

Joint Marketing Communication

Let's collaborate and go to market. Together.

Marketing Essentials

Our Brand & Goals

Strategy and brand design

Derived from a clearly defined strategy, we have developed a brand design that now has the strength to highlight the problems of our industry and to present our own approaches to solving them. At the same time, our new visual language gives us the necessary freedom to express the emotions that we go through every day in our work.

Sympatex is the sustainable approach to a highly functional yet fully recyclable membrane.

For the production of our membrane we use a polyester-based plastic. A material that has excellent properties and can be recycled easily like a PET bottle. In the future, we want to use only recycled material for the production of new materials. This way we can close the loop completely again.

Our membrane provides superior protection for your next outdoor adventure.

In contrast to other membrane technologies, our membrane works via a physicochemical principle. Water vapor molecules are transported to the outside along so-called hydrophilic molecular chains.

What are you waiting for?

We can only close the loop together, because our membrane is only part of it. We work closely with many brands that use our membrane to produce high-quality outdoor apparel for a closed-loop economy.

We are ready for the tasks ahead of us, are you?

Let's Re>Close the loop together.



Logo



Logo

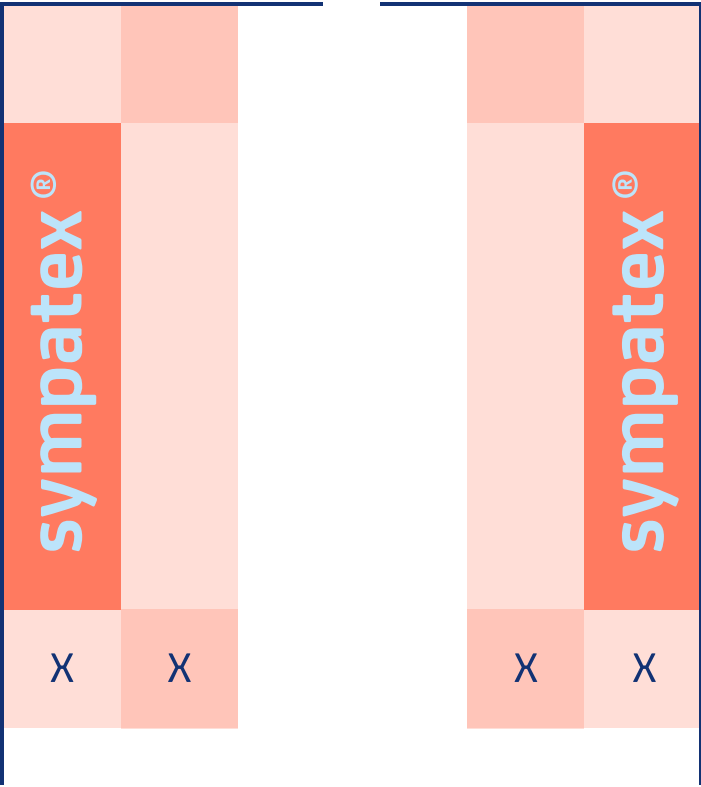
↓ *Logo file*

The Sympatex logo consists of the Sympatex lettering and a "Registered Trademark" on a single-color label. Find more information in our ↓ *Brand Guide*.



Protective Area

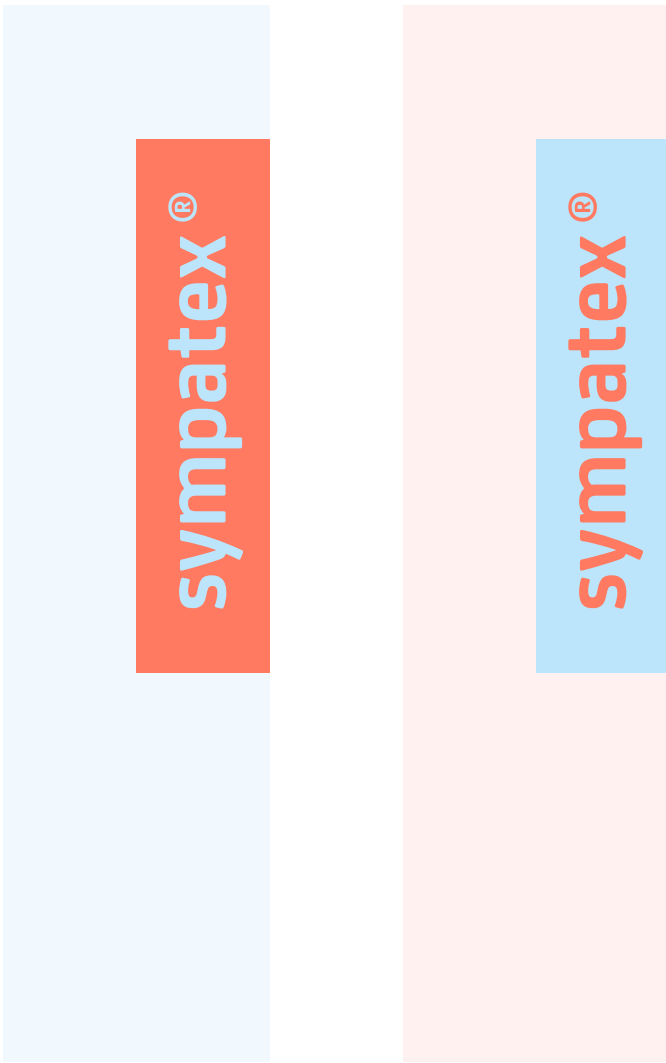
The protective area around the label is one label height x.



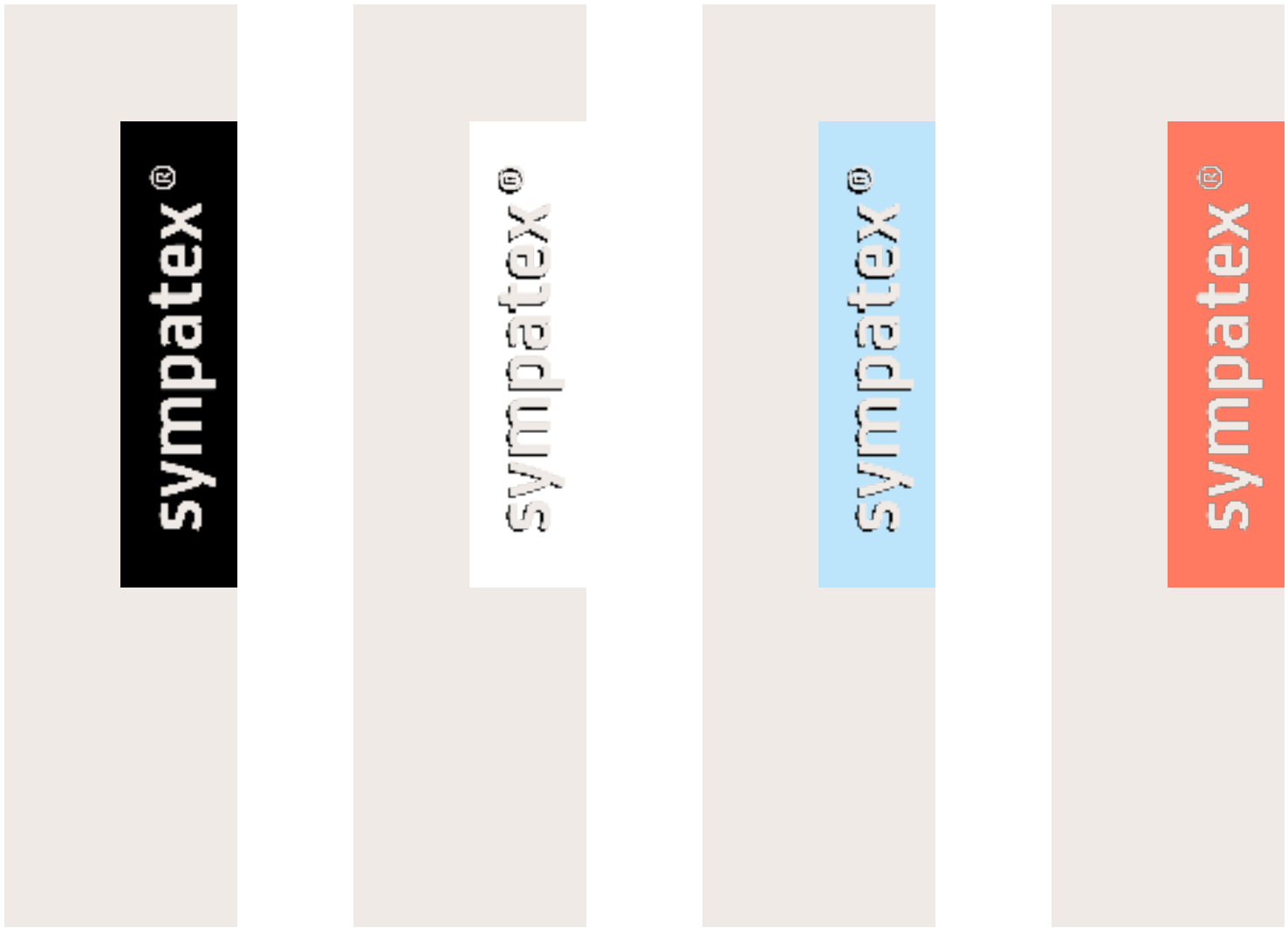
Vertical Use

The label is used vertically and is always rotated to the left. The logo is placed without a margin and so that it is readable from bottom to top.

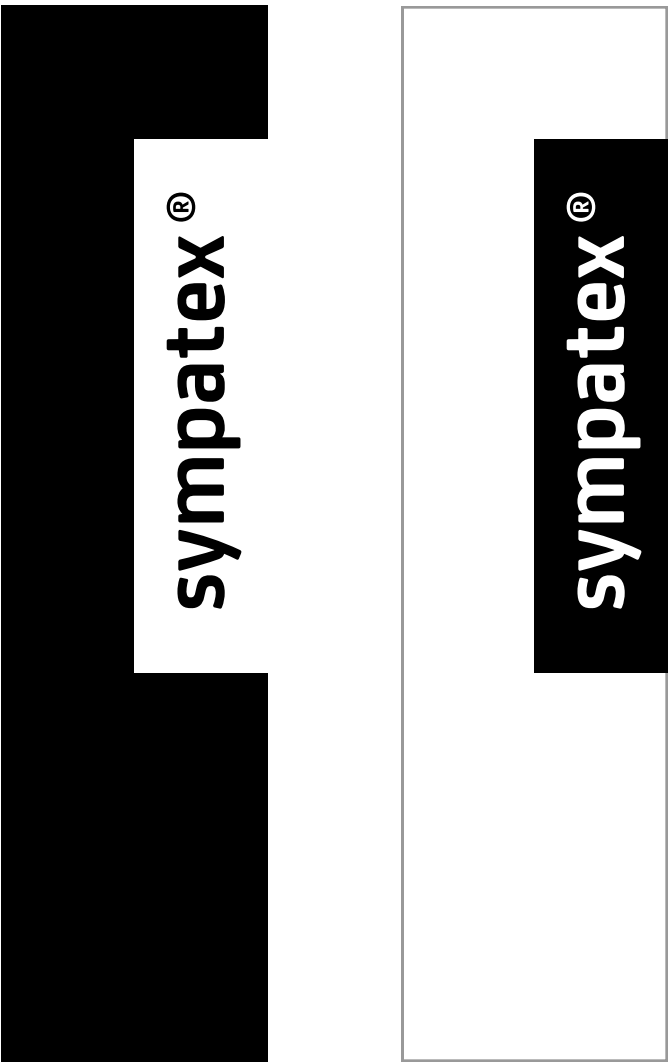
Colored Logos



There are two logo versions. The Sympatex **primary logo** in Red Orange with Light Blue type. The **secondary logo** is in reverse colors to ensure optimal contrast.



For one- or two-color print media, a **single-color logo** label with transparent lettering can be used.



Logo
↓ *Logo file*
There is also a **black and white** version for monochrome materials.

Claims & Statements

We are the first generation
to Re>Close the loop.
Together.

Long version

Re>Close the loop.
Together.

Short version

Different claims are used to communicate the core message, each focusing on different topics.

More than
Performance.

Focus on sustainability

More than
Ecology.

Focus on the function of the membrane

The Sympatex Loops as well as these claims communicate the compatibility of function and sustainability.

Sympatex is the sustainable approach
**to a highly functional yet fully
recyclable membrane.**

Sympatex in one sentence

This statement explains Sympatex's goal and vision in one sentence.

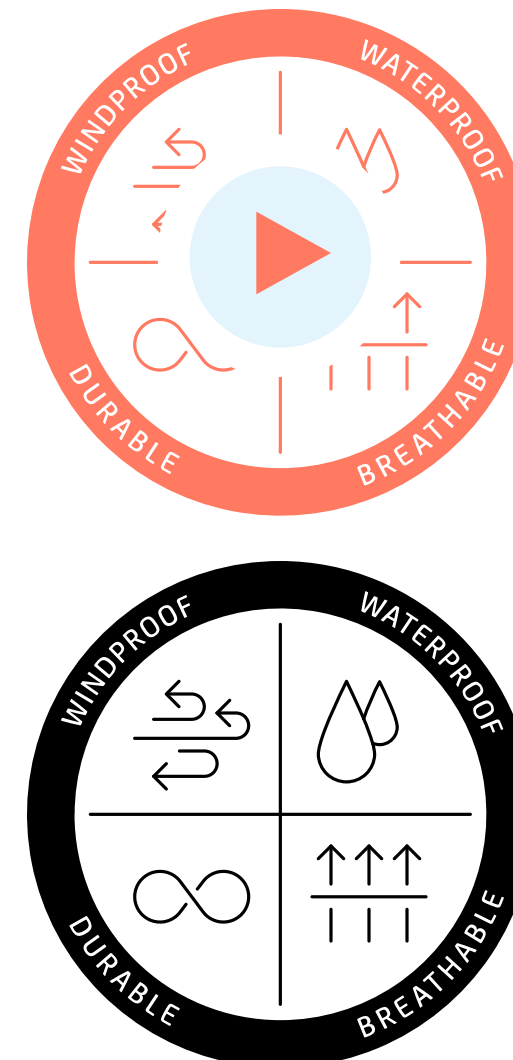
Performance Loop & Ecology Loop



Performance Loop

↓ [Loop file](#)

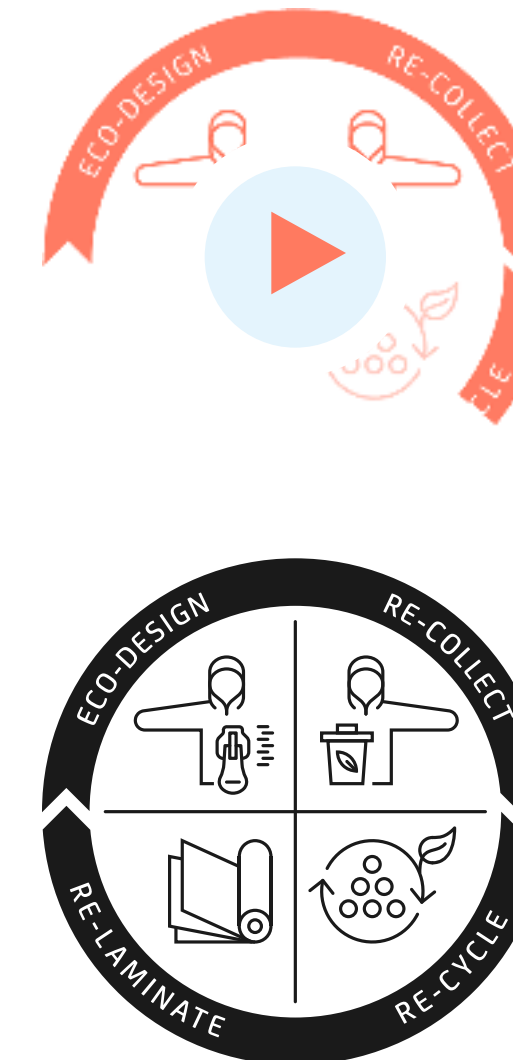
The Performance Loop can be downloaded in three colors – for print and digital usage. There is also an [Animation](#) of it.



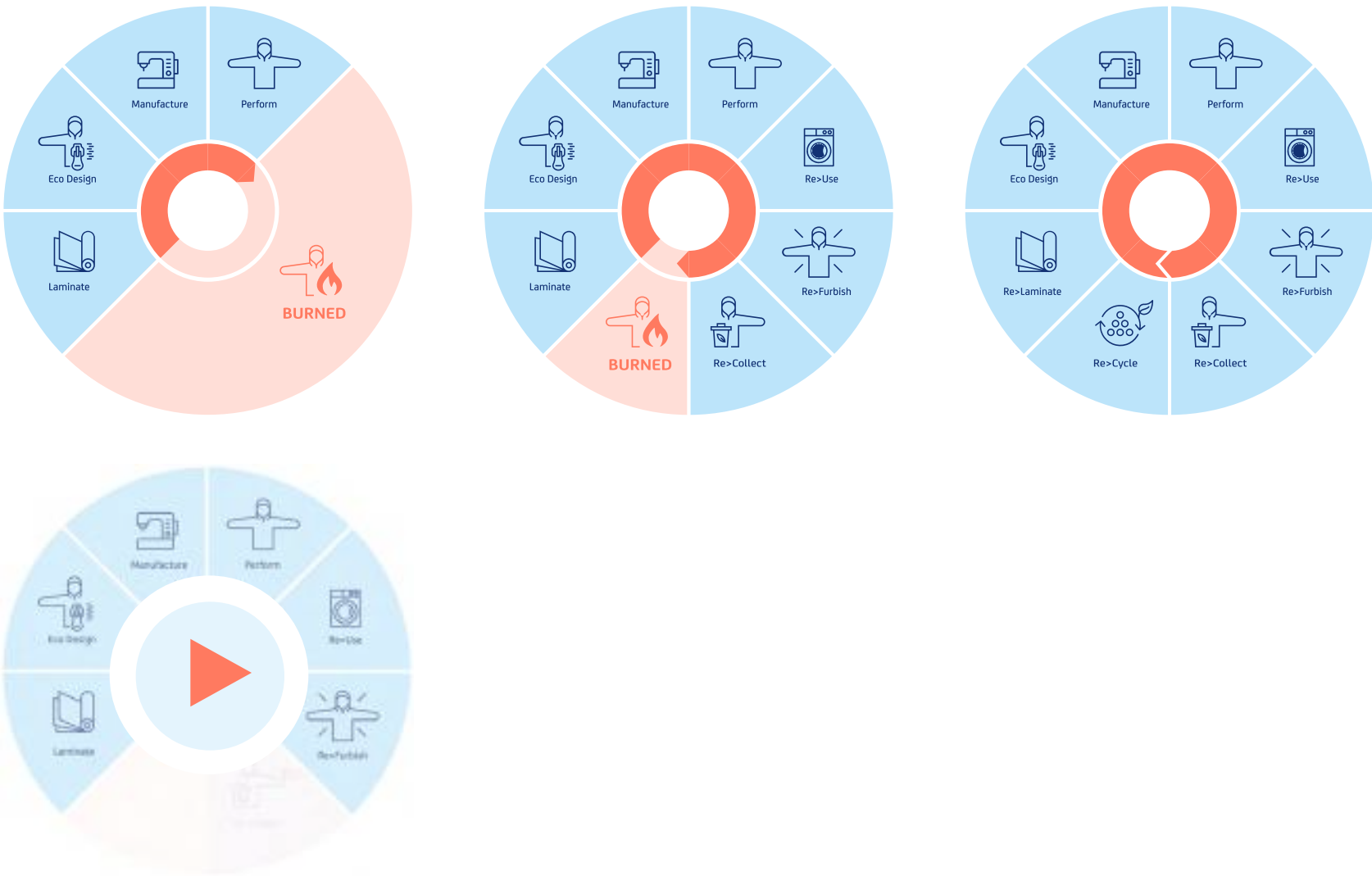
Ecology Loop

↓ [Loop file](#)

The Ecology Loop can be downloaded for print as well as for digital usage in three colors each. There is also an [Animation](#) of it.



Sympatex Loop

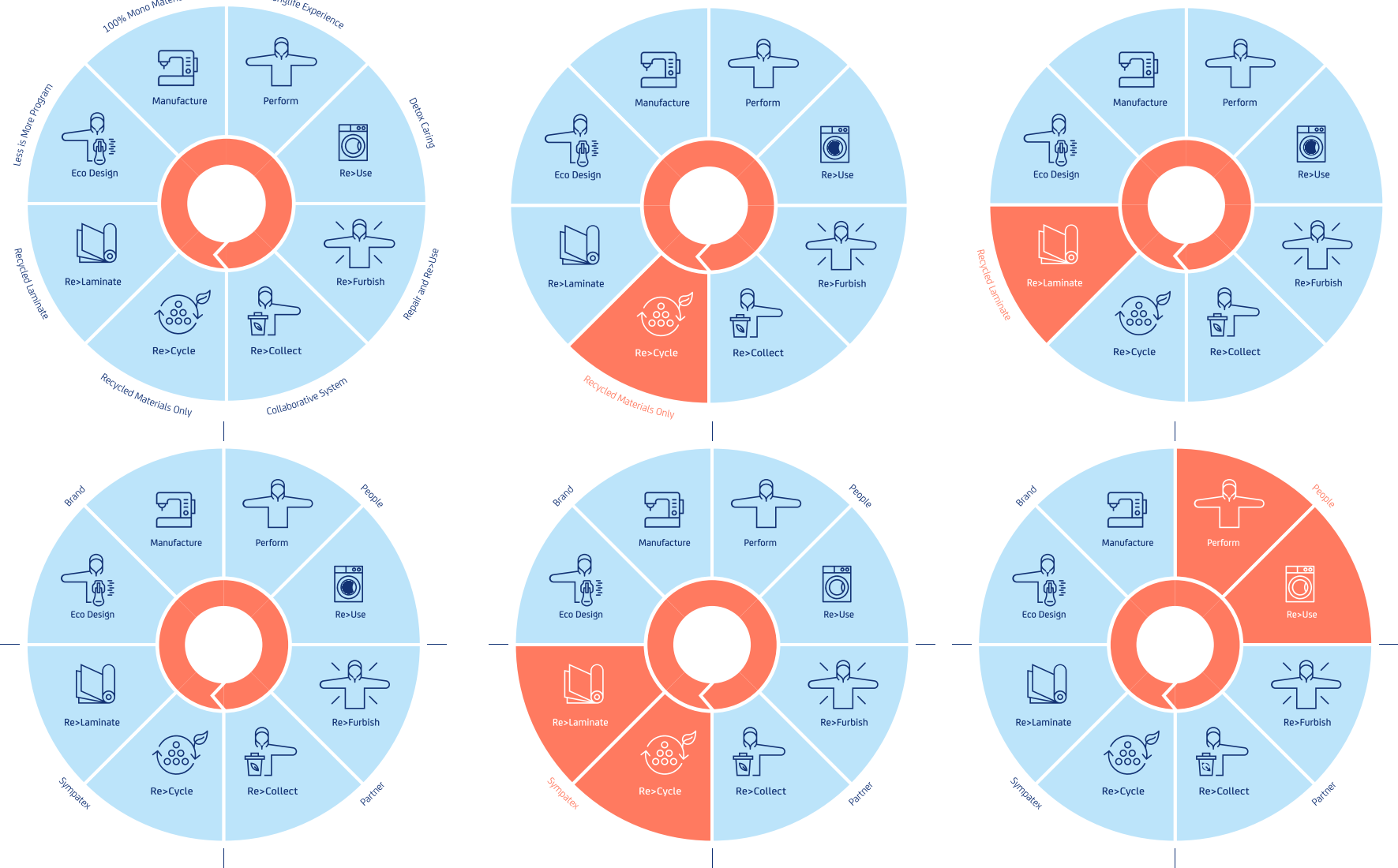


Lifetime Loop

↓ *Loop file*

All three development stages of the loop can be downloaded for individual use or also as an

↓ *Animation.*

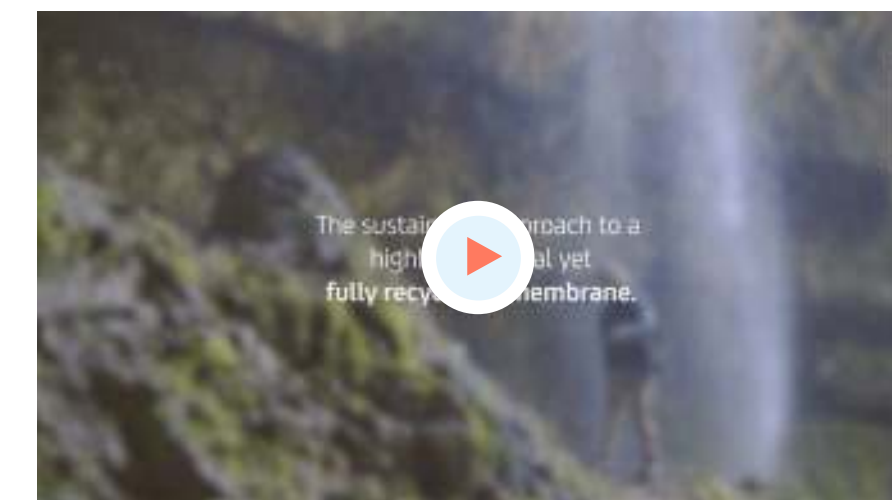
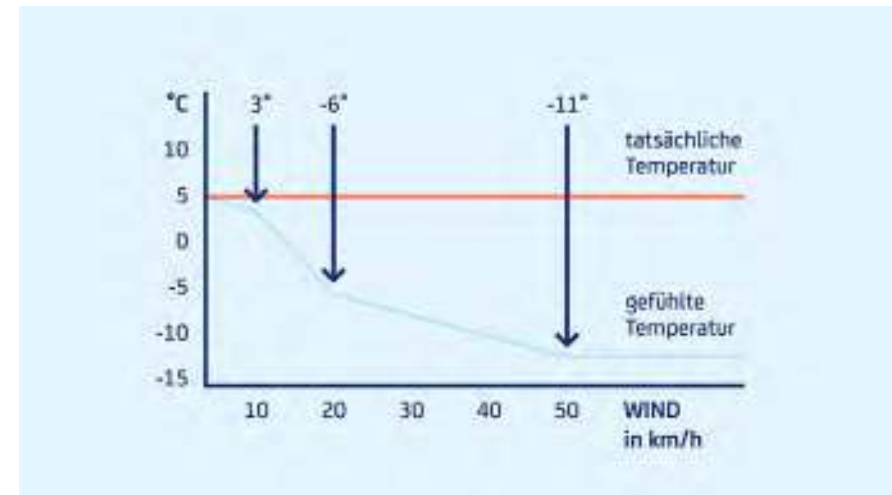


Partnership Loop

↓ *Loop file*

The respective actors and steps of a closed loop economy are highlighted individually in these graphs.

Function of Sympatex Membrane



Membrane Function

↓ *Images with caption DE/EN*

The four performance characteristics (breathable, waterproof, windproof, durable) are illustrated and explained.

Dynamic Climate Control

↓ *Animation*

In addition to the static graphics, an animation explains the functional principle of the Sympatex membrane.

Membran Performance

↓ *Animation*

An animation explains the performance of the Sympatex membrane.

Picture Pool

Picture Pool

Better People Outdoor

sympatex®



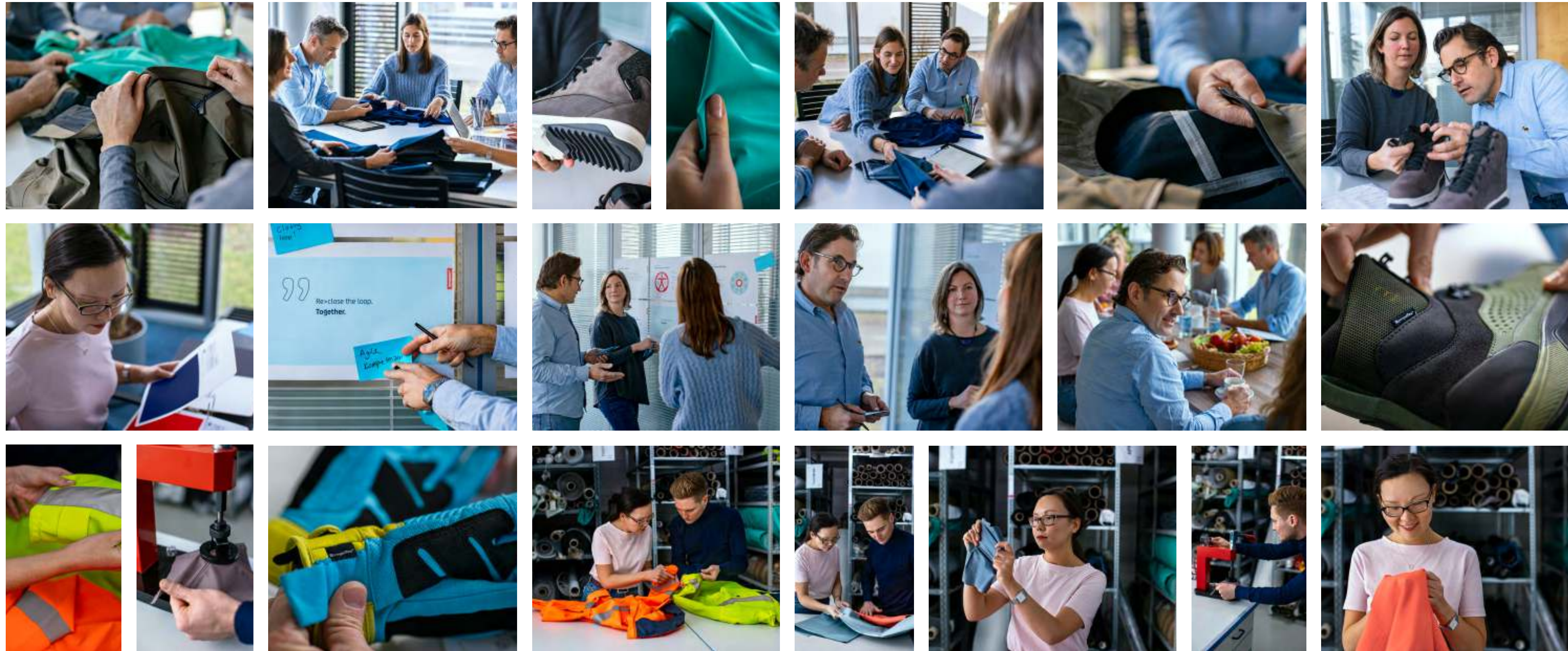
↓ *Picture Pool*

Copyright: © sympatex

Picture Pool

Better People Indoor

sympatex®



↓ Picture Pool

Copyright: © sympatex

Picture Pool

Better Planet



↓ *Picture Pool*

Copyright: © sympatex

Picture Pool

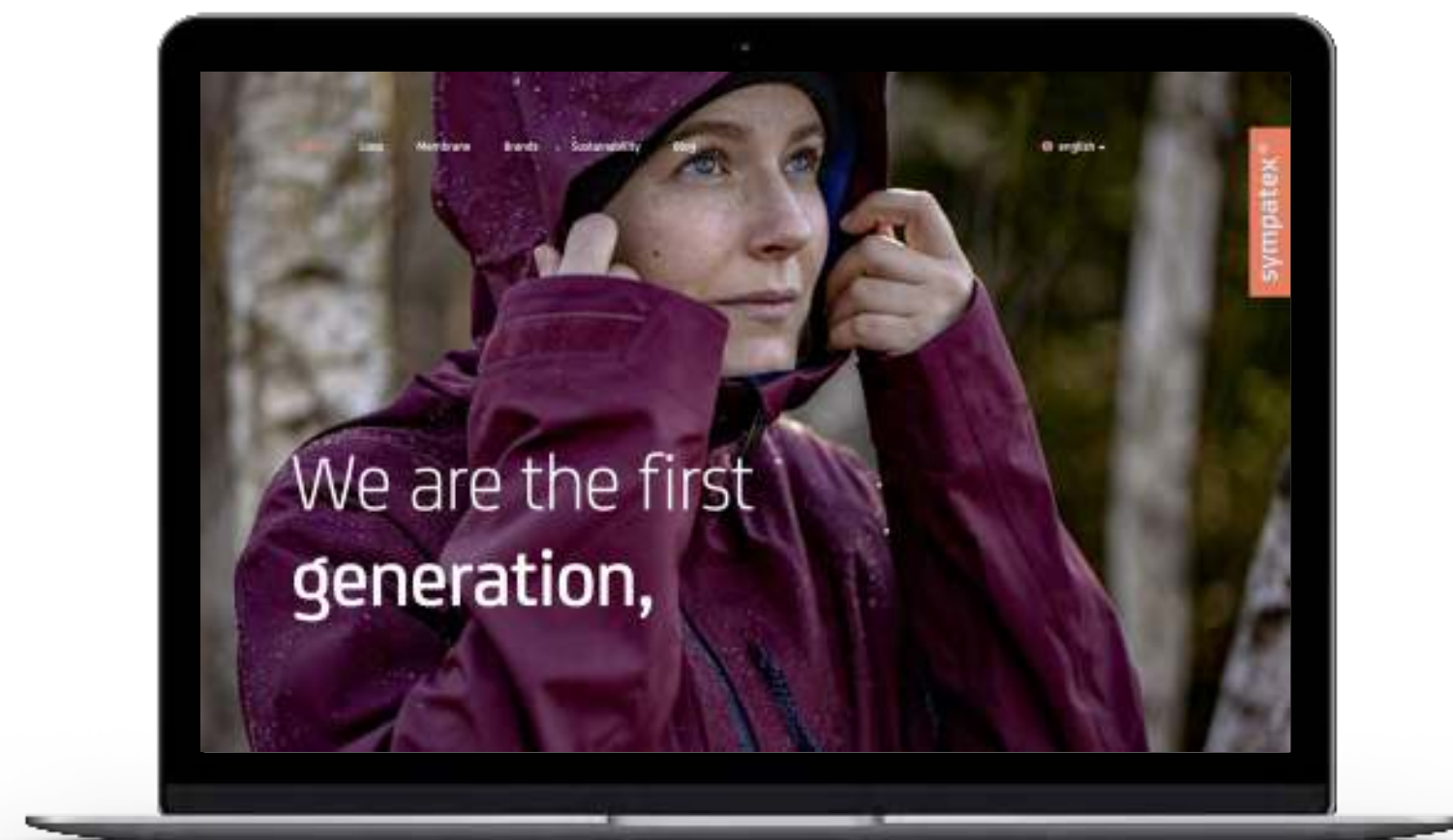
Better Protection



Print Tools

Print Tools

We've got you covered



Digital Version

Visit our [website](#) for mor information in eight languages. There you can also find our current flyers, brochures and factsheets as .pdf for [download](#).



Print Version

If you are interested in the print version of our marketing materials please [get in touch](#) with us.

Marketing Material



Sales Flyer

↓ [File](#)

The folder explains Sympatex's goal and vision.

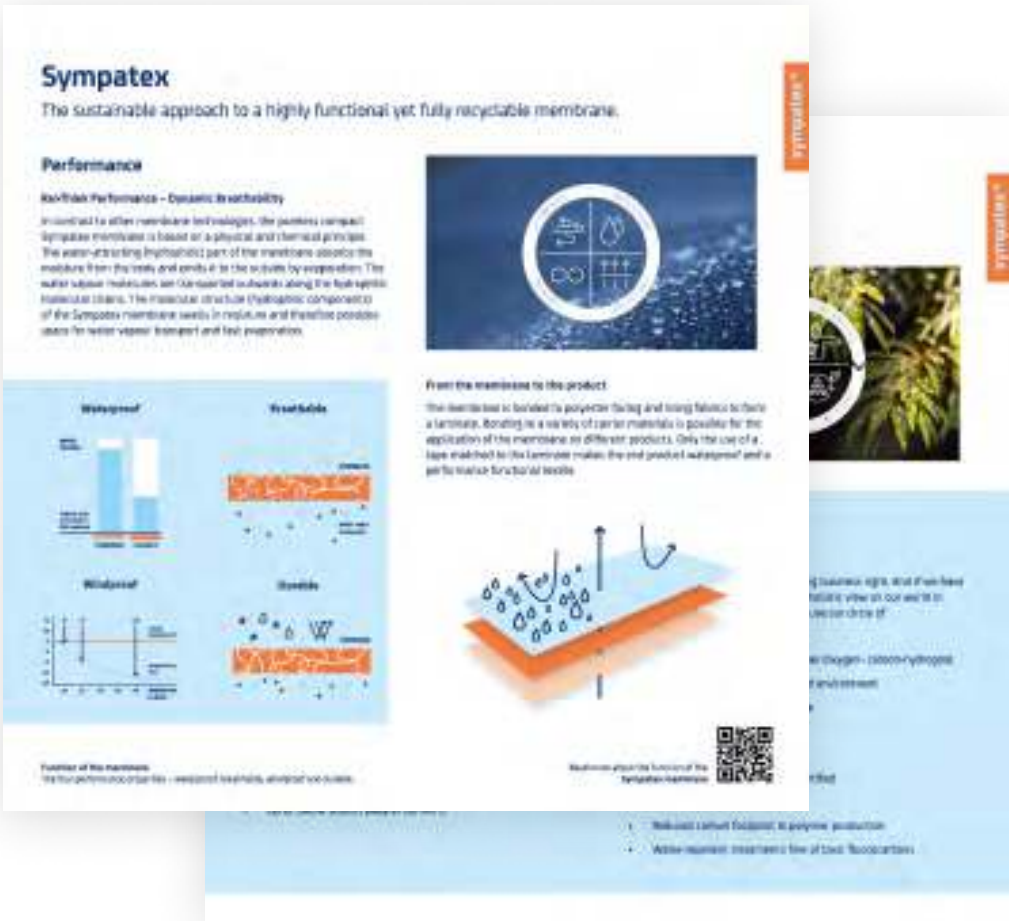


EU Folder

↓ [File](#)

The EU folder refers to the new EU regulations from March 30, 2022 and explains Sympatex's vision and role.

Marketing Material



Educational B2B Flyer

↓ [File](#)

The folder explains Sympatex's recyclable membrane.



Brand Folder

↓ [Order folder from Sympatex](#)

The brand folder explains Sympatex's goal and vision.

Marketing Material



Congratulation B2C Apparel & B2C Footwear Folder

↓ [File \(Apparel\)](#)

↓ [File \(Footwear\)](#)

The folder includes information about the performance of the membrane and gives care instructions for the product.



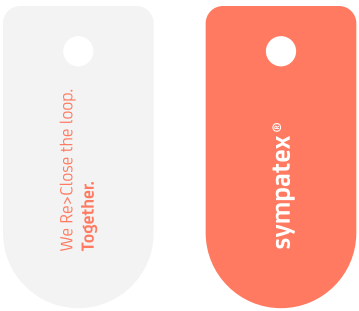
Testkit

↓ [Order testkits from Sympatex](#)

With the testkit, anyone can easily test the function of our membrane themselves at home.



Hangtags & Labels



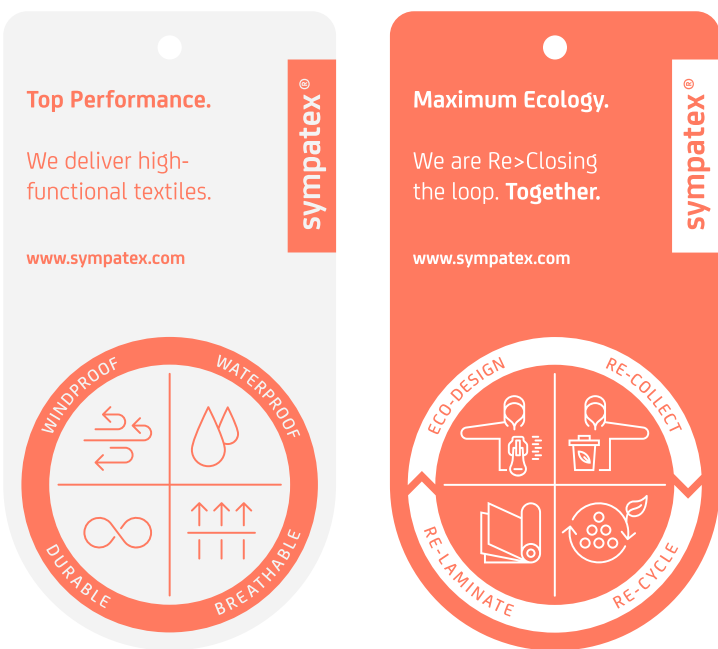
XS



S



M

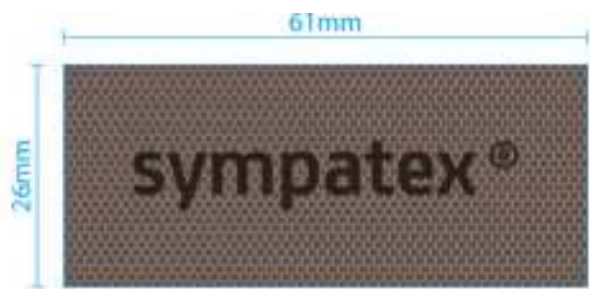


L

Hangtags

- ↓ [Overview hangtags & labels](#)
- ↓ [Order hangtags from Sympatex](#)

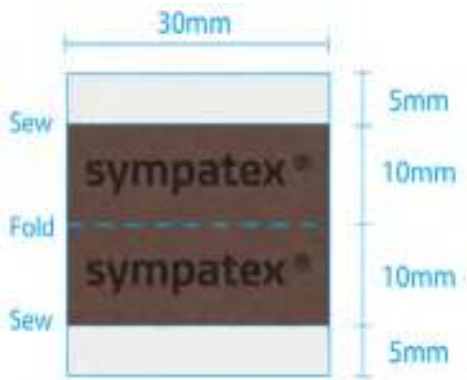
The hangtags are available in four different sizes:
L 55x106mm, M 45x86mm, S 35x66mm und XS 20x40mm



Label Inside / Dark Grey

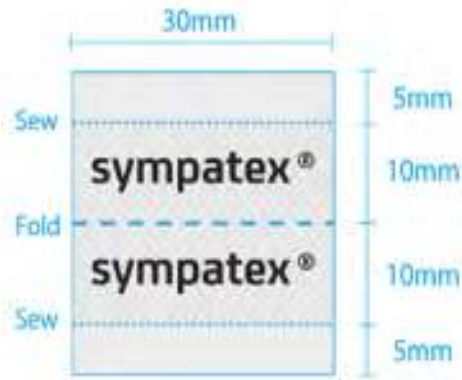


Label Inside / Light Grey



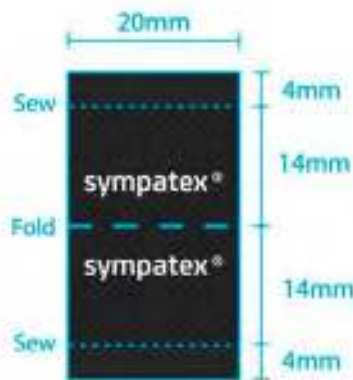
seam allowance: 0,5 cm

Label Flag / Dark Grey



seam allowance: 0,5 cm

Label Flag / Light Grey



seam allowance: 0,4 cm

Label Flag / Black

Woven Labels

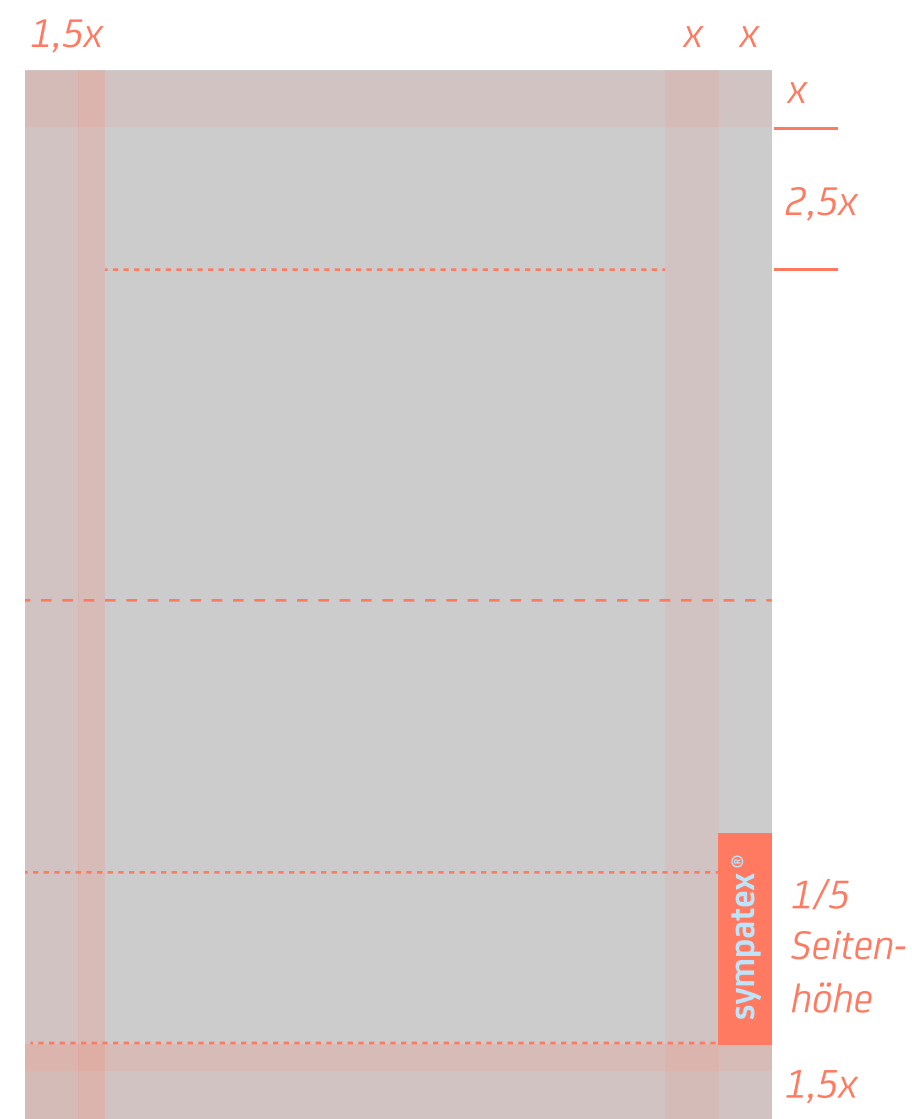
- ↓ [Order labels from Sympatex](#)

There are labels in dark grey, light grey and black. All of them are out of recycled PES.

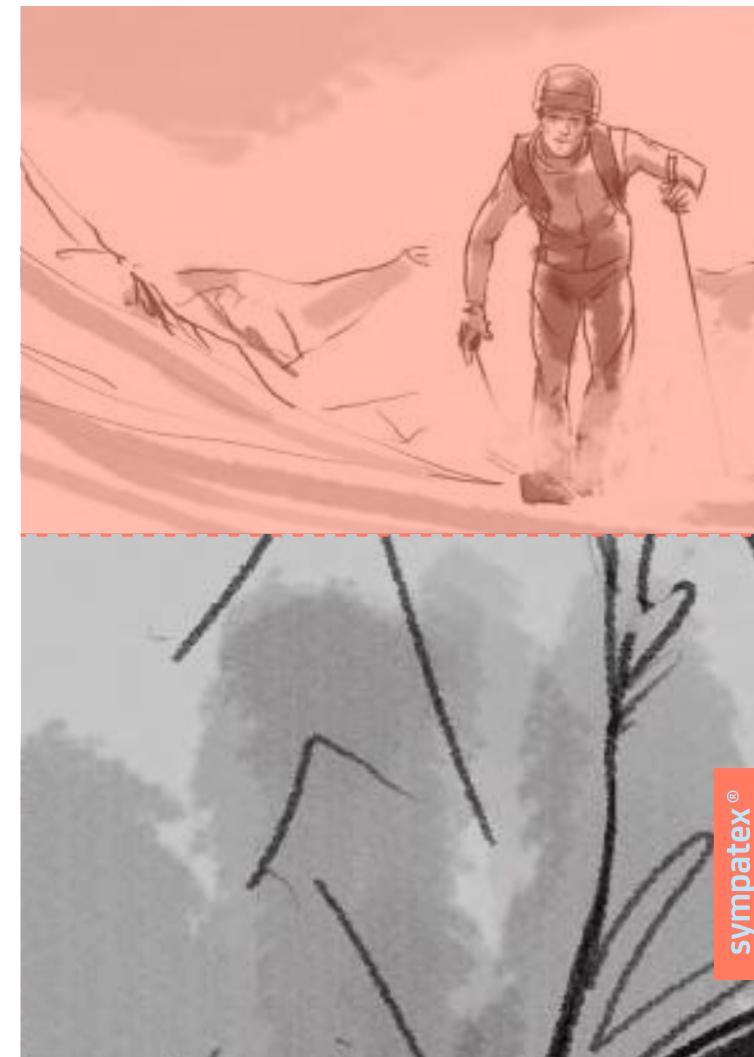
Editable Materials

Editable Materials

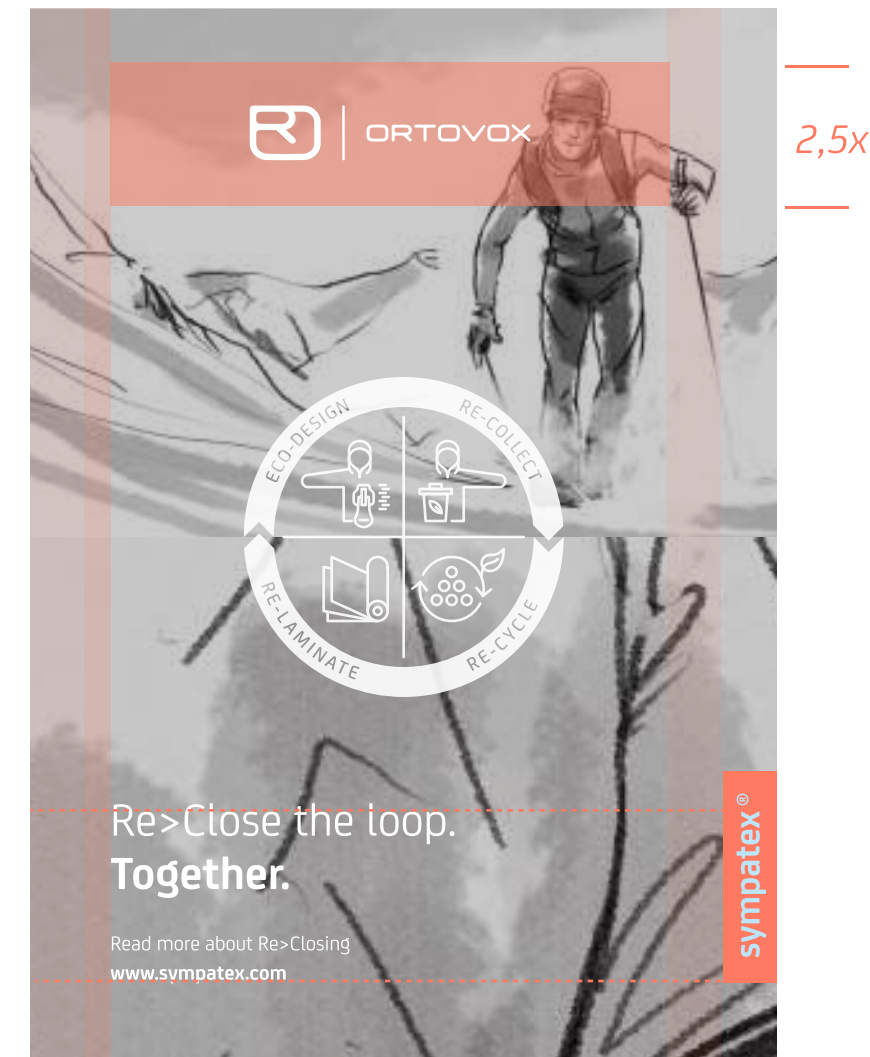
Joint Essentials Layout System



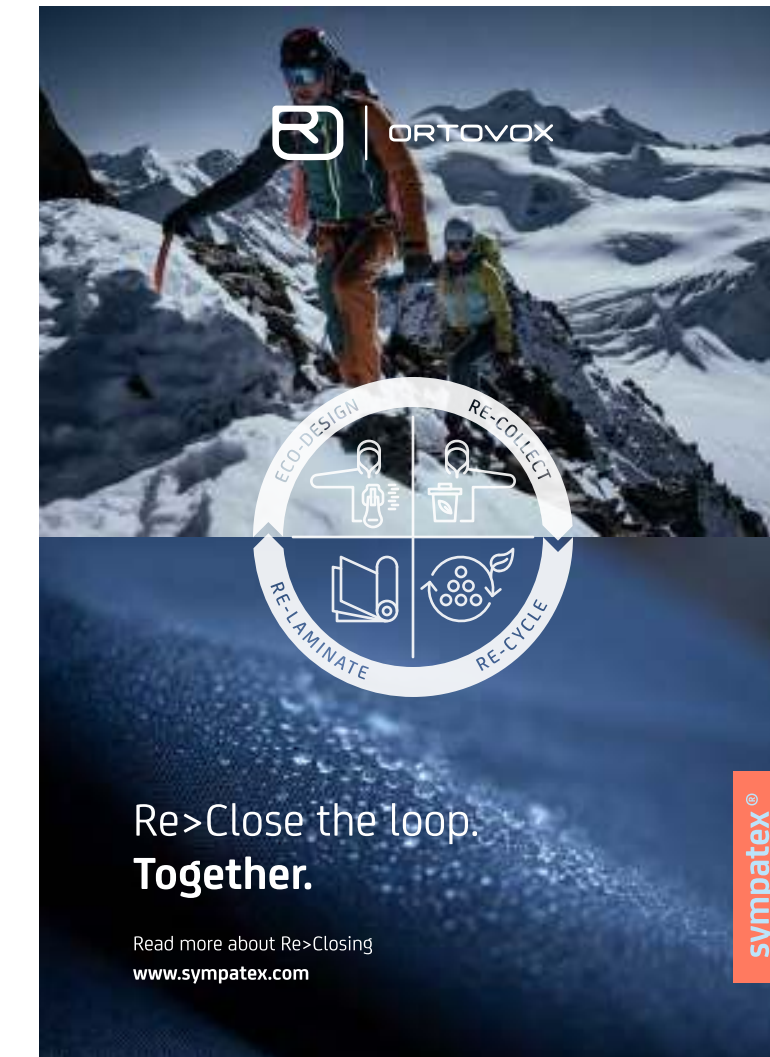
A. Example basic structure A4 advertisement



B. Placement of the partner image (1)



C. Partner logo placement (2)



D. Example partner advertisement

Basic Structure

Based on the layout grid from the [Brand Guide](#), elements of the partner brand can be placed in the upper half in this split layout.

Editable Elements

A partner image (1) can be placed in the upper half. It is important that this image provides sufficient contrast as a background for the Ecology Cycle and the logo. The partner logo (2) is placed in the designated area and centered horizontally on the layout.

Editable Materials

Joint Essentials Examples



Stand Banner, Advertisement and Poster

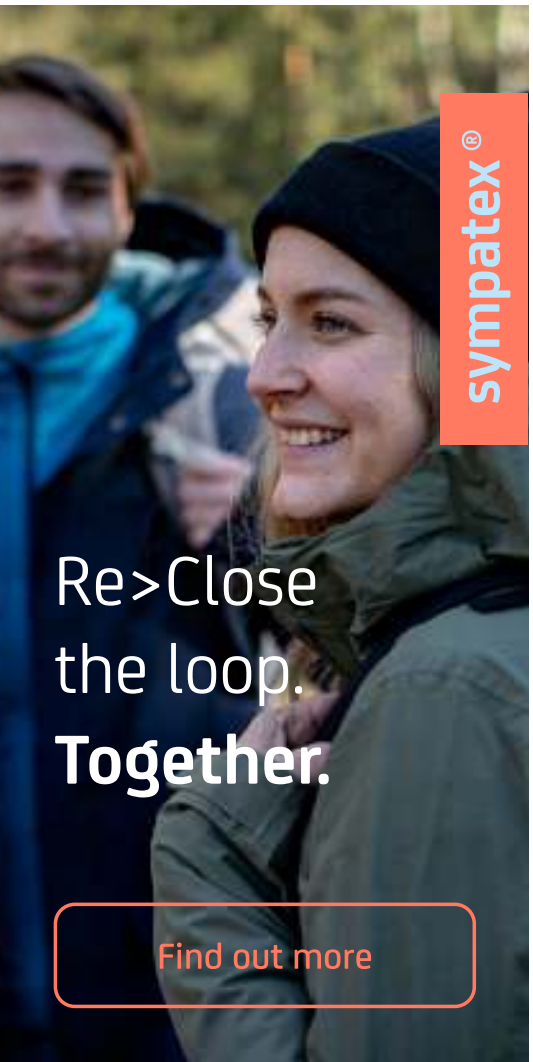
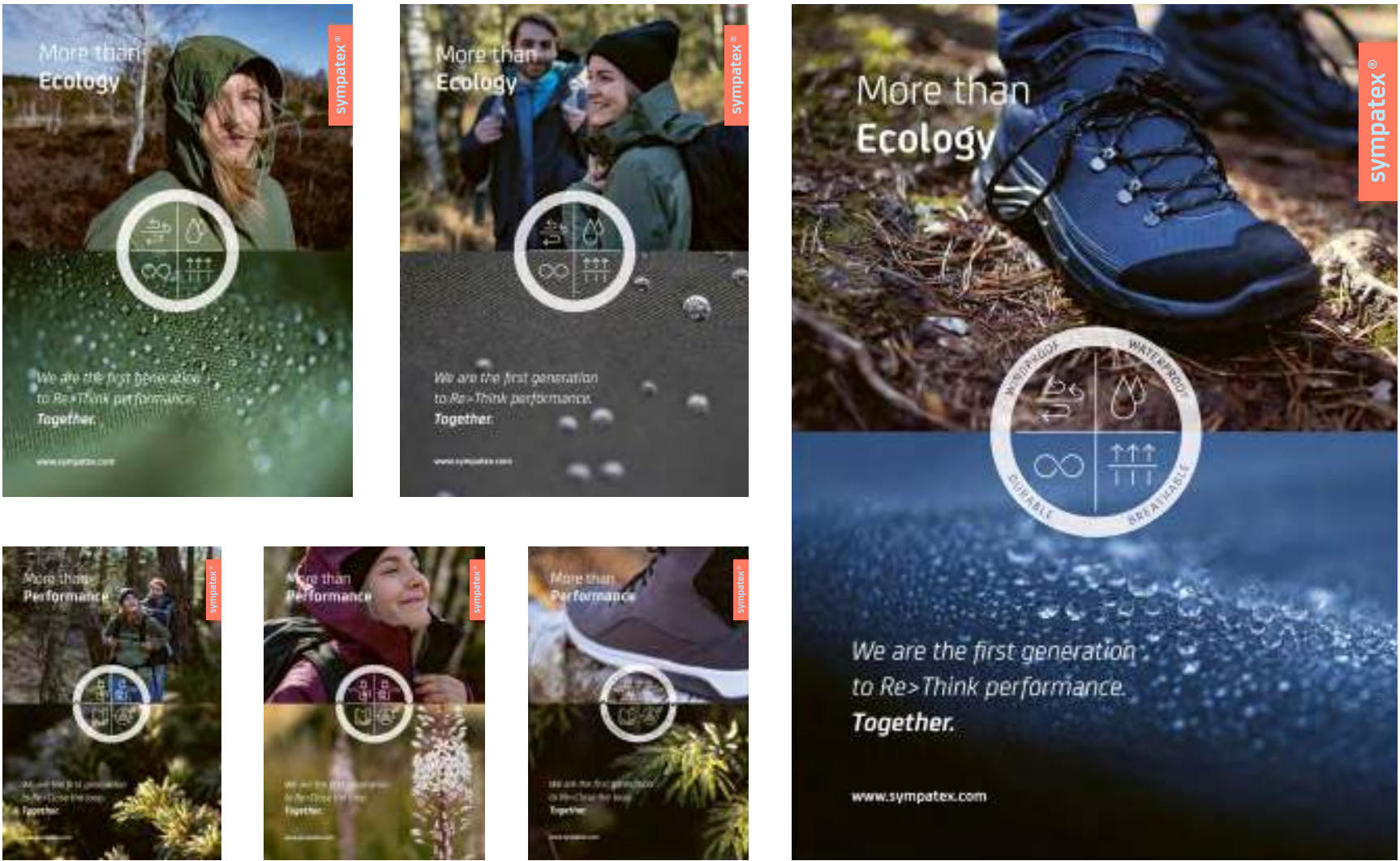
The stand banner, the A4 advertisement and the A2 poster are available as editable templates. Images and logos can be exchanged. If you are interested please [get in touch](#) with us.

Other Formats

Other marketing materials and formats can be adapted based on the joint essentials layout grid.

Editable Materials

Online Banner



Online Banner

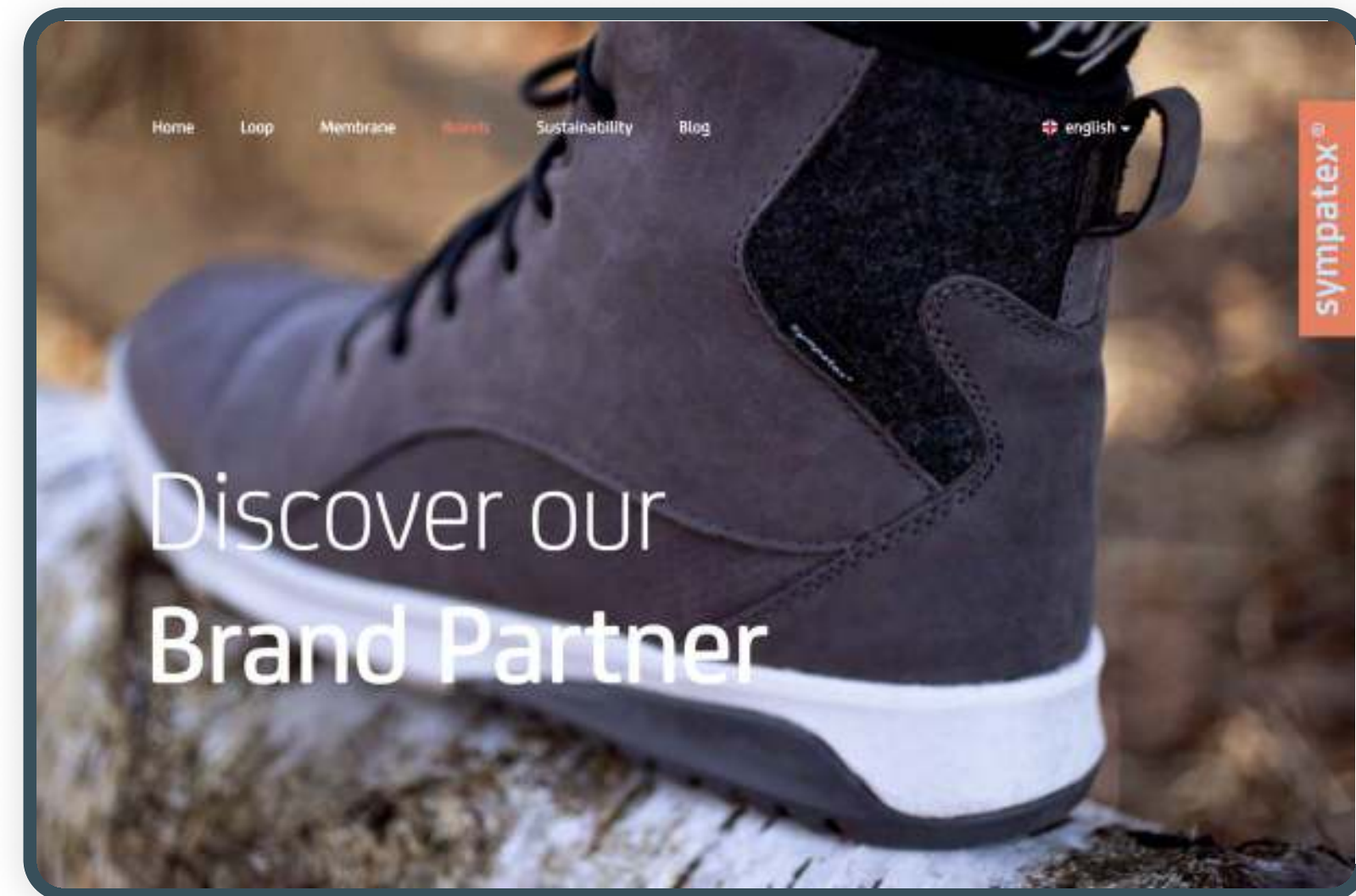
Our poster layout can also be used for online banner. Additional to the split layout we offer another layout for banner which primarily show Sympatex people and thus the Sympatex membrane in use.

Marketing Offers

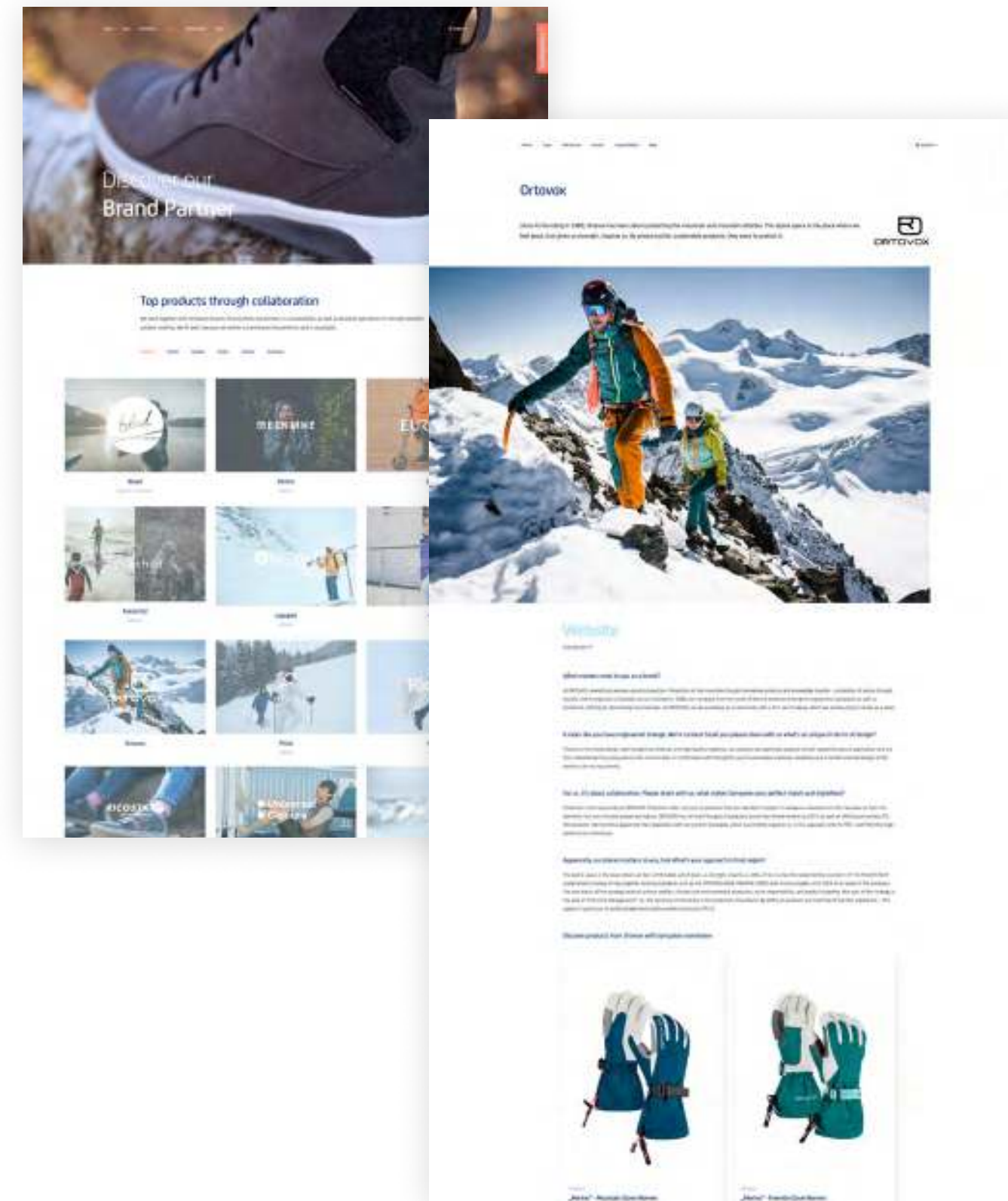
to integrate your brand and products

Marketing Offers

Web Brand Partnerpage

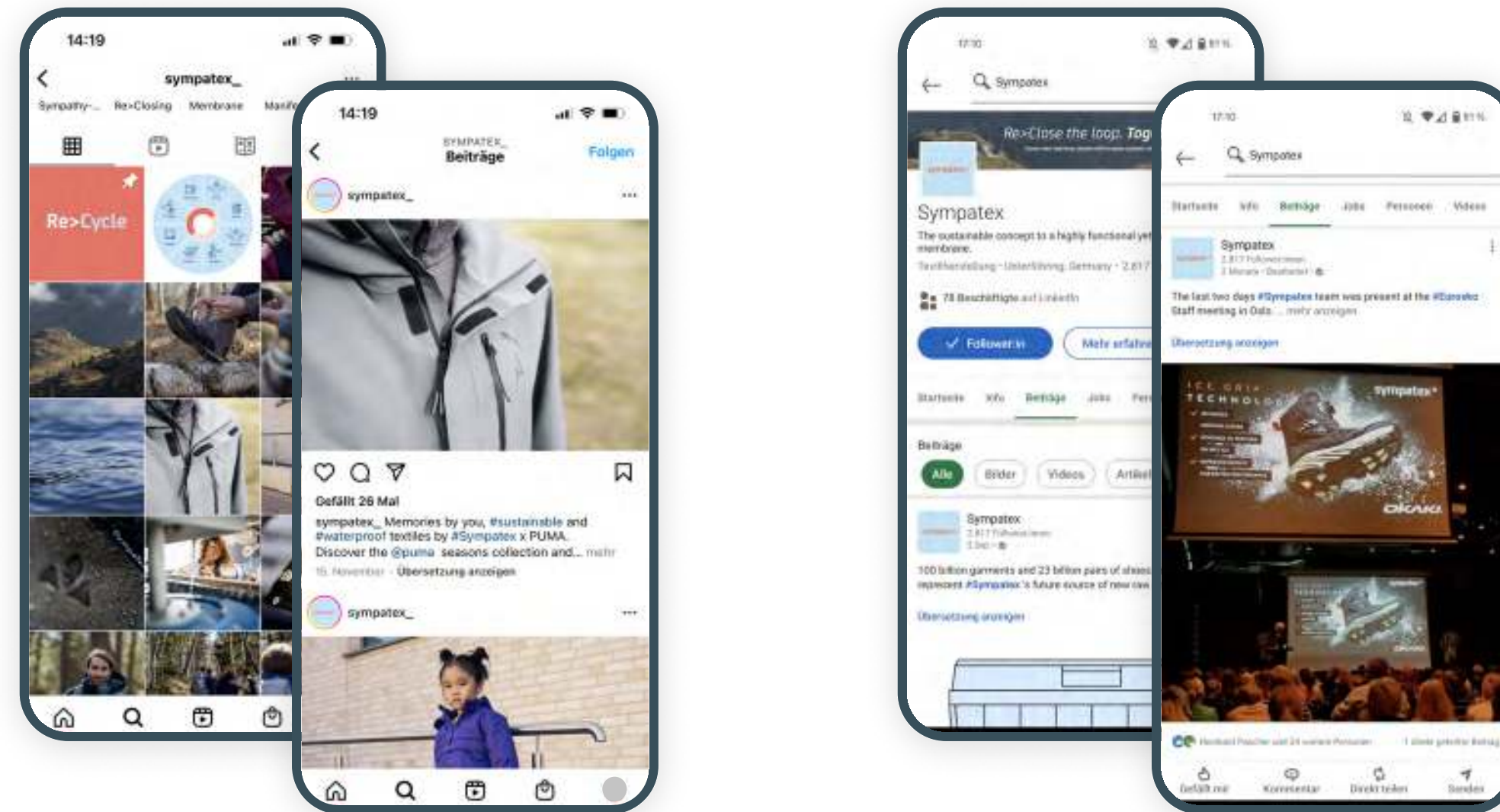


We work together with renowned brands.
Become a part of it and get your own *brand partner page* on sympatex.com.



Marketing Offers

Social Media



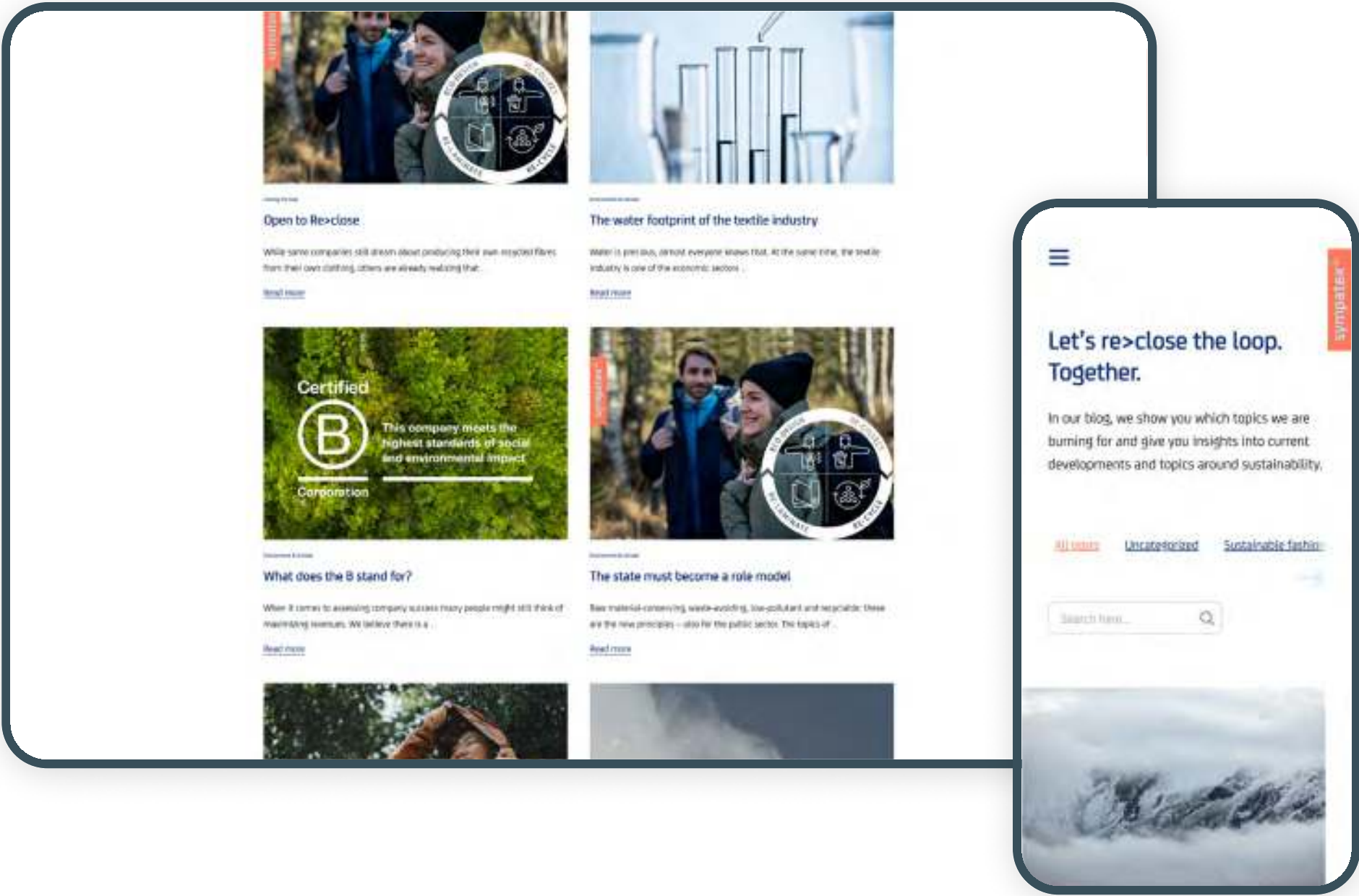
Instagram & LinkedIn

We work together with renowned brands.

Let's share and post with us your news and products.



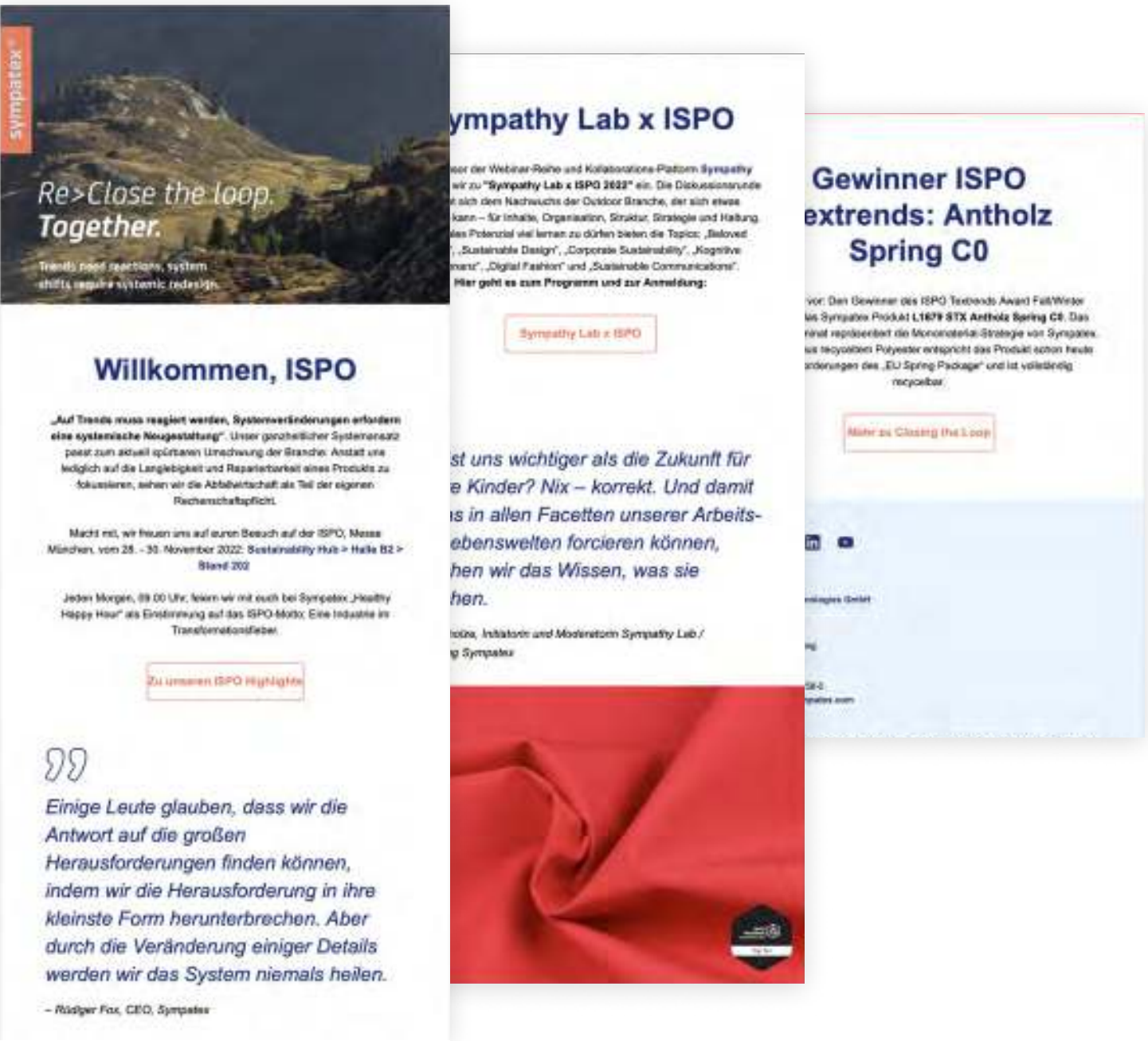
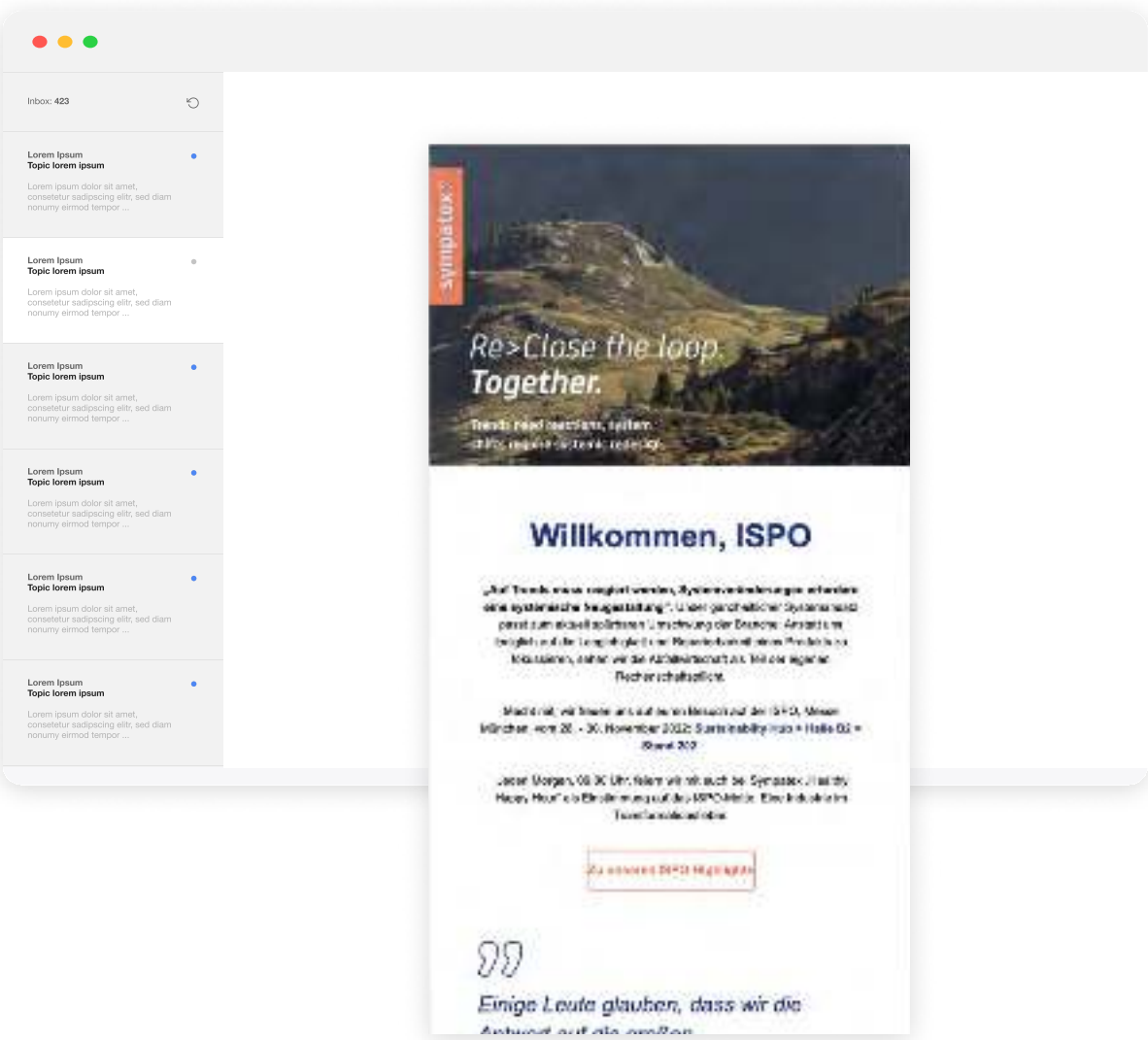
Blog



In our *blog*, we display topics we are burning for and give insights into current developments and topics around sustainability. Let us know your topics and start collaborate.

Marketing Offers

Newsletter



Our newsletter for you. All our news, exciting insights and inspiring stories. Subscribe to our newsletter in *English* or *German*.

Status: V1_2022

Thank you.

Sympatex Technologies GmbH
Feringasträße 7a
85774 Unterföhring

Phone: +49 (0) 89 9400 58-0
Fax: +49 (0) 89 9400 58-297
info@sympatex.com

www.sympatex.com

sympatex®