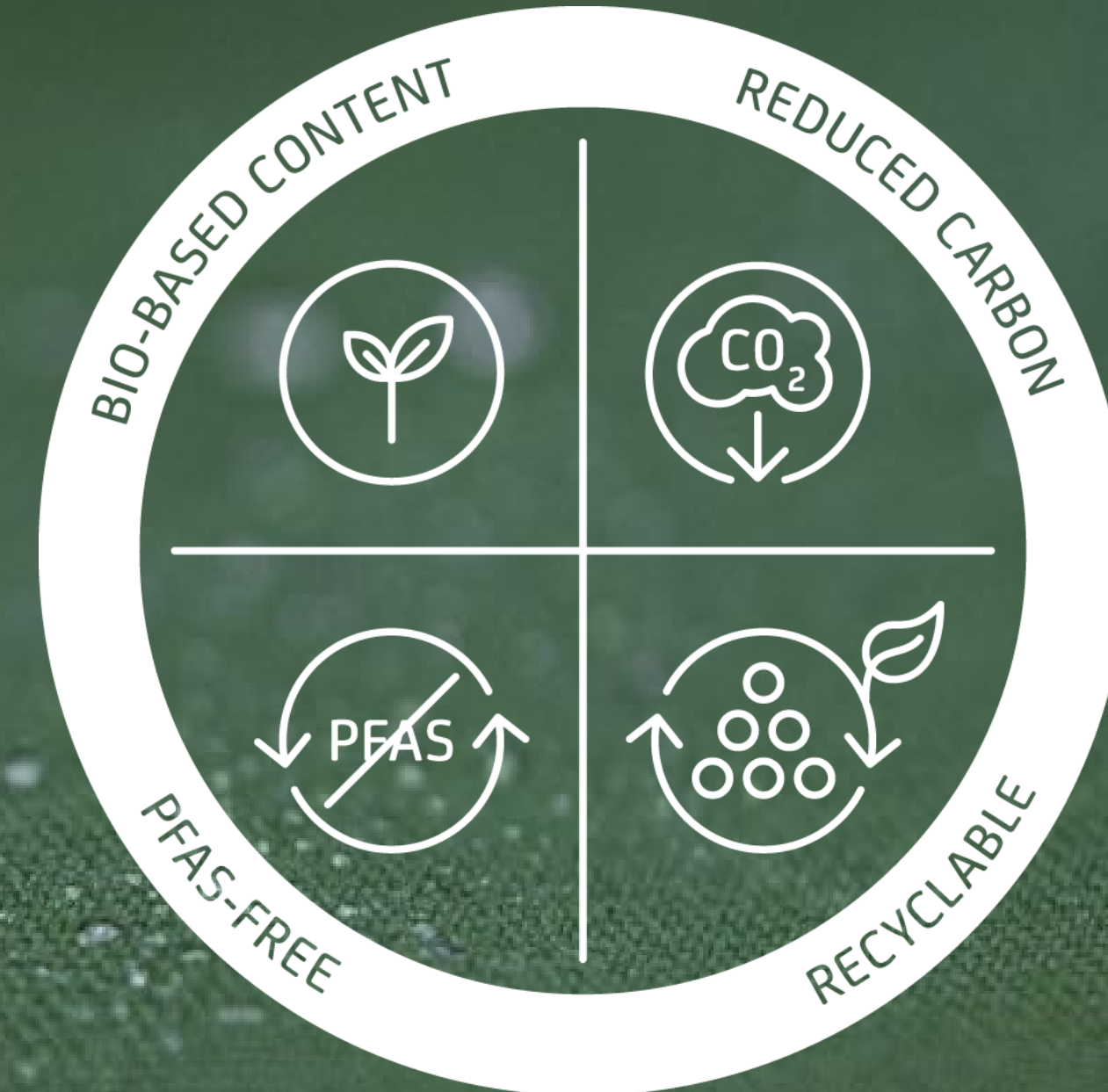
## **PART 02** MARKETING & COMMUNICATION

- Narratives & Storytelling
- Our corporate identity
- Brand fit on product: labels & hangtags
- Print essentials
- Join Marketing material
- Digital Marketing
- Extra communications tools

# PART 01 OUR PRODUCT

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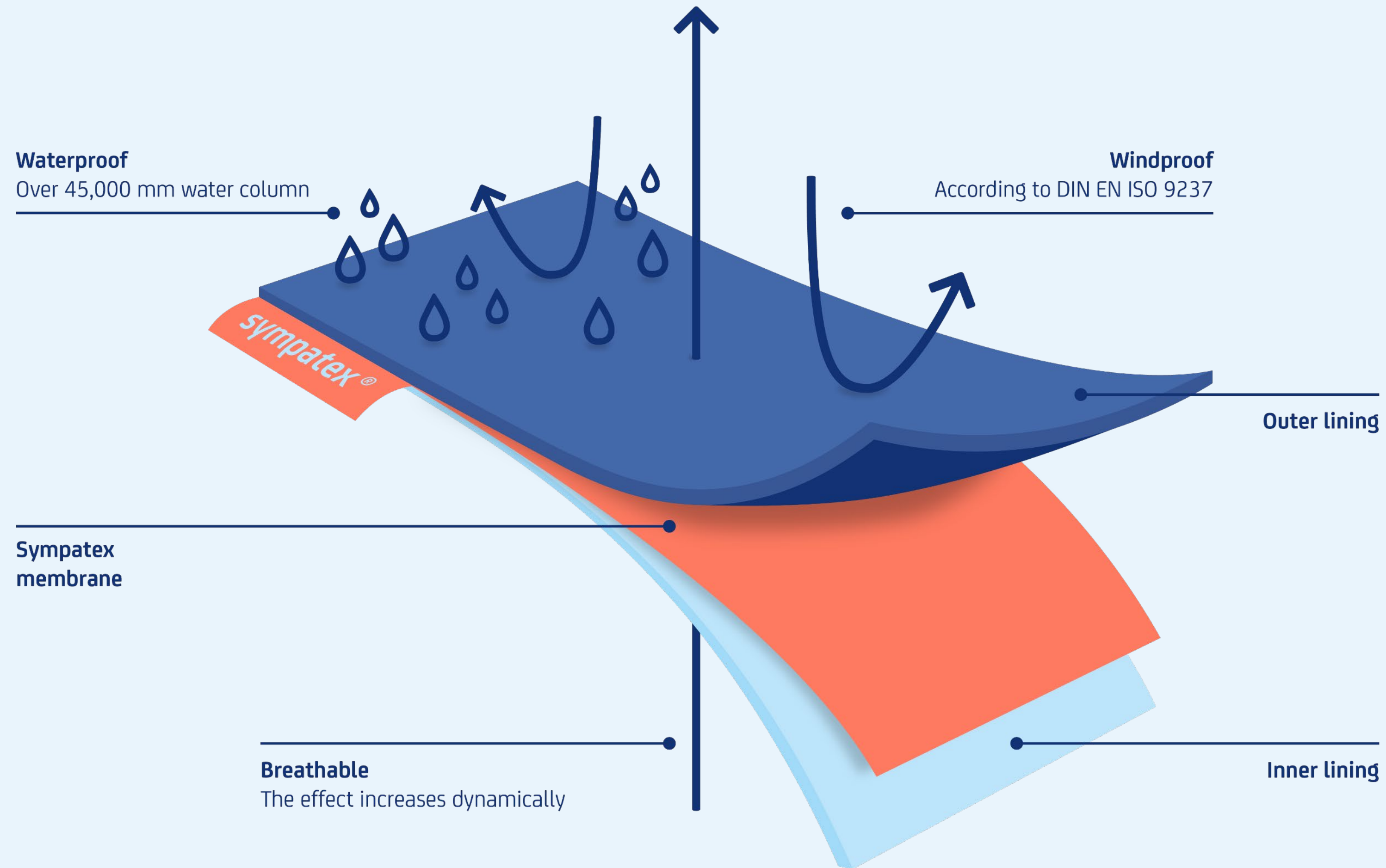


Sympatex - The sustainable approach to a highly functional yet fully **recyclable membrane**.



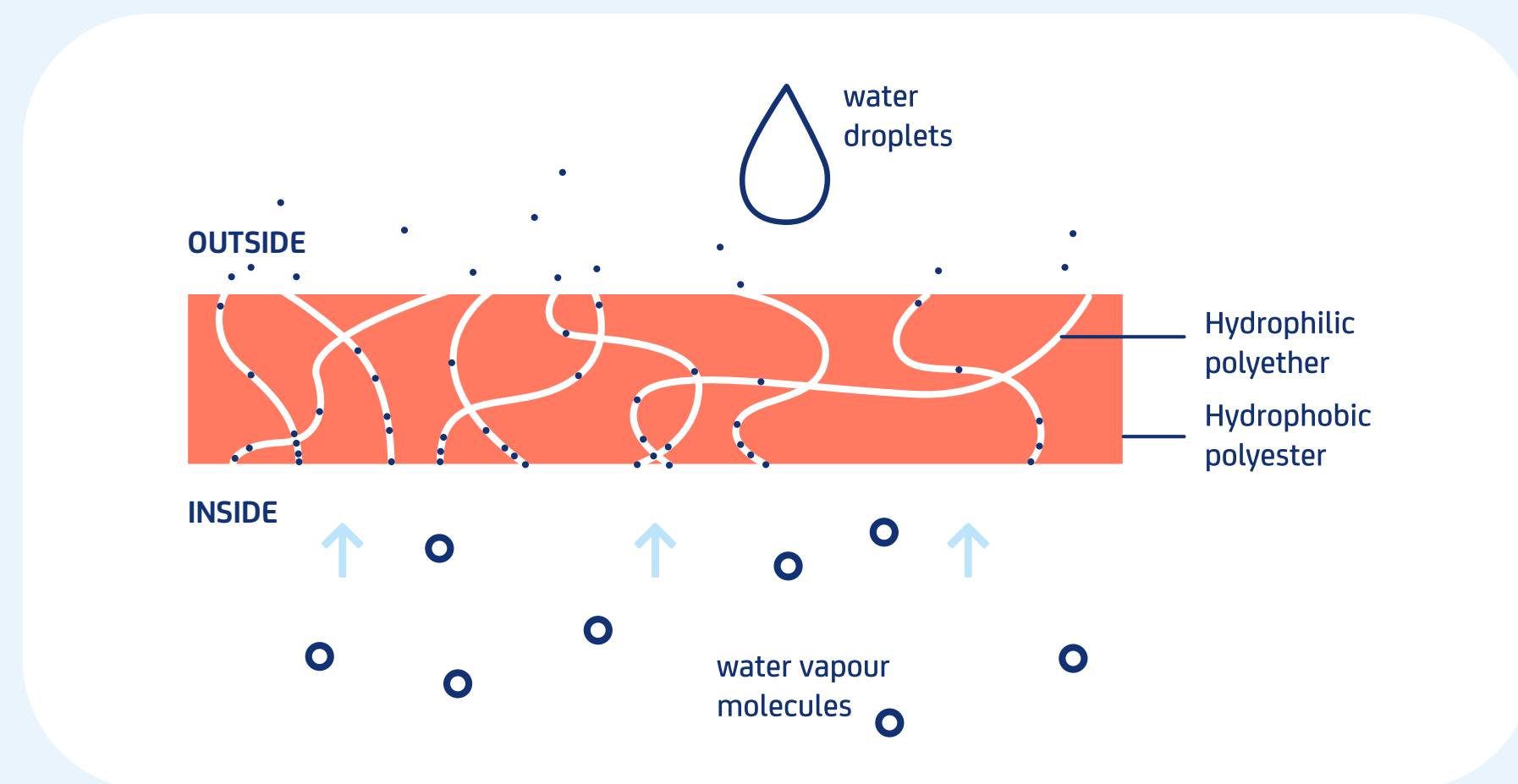
THE SYMPATEX MEMBRANE

# Top Performance



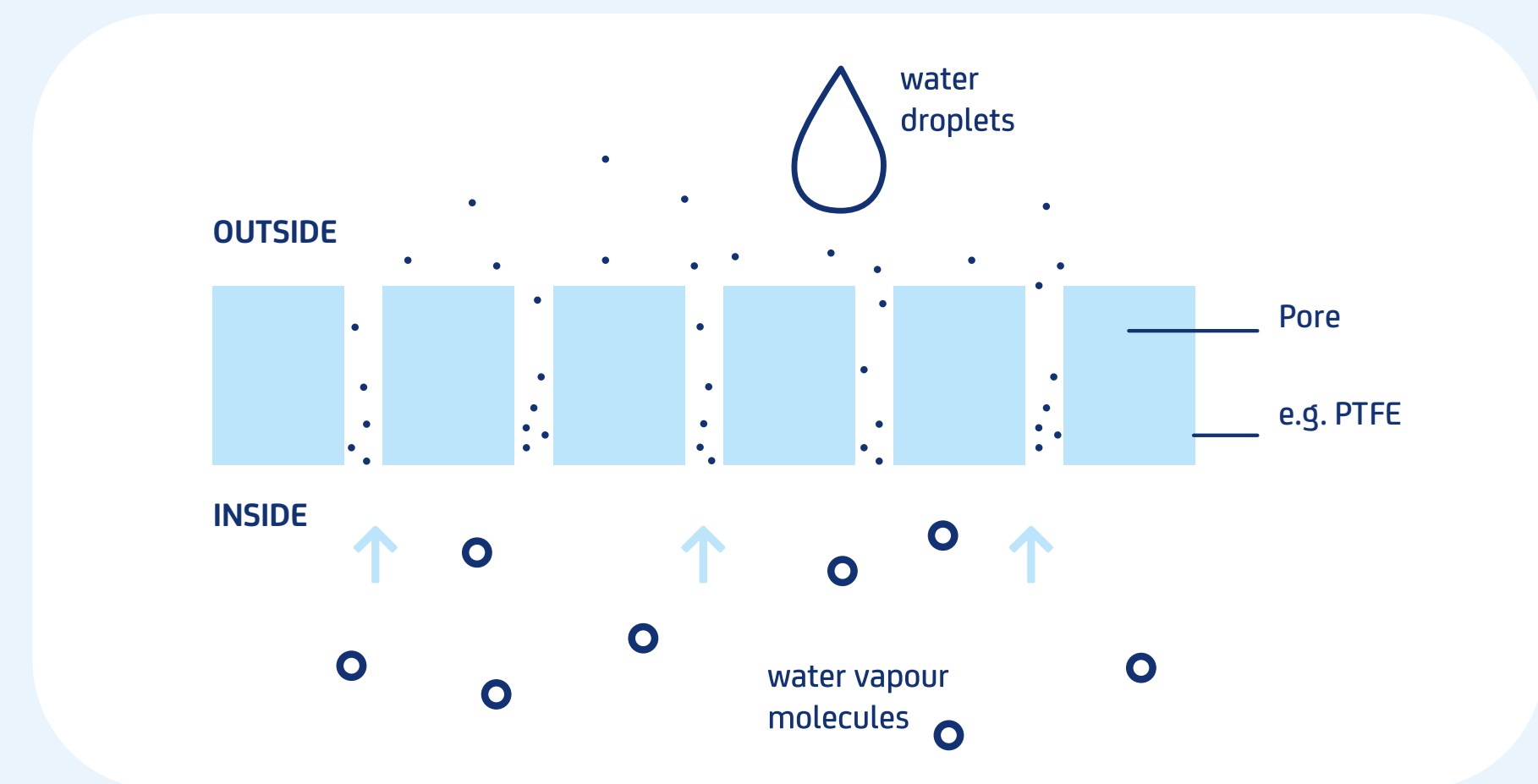
# Function compared

Sympatex membrane:



- The poreless compact membrane works on a **physical and chemical principle**
- The membrane consists of a **combination of hydrophobic polyester and hydrophilic polyether**
- The hydrophilic molecular structure of **the Sympatex membrane swells in moisture** (the more you sweat, the more moisture can be transported outwards)

Microporous membrane:



- The microporous membrane works on a **physical principle**
- The membrane **consists of PTFE or PU**
- **Function:** Very small pores: Water vapour and warmth can escape, but water droplets cannot get through the membrane

# Waterproofness – practical requirements

High pressure load –  
kneeling on damp ground:

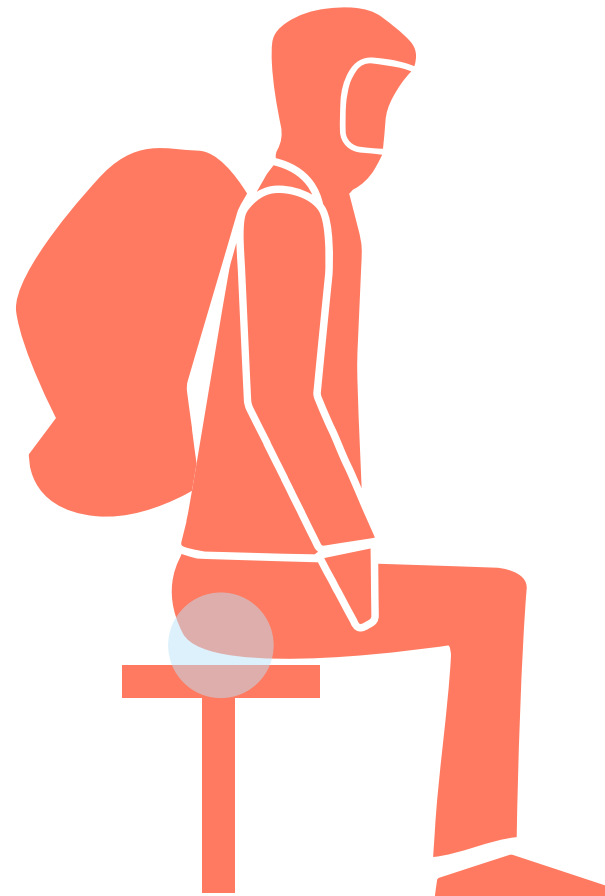
Example: Kneeling human  
60kg / 1,70m / per knee 5cm diameter



= 1,3 bar pressure  
Your trousers need at least a  
water column of **13,000 mm**.

High pressure load –  
sitting somewhere:

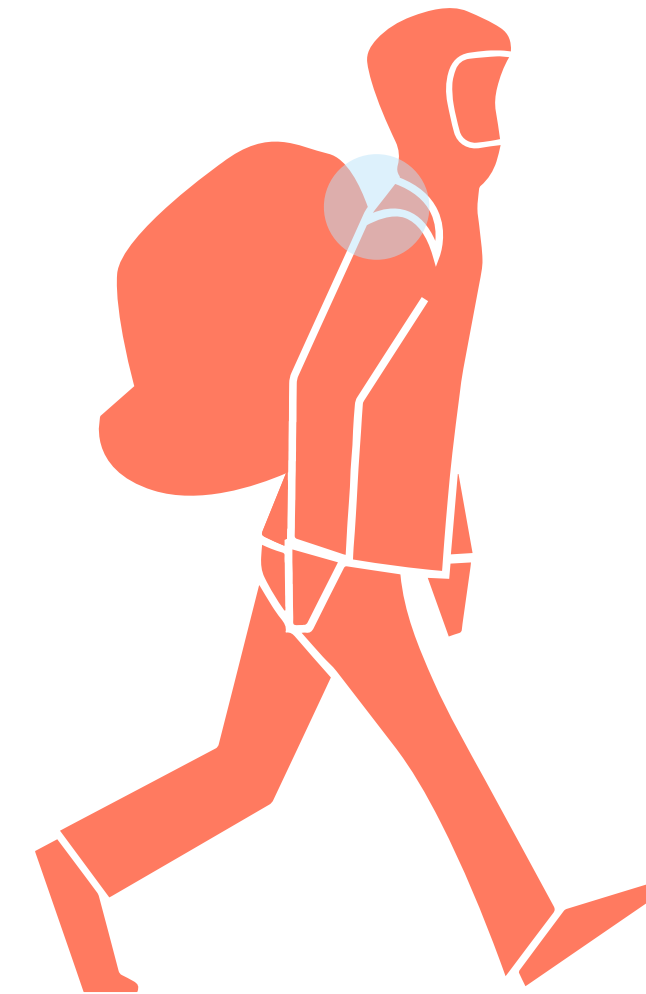
Example: Sitting human  
85kg / 1,90m / seat area 10 x 10cm



= 0,5 bar pressure  
Your trousers need at least a  
water column of **5,000 mm**.

High pressure load –  
hiking with a backpack:

Example: Backpack: 25kg with waist strap;  
Contact area on shoulder 4 x 9cm



= 0,1 bar pressure  
Your jacket needs at least a  
water column of **1,000 mm**.

All Sympatex  
apparel laminates  
reach at least  
**20,000 mm.**  
water column.

As a comparison:  
The highest standard class  
of DIN EN 343 is reached  
from 2,000 mm.

Our membrane itself has a  
water column of over  
45,000 mm.

# Our membrane compared to others

	sympatex®	Others competitors
Waterproofness	100% waterproof	Yes, but pores can be weak with pressure of water. Negative effect of surfactants (e.g. detergents, creams)
Windproofness	100% windproof 0 Liter / (m2 x sec.)	Windproof > 2 Liter / (m2 x sec.)
Breathability	Breathability increases during augmenting physical activity = dynamic climate control	Consistent, not dynamic No removal of (fluid) sweat
PTFE free	Environmentally friendly	Not eco-friendly, contains PFC
Stretchability	>300%	Approx. 100%
Properties after laundry	Extremely stretchable and compact / poreless / even further increased breathability after 1-2 washing cycles	<b>Pores may clog</b> due to detergent residues. Adverse effect on membrane properties, especially breathability
Durability	Extremely durable and tough	Durable Porous structure can change/deteriorate. Pores can be blocked
Barriers	Virus- and bacteria proof	Viruses and bacteria can penetrate micropores

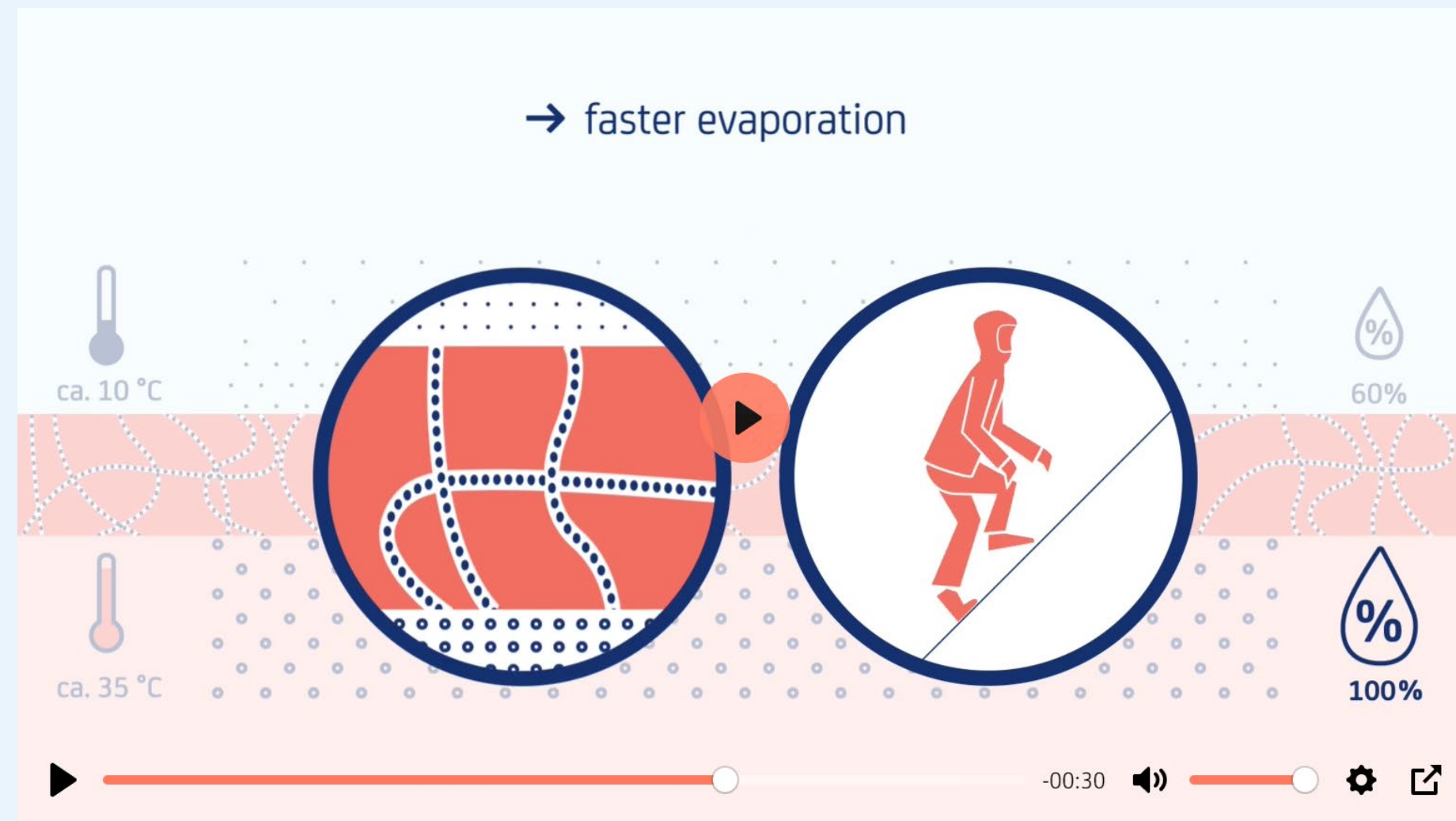


# Our PES-membrane compared to PTFE

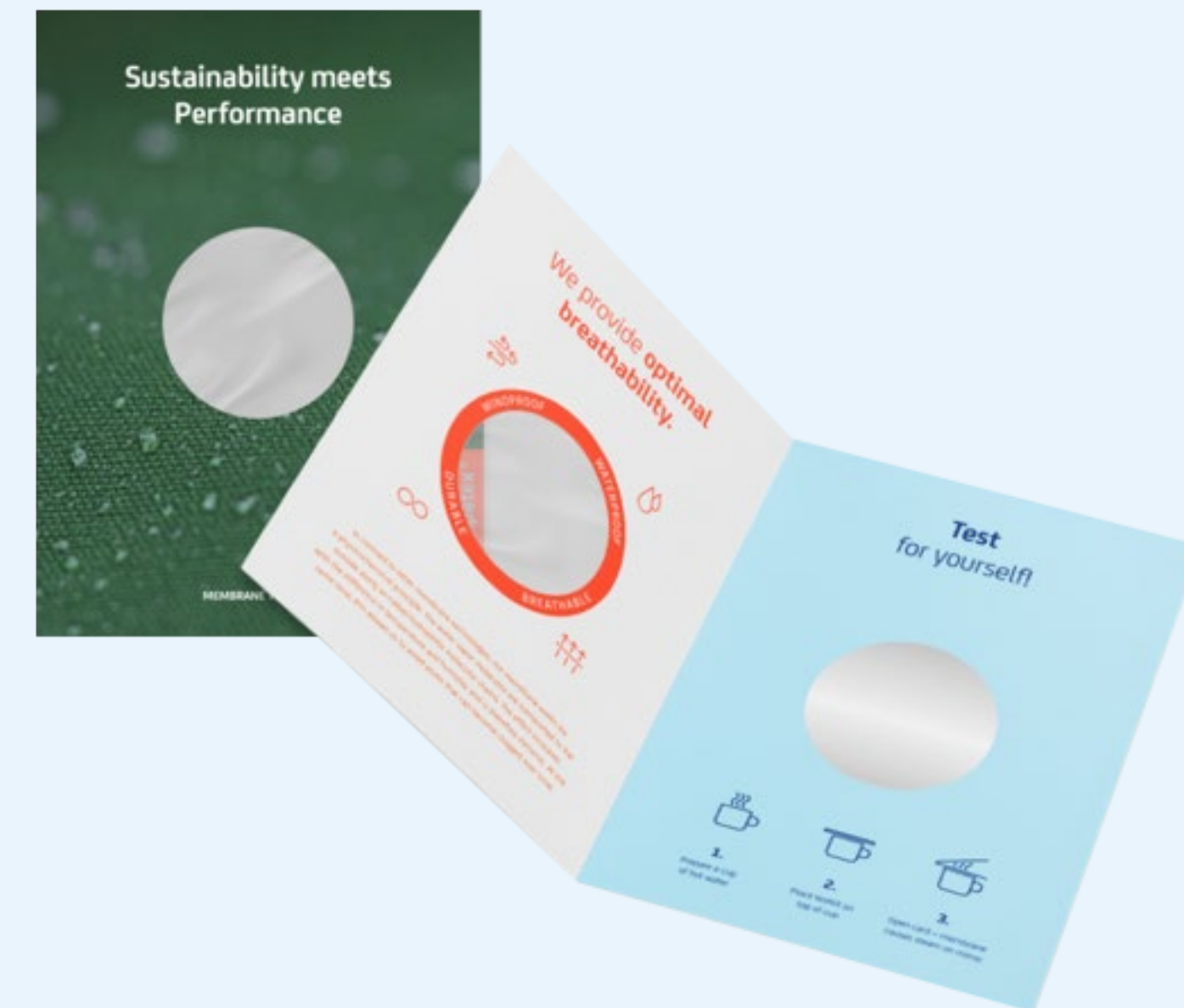
	sympatex®	Properties PTFE
PTFE	PES based. Environmentally friendly	Not eco-friendly. PFCs used in manufacturing process
Recycleability	Can be easily fed into the recycling process in combination with PE textiles	<b>Not recyclable with any sort of textiles –</b> need to be burned or landfill
CO <sub>2</sub> footprint	140 kg CO <sub>2</sub> per running km: fully compensated starting 2017	7.6 t CO <sub>2</sub> per running km = <b>50x higher</b>
Water Consumption	1,6 cbm per running km	2.8 cbm per running km = <b>2,5x higher</b>
End-of life incineration (e.g. open fire)	Harmless gases	Highly toxic gases

ABOUT OUR MEMBRANE

# The dynamic breathability



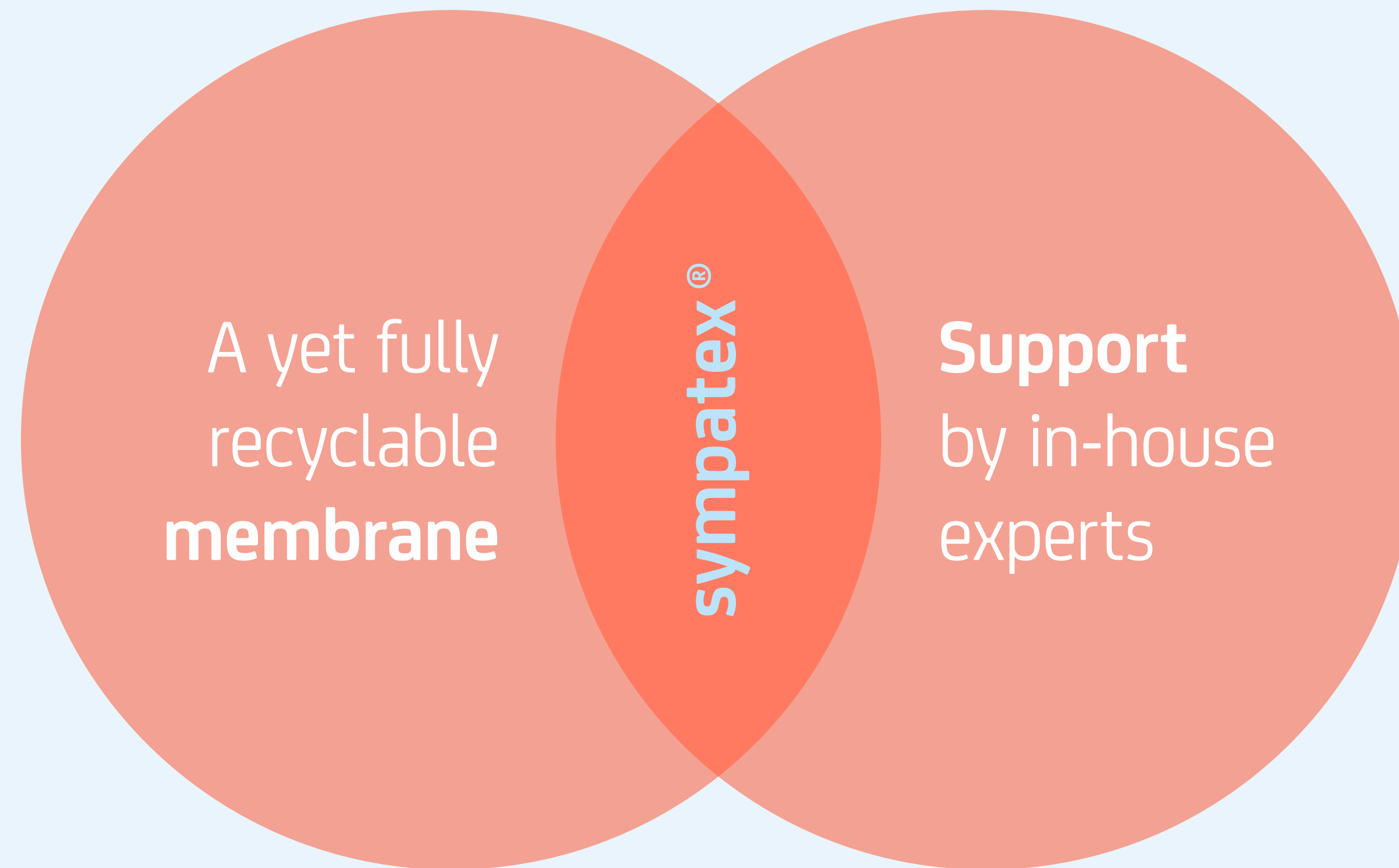
+



Learn all about our membrane in a [video](#) and use our **Test Kit** to see how the membrane works.

WHAT PARTNERSHIP MEANS TO US

We offer **MORE**



WHAT PARTNERSHIP MEANS TO US

# We offer **tools & support**



- **Technical support:**  
Closely **supervised teamwork** from sampling stage to bulk production
- **Corporate Social Responsibility:**  
Ready for all **upcoming regulations** and access to **sustainability data**
- **Eco-Design:**  
Offering our **Eco-Design Guide** and **workshops**
- **Digitization:** With **DMIX** we share our portfolio as **digital twins**



# Leaving traces the planet can cope with

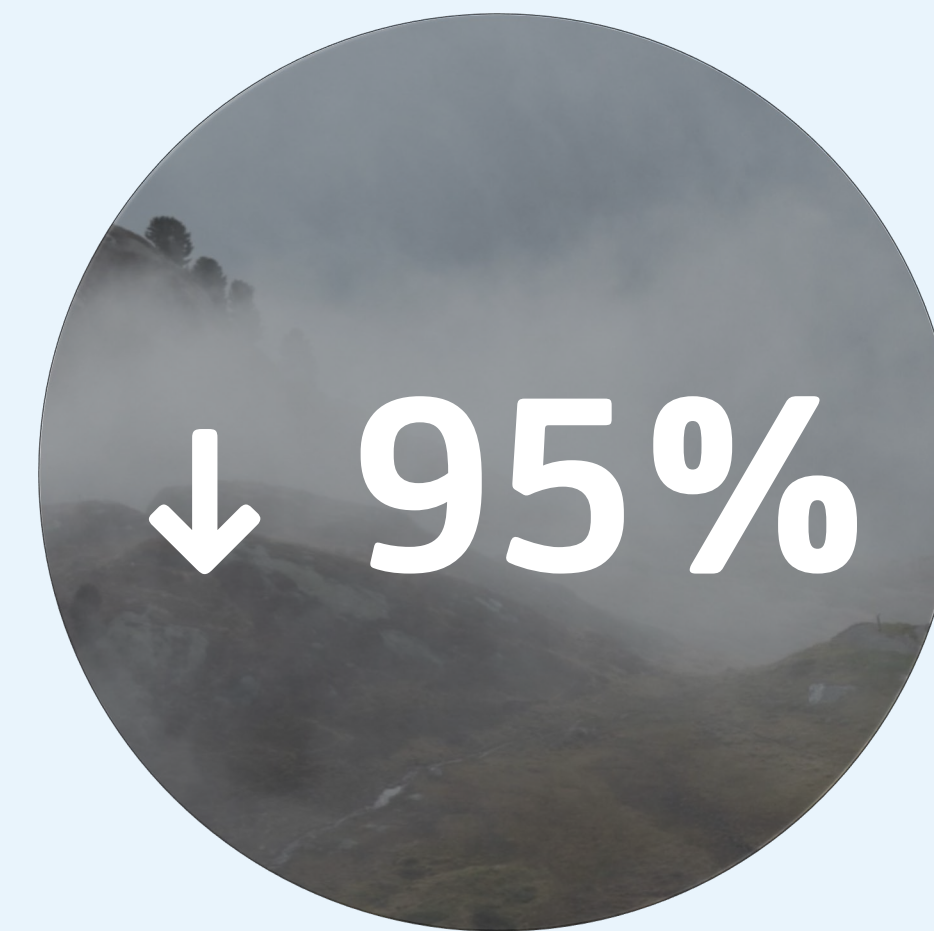
Minimizing the impact of our upstream industrial activities as a continuous improvement journey towards re>generation with the explicit goals:



less microfiber  
shedding



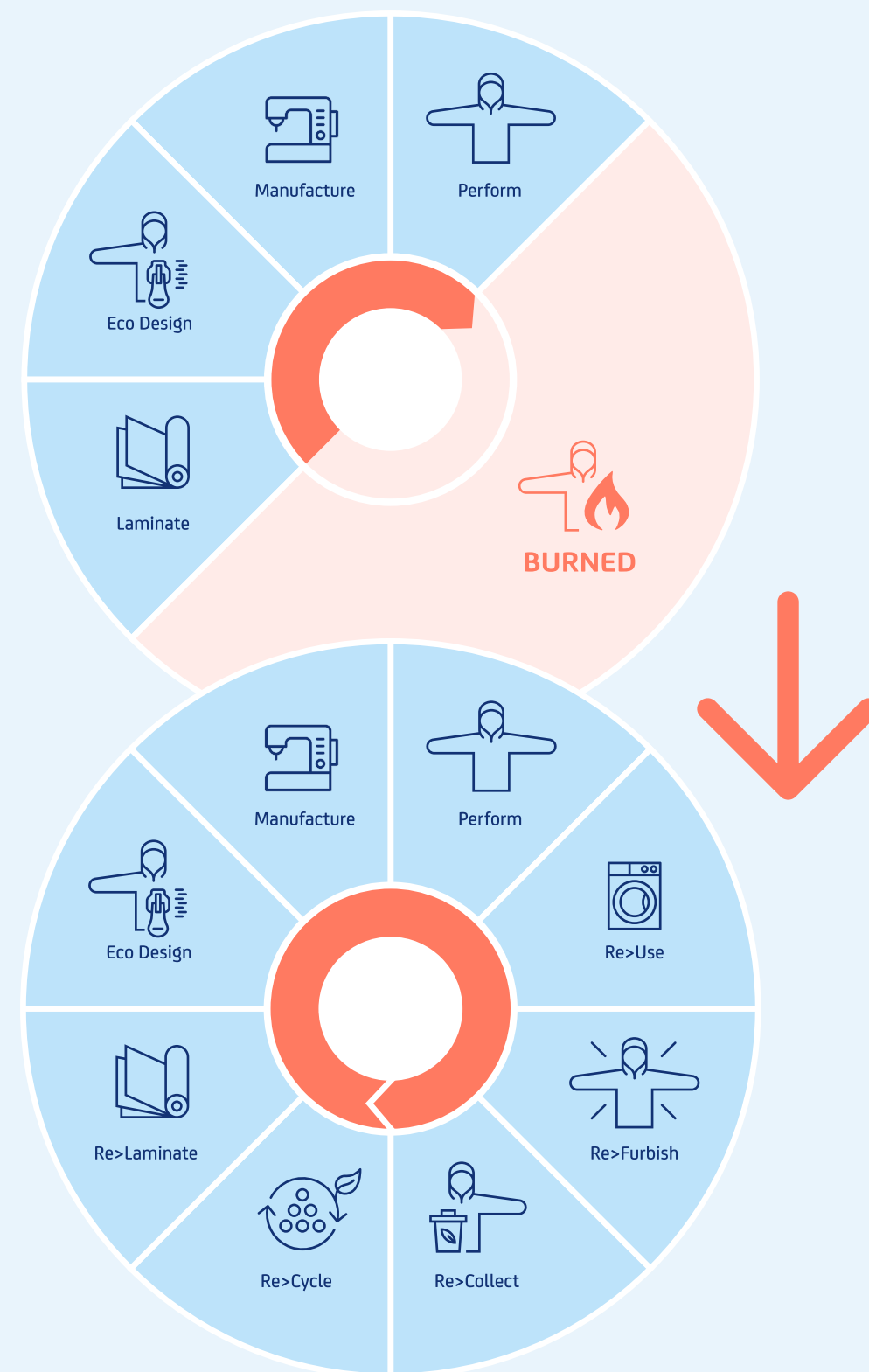
**PFAS**  
(and compliance with all REACH requirements)



less CO<sub>2</sub>  
emissions

WHAT PARTNERSHIP MEANS TO US

# With **Circular Design** towards a better future



100 billion garments produced annually provide a source of new raw materials.

Let's not burn it – let's manage this waste efficiently!

Together with Accelerating Circularity we are working on our biggest ambition: Building a **circular textile-to-textile recycling system** by 2030 for our whole product portfolio.

FROM 2024, TEXTILE PRODUCTS MUST COMPLY WITH THE

# EU Ecodesign for Sustainable Products Regulation (ESPR) and be **PFAS-free**.

## #PFAS-free

## #NoHazardousSubstances

- GPP (Green Public Procurement) compliant
- Over 35 years experience with PFAS-free products<sup>1</sup>
- Our laminates are OEKO-TEX® STANDARD 100 certified
- Our PES-membrane is bluesign® approved
- Compliance with the ZDHC MRSL (across our entire supply chain)



## #durable #reusable #repairable

- We apply high standards and testing to ensure durability
- Mono-materiality: easy repairing and recycling
- Our poreless membrane avoids clogging = a long product life



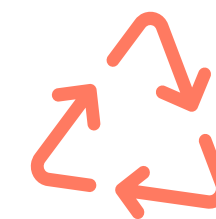
## #energy #resources

- 25% bio-based membrane<sup>2</sup>
- We offer laminates with fibre2fibre fabrics
- Laminated fabrics reduce microfibre loss to a minimum
- Use of recycled materials (90% less water)



## #remanufacturing #recycling

- Our 100% Polyester mono-material laminates are fully recyclable
- Enabling recycling through mono-materiality is our goal
- We offer support for your Design2Recycle strategy



<sup>1</sup> PFAS threshold according to OEKO-TEX® STANDARD 100 Class II Annex 4 (for membrane alone: Class I Annex 6)

<sup>2</sup> Based on mass-balance approach



# Awards & Partnerships

Awards



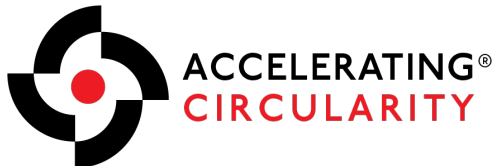
Certificates



Commitments



Partnerships





## PARTNERS

# Stakeholder Engagement



WHAT PARTNERSHIP MEANS TO US

# Our **business units**



## **Apparel**

Snow • Outdoor • Accessoires  
Hiking • Running • Lifestyle  
Motorbike • Fashion



## **Footwear**

Kids • City • Outdoor • Bike  
Hiking • Trial Running  
Motorbike



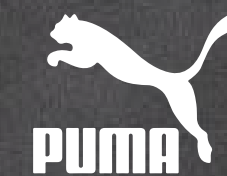
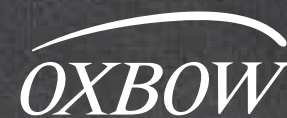
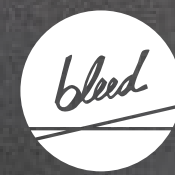
## **Workwear** (Apparel & Footwear)

Multifunctional Workwear • Work & Safety  
Contract & Workwear • Ambulances  
Police • Militar • Firefighters



OUR VALUED

# Brandpartners in Apparel





OUR VALUED

# Brandpartners in Footwear

ANDREW®



BOREAL

DIEMME

EUROSKO



OCHSNER  
SPORT



Richter®  
★ 1893 ★



superfit





OUR VALUED

# Brandpartners in Workwear (Apparel)





OUR VALUED

# Brandpartners in Workwear (Footwear)



# Part 02 MARKETING & COMMUNICATION

## **PART 02** MARKETING & COMMUNICATION

- Narratives & Storytelling
- Our corporate identity
- Brand fit on product: labels & hangtags
- Print essentials
- Join Marketing material
- Digital Marketing
- Extra communications tools



# Narratives and Storytelling



## **Better People**

We, our consumers, our partners and our brands believe in change.



## **Better Protection**

Whatever the circumstances will be, we offer functional products.

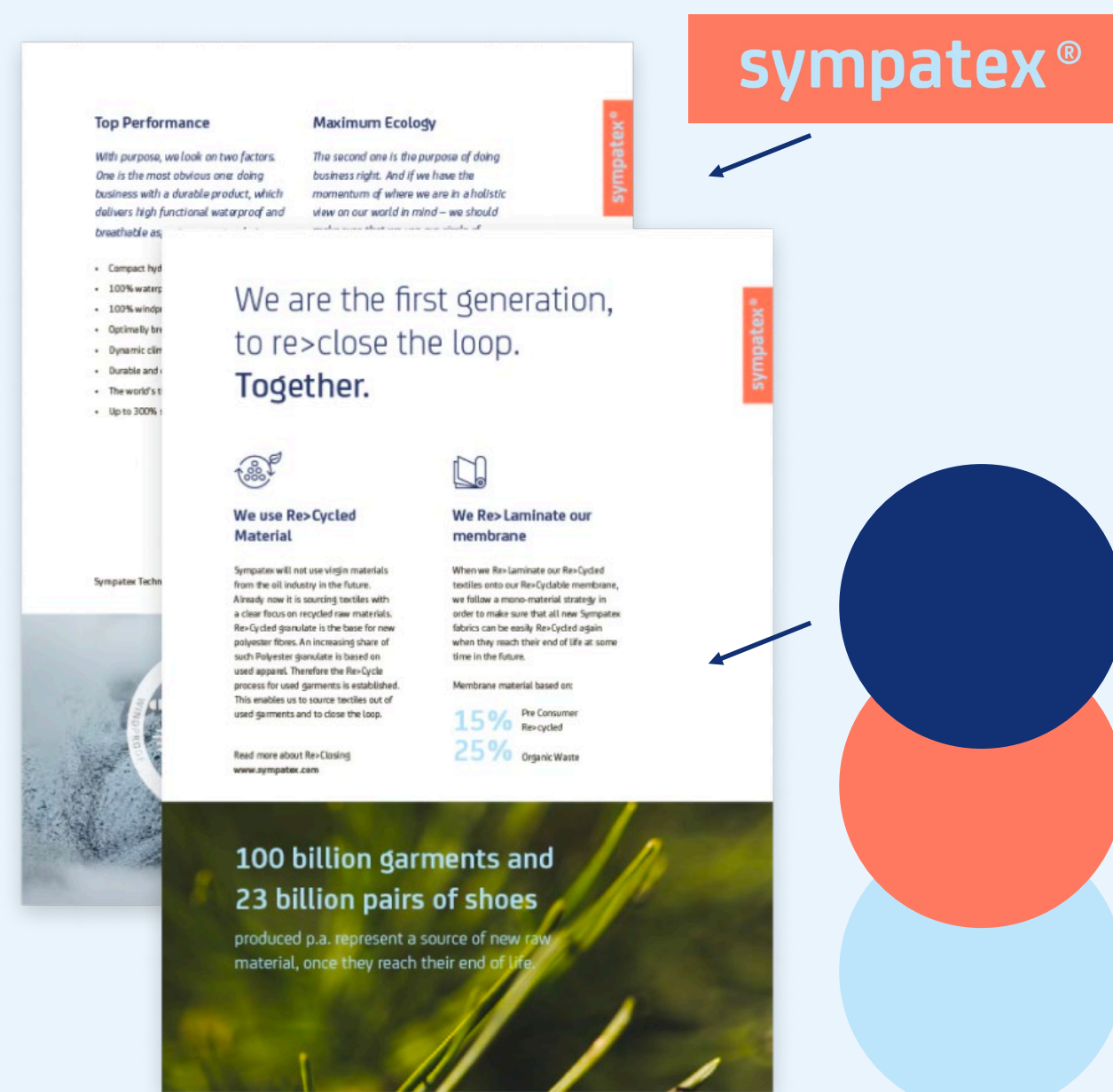


## **Better Planet**

We see the problems and live up to our word.



# Corporate Identity



You can download all details towards our **Corporate Identity** such as

- CI guideline
- Logos
- Font
- Pictures
- Main graphics



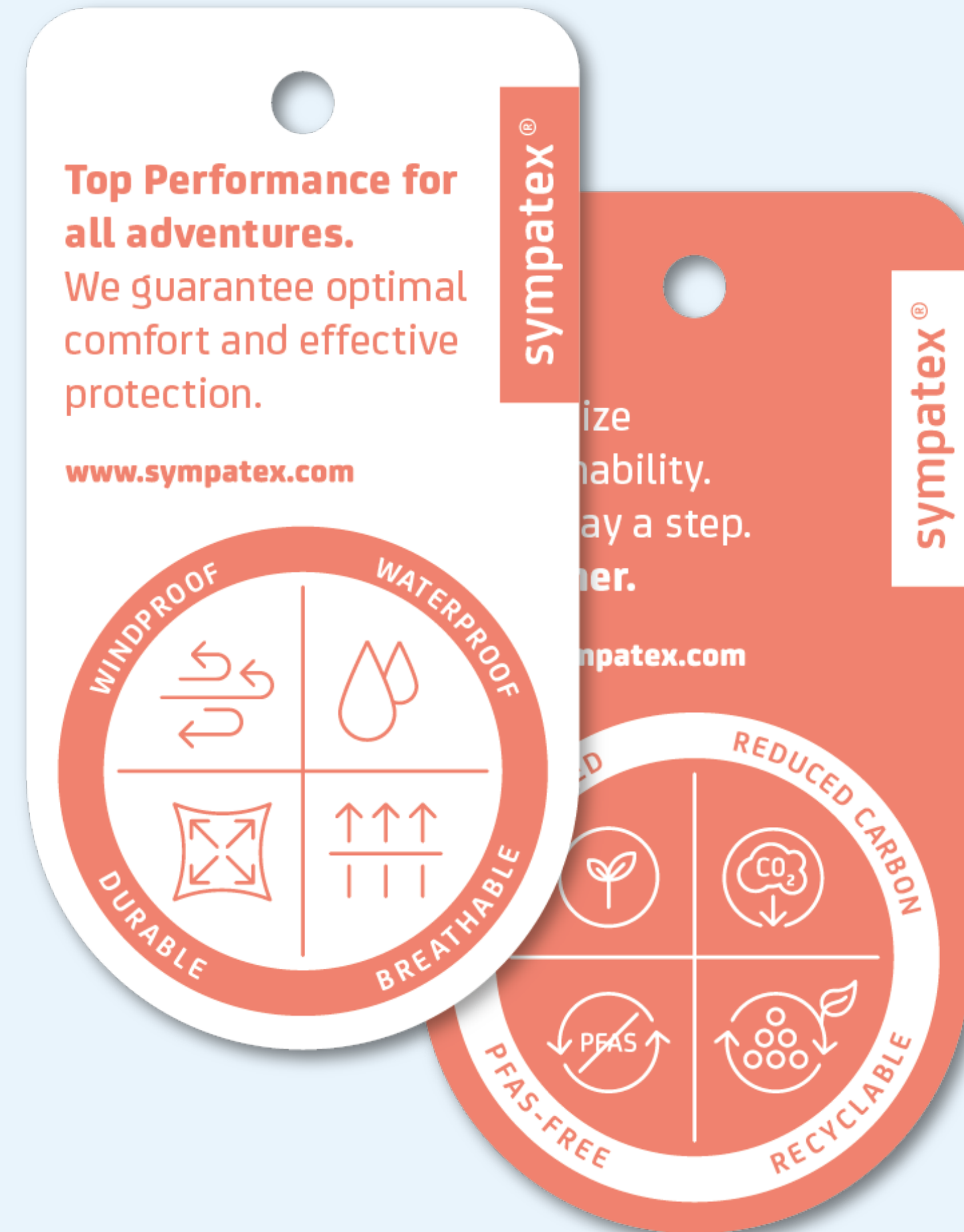
# Brand fit on product – Sympatex labeling



We offer textile labels, metal labels and various hangtags for an equal labelling in the store.  
See an overview [here](#).

# Hangtags Overview

- Easy way to show Sympatex membrane integration
- Good visibility and product explanation
- Shows Ecology and Performance loops
- Different sizes to fit your product
- Adaptable layout for your specific needs





WE OFFER

# Print Essentials





# Customer Brochure Shoes

- Ecology & Performance loops
- Sympatex benefits at a glance
- Performance facts & figures
- Care instructions for the product
- Customizable on request

**Details:**  
Closed size: 148 x 148 mm  
Trifold (supplied folded)  
Recycled uncoated paper  
Languages: German, English, French, Italian





# Customer Brochure Shoes – Customized

In special cases we can integrate specific imagery of our partners.

Please send us:

- Vector logo (for ex. .eps) in white color
- Min. 3 pictures with 300dpi in CMYK

**Details:**

Closed size: 148 x 148 mm

Trifold (supplied folded)

Recycled uncoated paper

Languages: German, English, French, Italian





# Logo Display

- Great to lead customer to Sympatex products
- Print on recycled paper
- Easy to use on shoe shelves
- Customizable on request

**Details:**

Folded size: 100 x 250 mm  
Recycled uncoated paper  
supplied unfolded with adhesive strip  
Languages: German, English, Italian





# Logo Display - Customized





# Floor Sticker

- Great to lead customer to Sympatex products
- Anti slip coating
- Easy to apply and remove

**Details:**  
Size: 600 x 250 mm  
Coated adhesive label  
Languages: English, Norwegian





PRINT ESSENTIALS – EXAMPLES FROM THE EUROSKO SHOPS

# Floor Sticker - customized





# EU 2022 Spring Package Flyer

- We inform about the EU 2022 Spring Package
- What answers does Sympatex have
- Specialized content for your employees, sales, partners and shop personell
- Everything you need to know at a glance

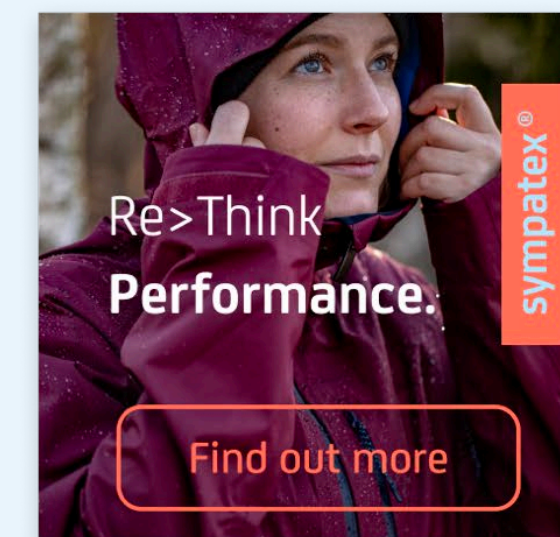
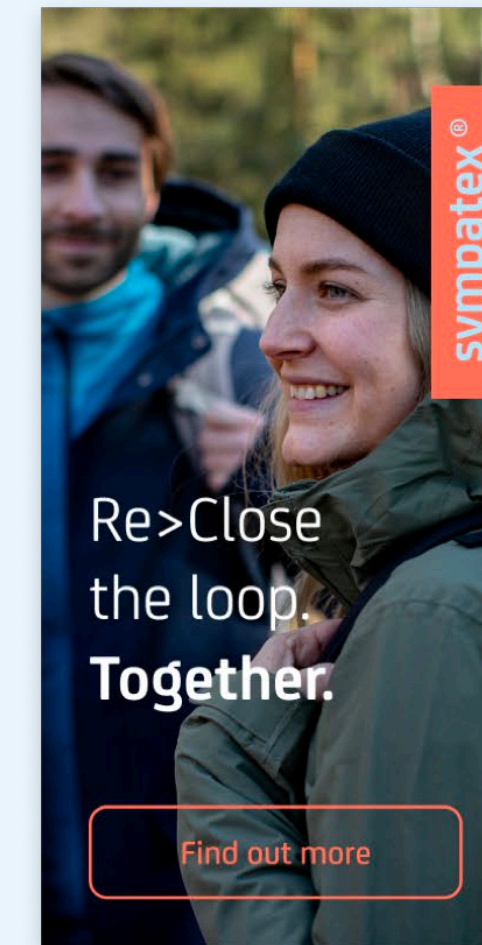
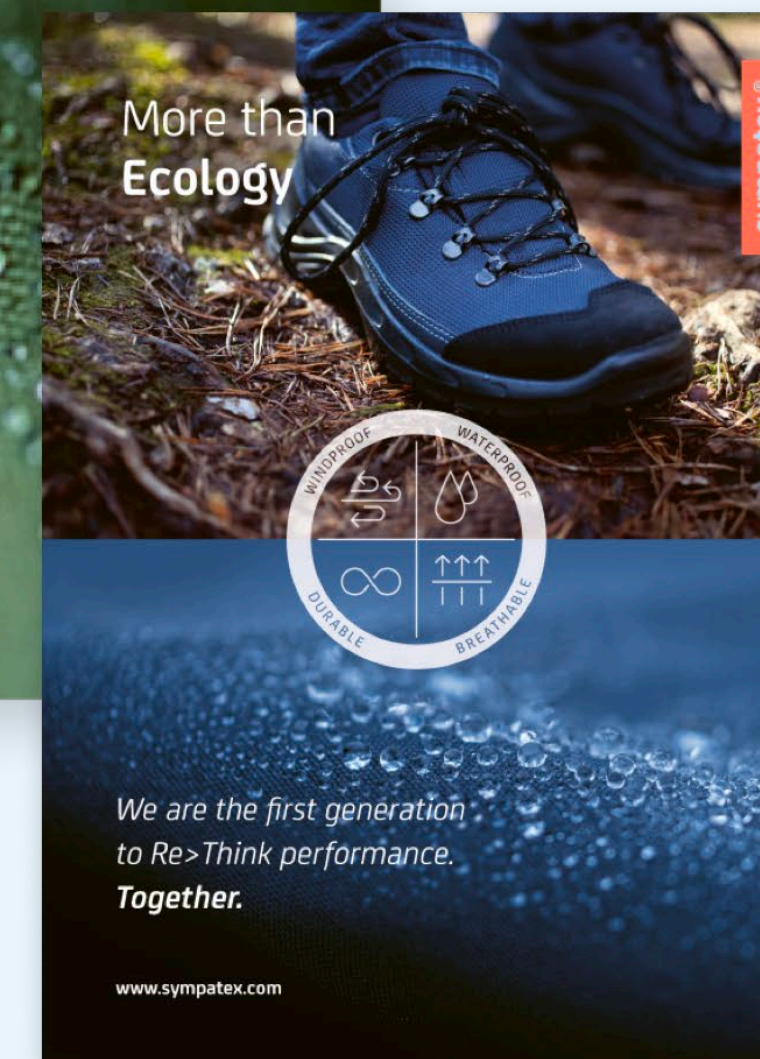
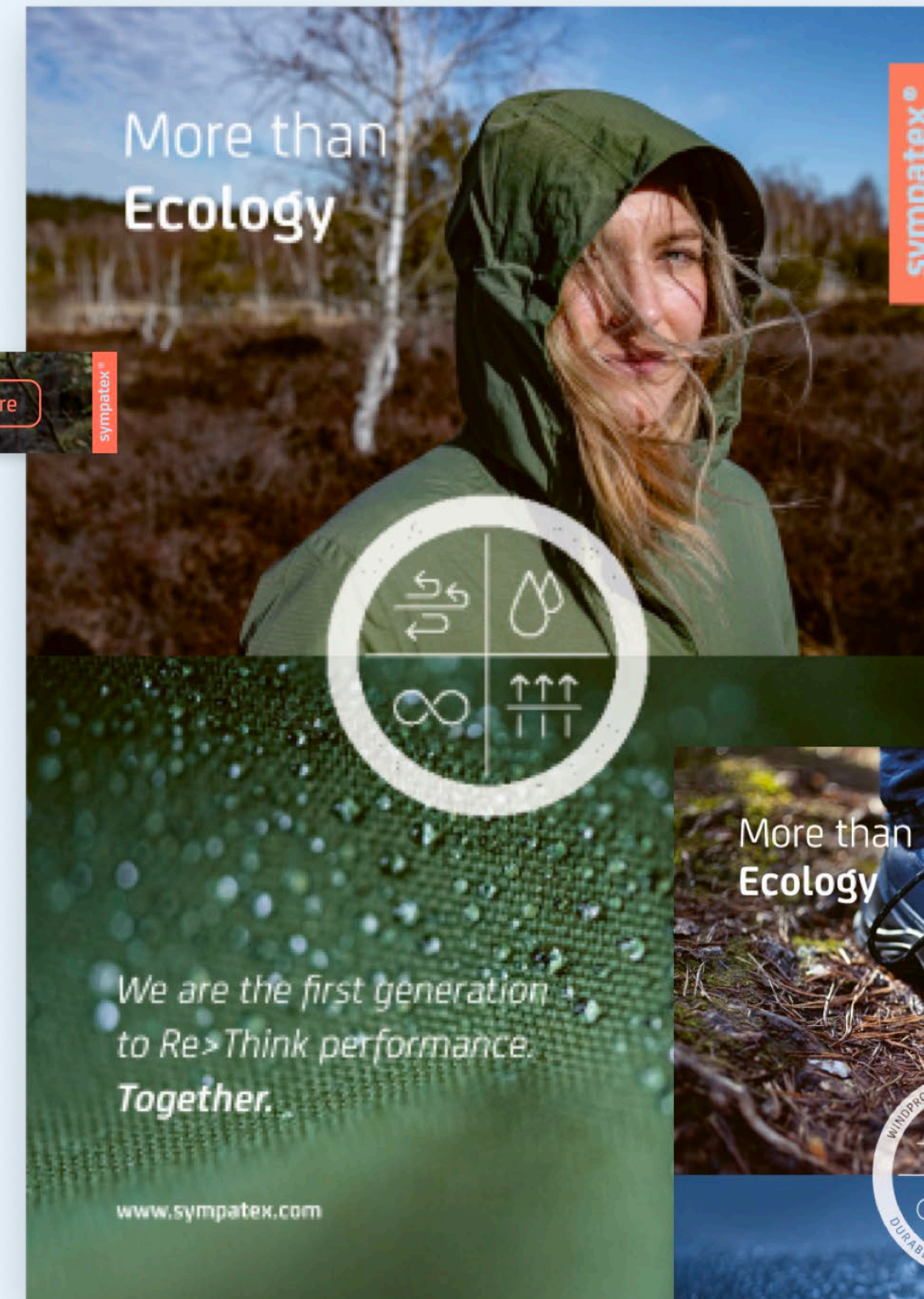
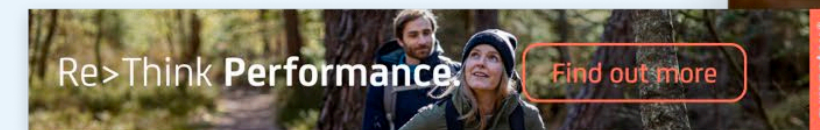
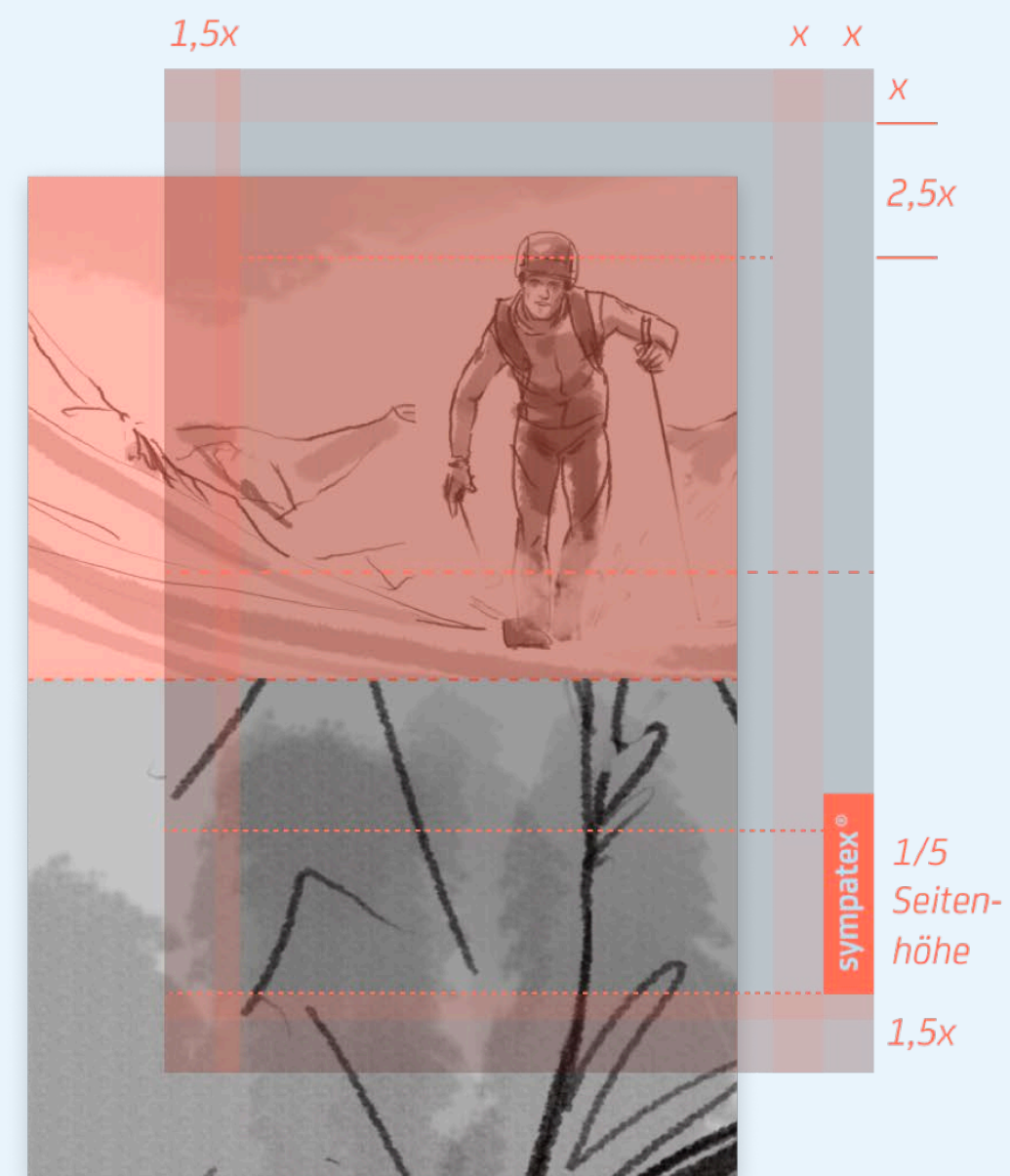
Details:  
Size: A5  
Trifold (supplied folded)  
Languages: English





WE OFFER

# Joint Marketing Material





WE OFFER

# Partner Advertorials

We regularly advertise in well-known magazines – join us!

- Suston
- Textilwirtschaft
- SAZ
- Alpin
- Outdoormarkt
- Ecotextile
- SPORTéco
- Arsutoria





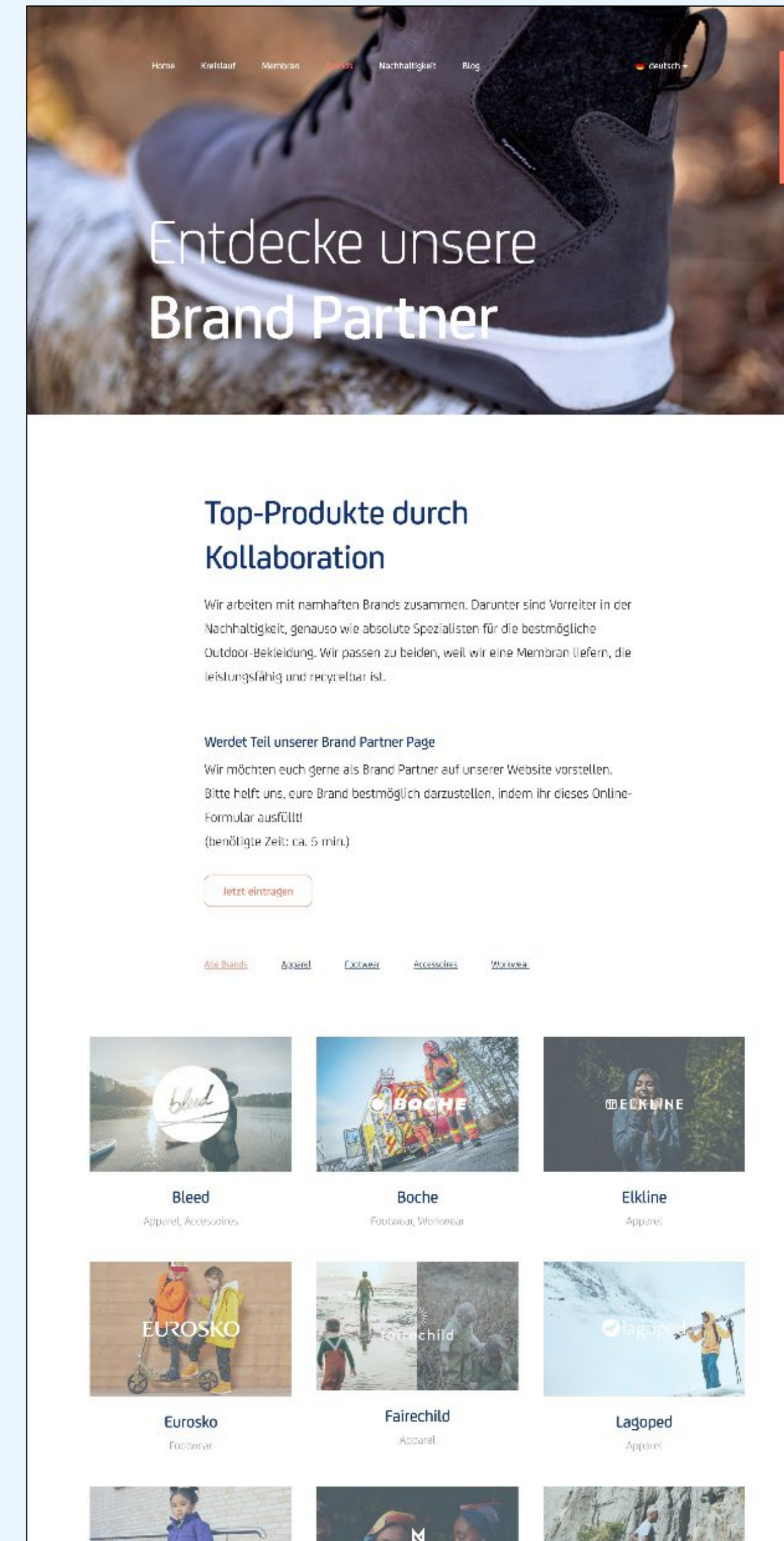
# Digital Essentials



WE OFFER – USE THIS FORM

# Website - Partner Page

- Individual partner landing page
- Logo & picture for your teaser
- Highlight products, awards and copy text for the landing page
- **Please deliver text input and photo material based on our questionnaire available on our brand partner page.**





WE SUPPORT

# Website - Partner area

- We offer support for a Sympatex Brand Partner page on your website
- Logo & picture for your teaser
- Highlight products, awards and copy text for the landing page
- Suitable layout for the current collection using photos provided by you

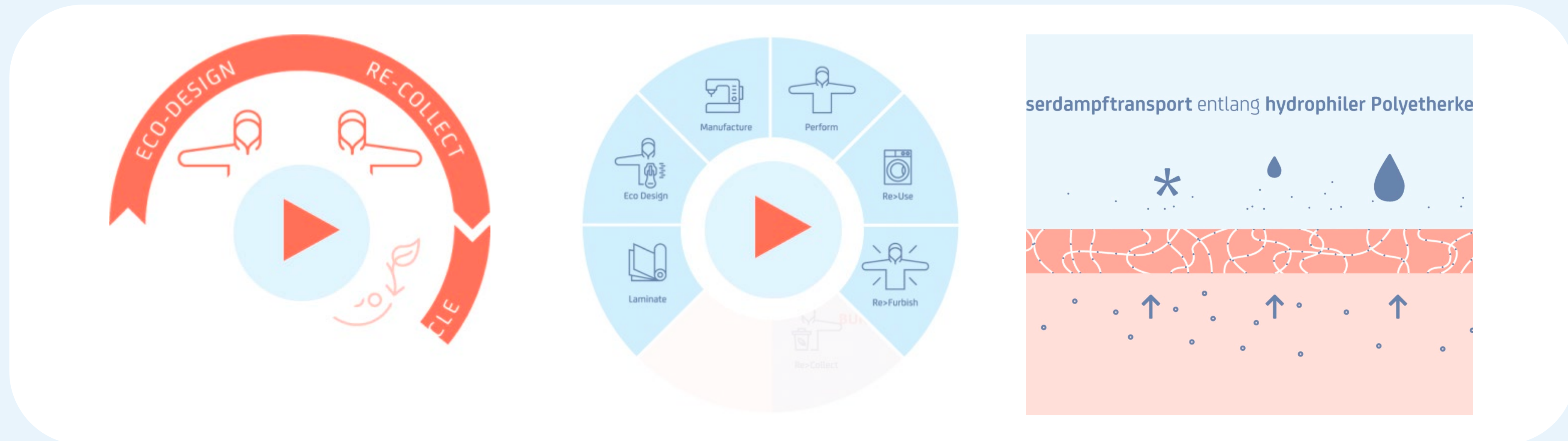
The collage displays various elements from the Sympatex website:

- Product Listing:** A row of four shoes with their names and prices: ULLI - BLAU (Sneaker high mit Klettverschluss, ab € 79,95), CULUSUK 2.0 - SCHWARZ (Boots mit Klettverschluss, ab € 105,95), ABBY - SCHWARZ (Boots mit Reißverschluss, ab € 99,95), and SPORT7 MINI - ROT/PINK (Sneaker high mit Klettverschluss, ab € 74,95).
- Feature Highlight:** A section titled "Hohe Funktionalität für Kinderschuhe" (High functionality for children's shoes) with a close-up of a shoe sole.
- Technical Diagram:** A circular diagram illustrating the Sympatex membrane's properties: "OHNE POREN" (Without pores), "WASSERDICHT" (Waterproof), "DEHNBAR" (Stretchable), and "ATMUNGSAKTIV" (Breathable).
- Sustainability:** A section titled "Der nachhaltige Ansatz" (The sustainable approach) listing benefits: 100% klimaneutral, 100% recyclingfähig, PFAS-frei, reduced carbon footprint, and >25% biological materials.
- Certification:** A section titled "Unsere Zertifizierung" (Our certification) showing logos for Certified B Corporation, OEKO TEX STANDARD 100, and bluesign APPROVED.
- Footer:** The "superfit" logo and a navigation menu with links like "ÜBER THINK!", "SERVICE & SUPPORT", "Materialien & Pflege", and "JETZT DEN SUPERFIT NEWSLETTER ABONNIEREN".



DOWNLOAD PAGE

# Loop Animations & Membrane clip



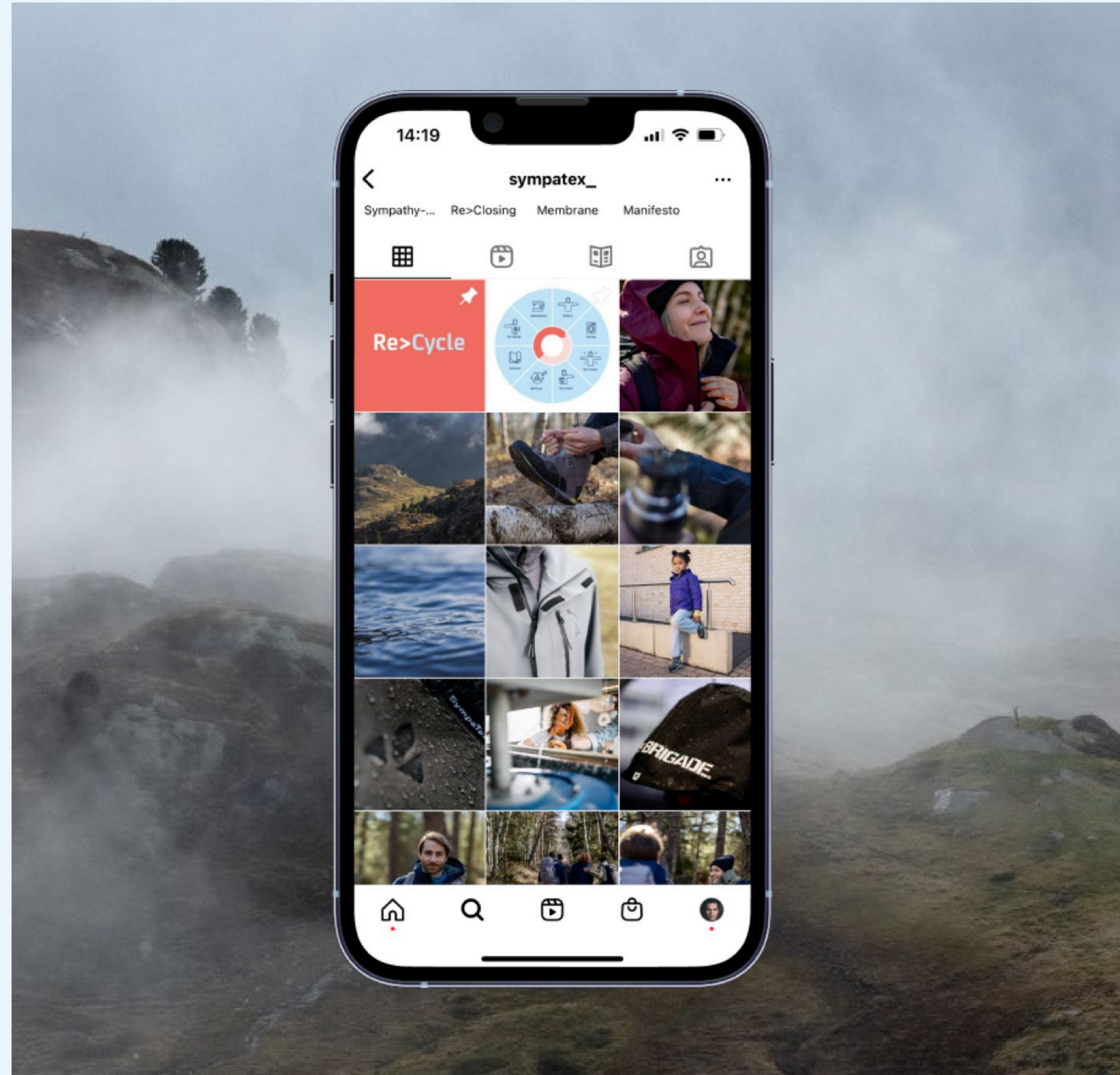
Sympatex stands for the perfect combination of Performance and Ecology. We have animated our two loops and provide them for you to use. Also we've created a short clip to give your customers and even better understanding how the membrane of their products work. You can find it ready to use in our [download page](#).



WE OFFER

# Social Media Feed Posts

- We are happy to post mood images of your campaigns and products (Instagram, Facebook, LinkedIn)
- Just send us an image/video database via e-mail [marketing@sympatex.com](mailto:marketing@sympatex.com)
- Or use this [LINK](#)
- We support for collab post on Instagram and reshare posts/stories where we are tagged

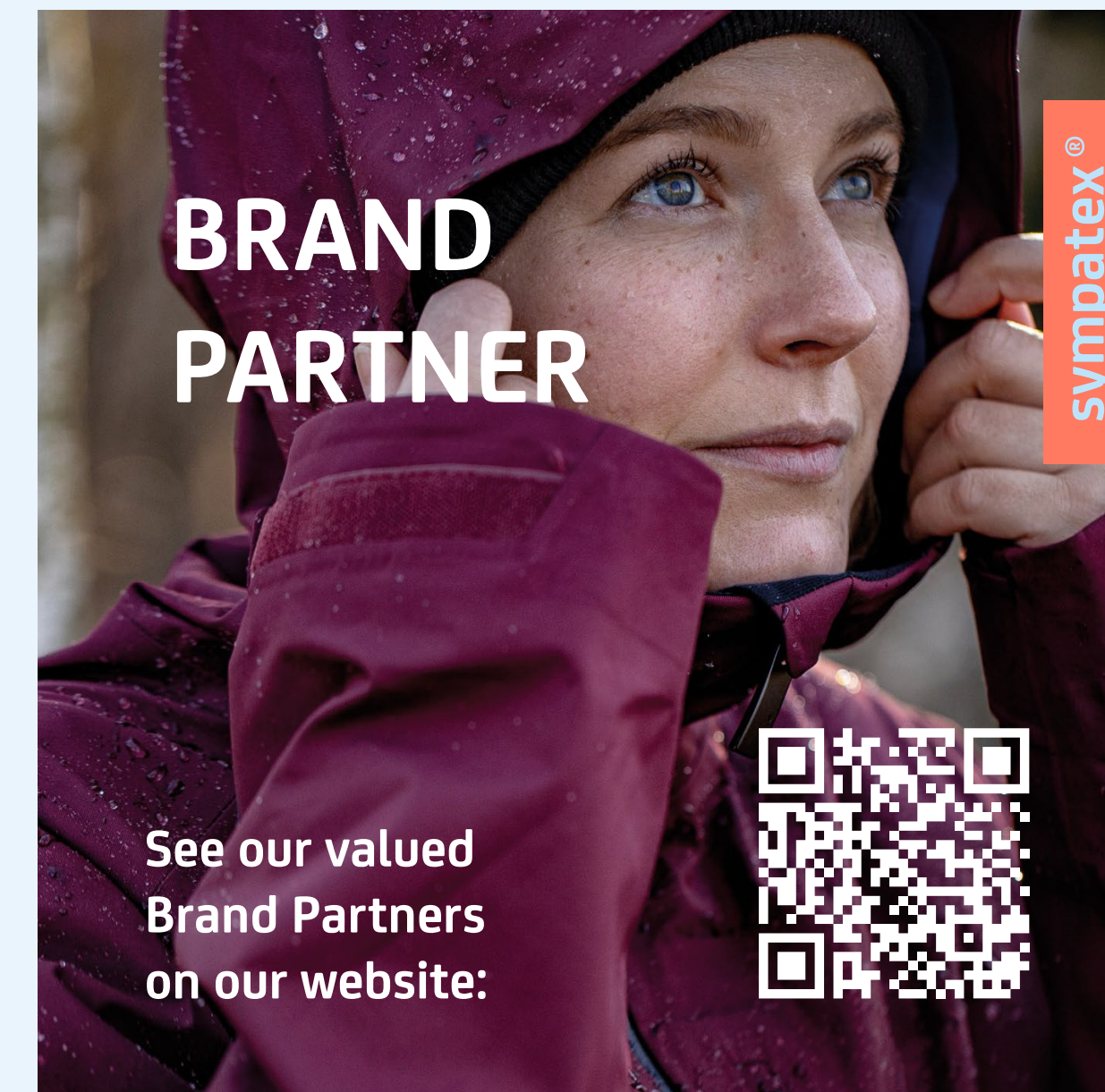




WHAT PARTNERSHIP MEANS TO US

# We offer **communication**

Use our credible **platforms to collaborate** and spread the words for change:





WHAT PARTNERSHIP MEANS TO US

# We offer **communication**



- Meet us at the **Ingredient Roundtable** and **Young Designers – Sustainability Impact Program**.
- Let's work together on **social media**: [in](#) [f](#) [@](#) [▶](#)
- Develop **press releases, print media** and **collaborations on fairs & panel discussions** with us.

WHAT PARTNERSHIP MEANS TO US

# Visit us! Fairs 2024

JANUARY	FEBRUARY	MARCH	APRIL	MAI	JUNE
	LINEAPELLE  20. – 22. MILAN	 FUNCTIONAL FABRIC FAIR  20. – 21. MUNICH	 FUNCTIONAL FABRIC FAIR  02. – 03. SHANGHAI  17. – 18. PORTLAND		OutDoor by ISPO  03. – 05. MUNICH  FUTURE FABRICS EXPO  25. - 26. LONDON
JULI	AUGUST	SEPTEMBER	techtextil	NOVEMBER	DECEMBER
 FUNCTIONAL FABRIC FAIR  16. – 17. NYC		LINEAPELLE  tbd MILAN   CONVEGNO E MOSTRA ESPOSITIVA INTERNAZIONALE DI TECNOLOGIE, SOLUZIONI E SERVIZI  19. – 21. RICCIONE	23. – 26. FRANKFURT  OKTOBER  FUNCTIONAL FABRIC FAIR  23. – 24. MUNICH	 FUNCTIONAL FABRIC FAIR  20. – 21. PORTLAND	 ISPO Munich  03. – 05. MUNICH



*Let's close the loop.*  
***Together.***