

*More than a **membrane.***

**We are Sympatex** - Sales & Marketing

SYMPATEX

# Sympatex history



- Founded 1986 in Germany
- Over 35 years experience with PFAS-free products
- Founding member of OEKO-TEX® STANDARD 100
- Launch of the first climate-neutral membrane on the market
- First signatory to UN Clima Charter
- Winning the B-Corp „Best For The World“ in 2021
- Our mission: To close the textile loop until 2030

SYMPATEX – WHERE TO FIND US

# Distribution map

## EUROPE

- Germany
- France
- Slowenia
- Italy
- Pakistan
- Poland
- Turkey

## ASIA

- China
- Korea
- Japan

## SOUTH AMERICA

- Brazil



Find all details [here](#).

# Meeting Agenda

## **PART 01** OUR PRODUCT

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

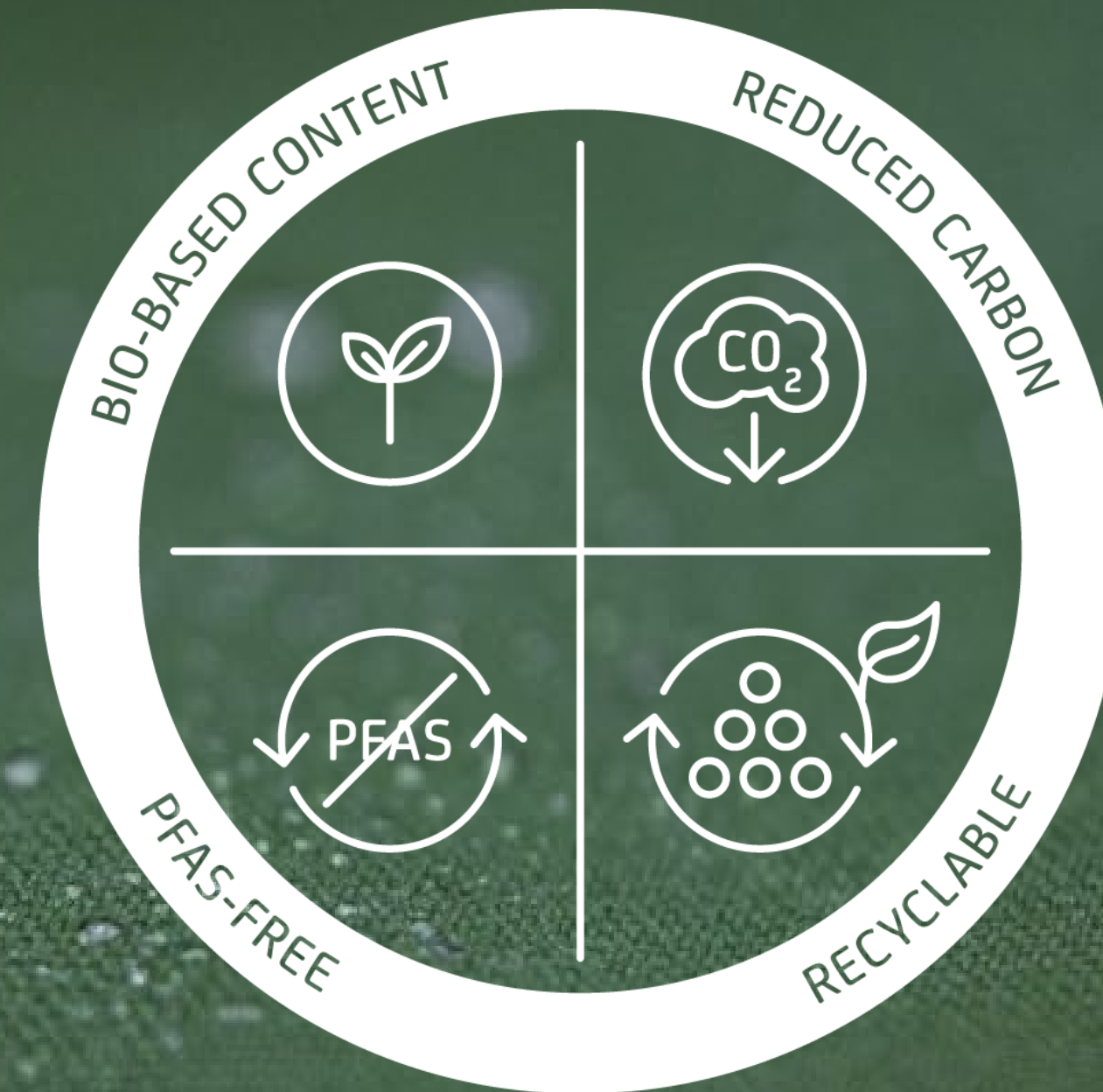
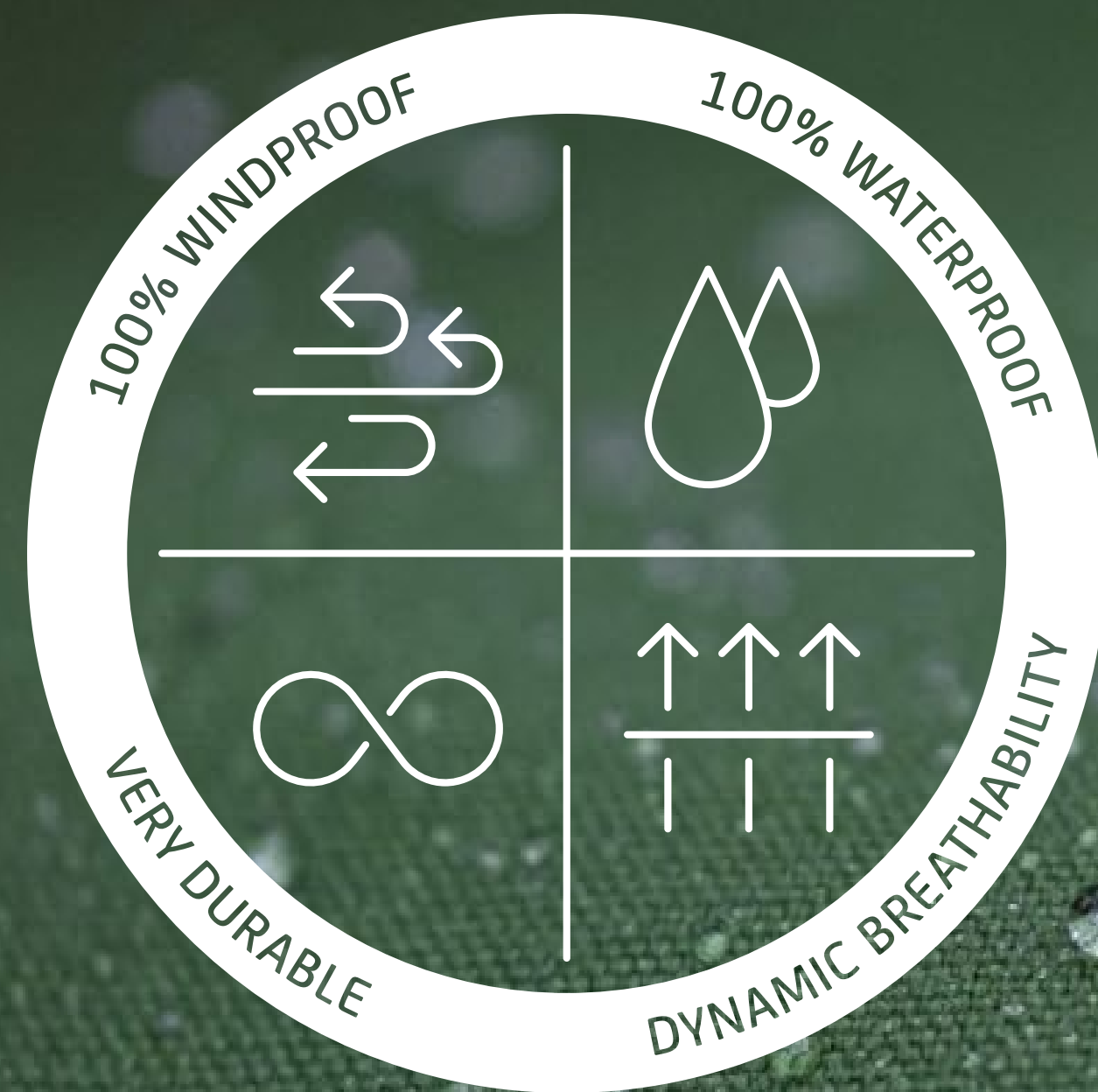
## **PART 02** MARKETING & COMMUNICATION

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

# PART 01 OUR PRODUCT

## PART 01 OUR PRODUCT

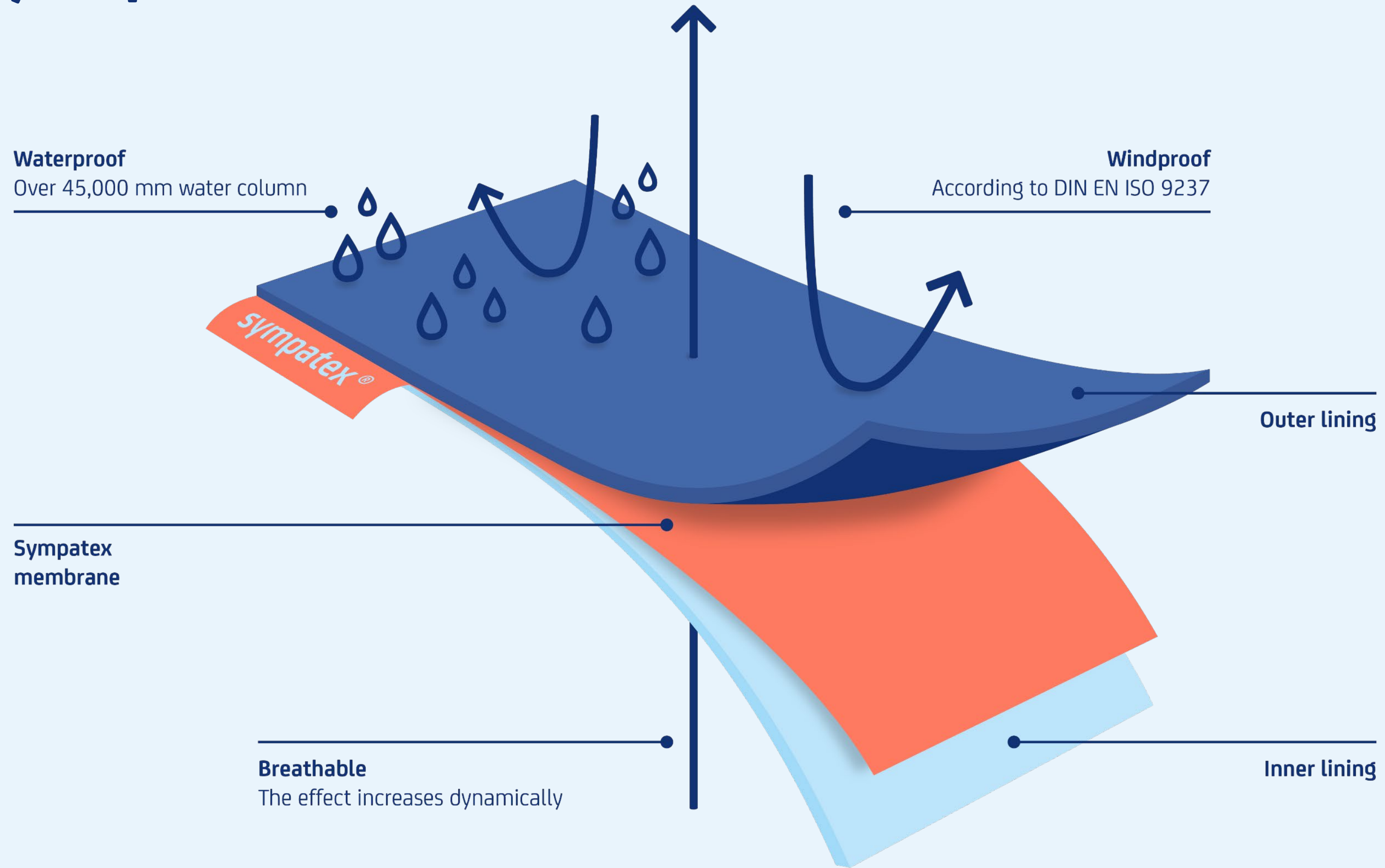
- Core branding
- Top performance
- Membrane function compared
- Dynamic breathability
- Sustainability at Sympatex
- We offer MORE - Support & tools
- Our business units
- Our brand partners



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

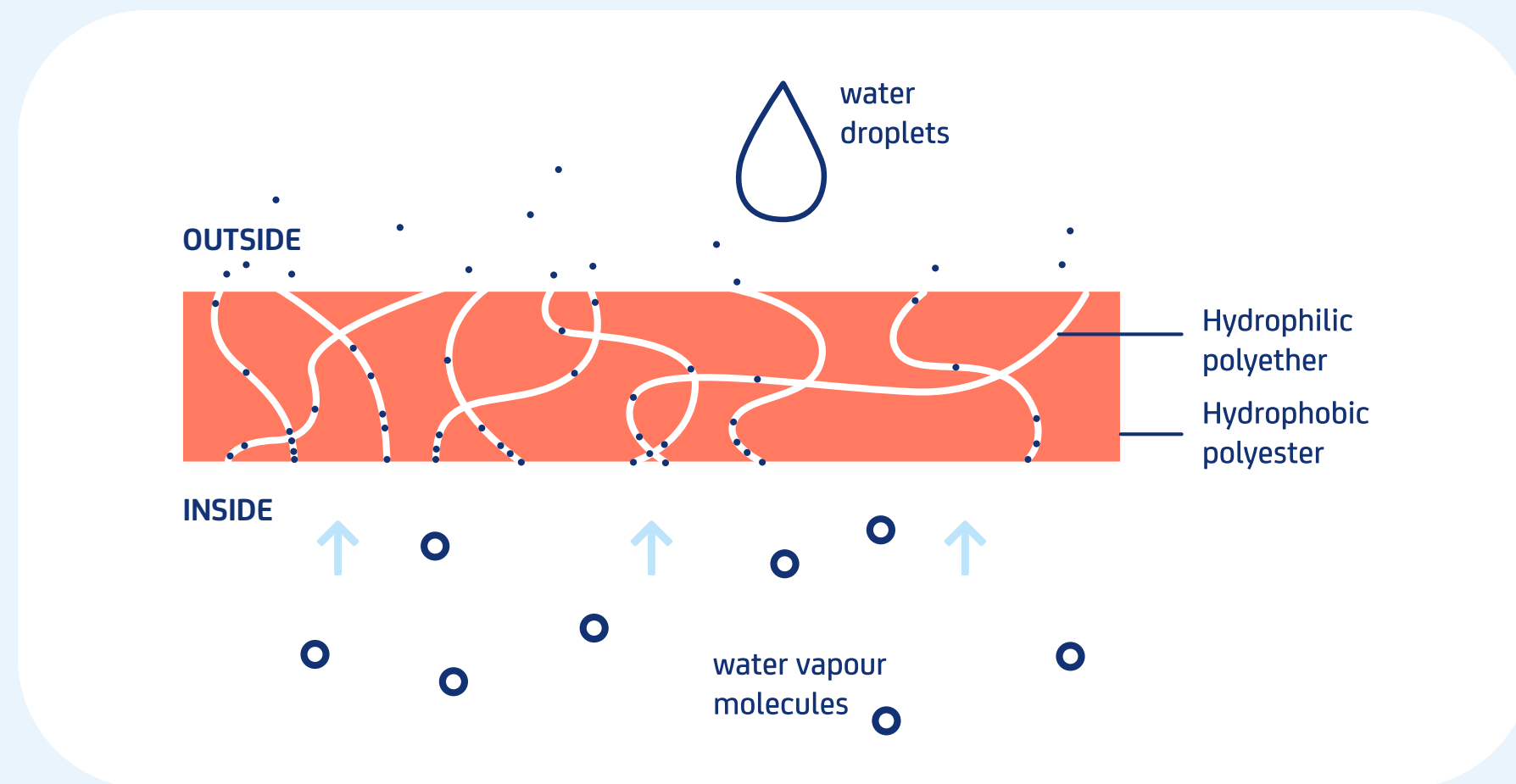
TOP PERFORMANCE

# The Sympatex membrane



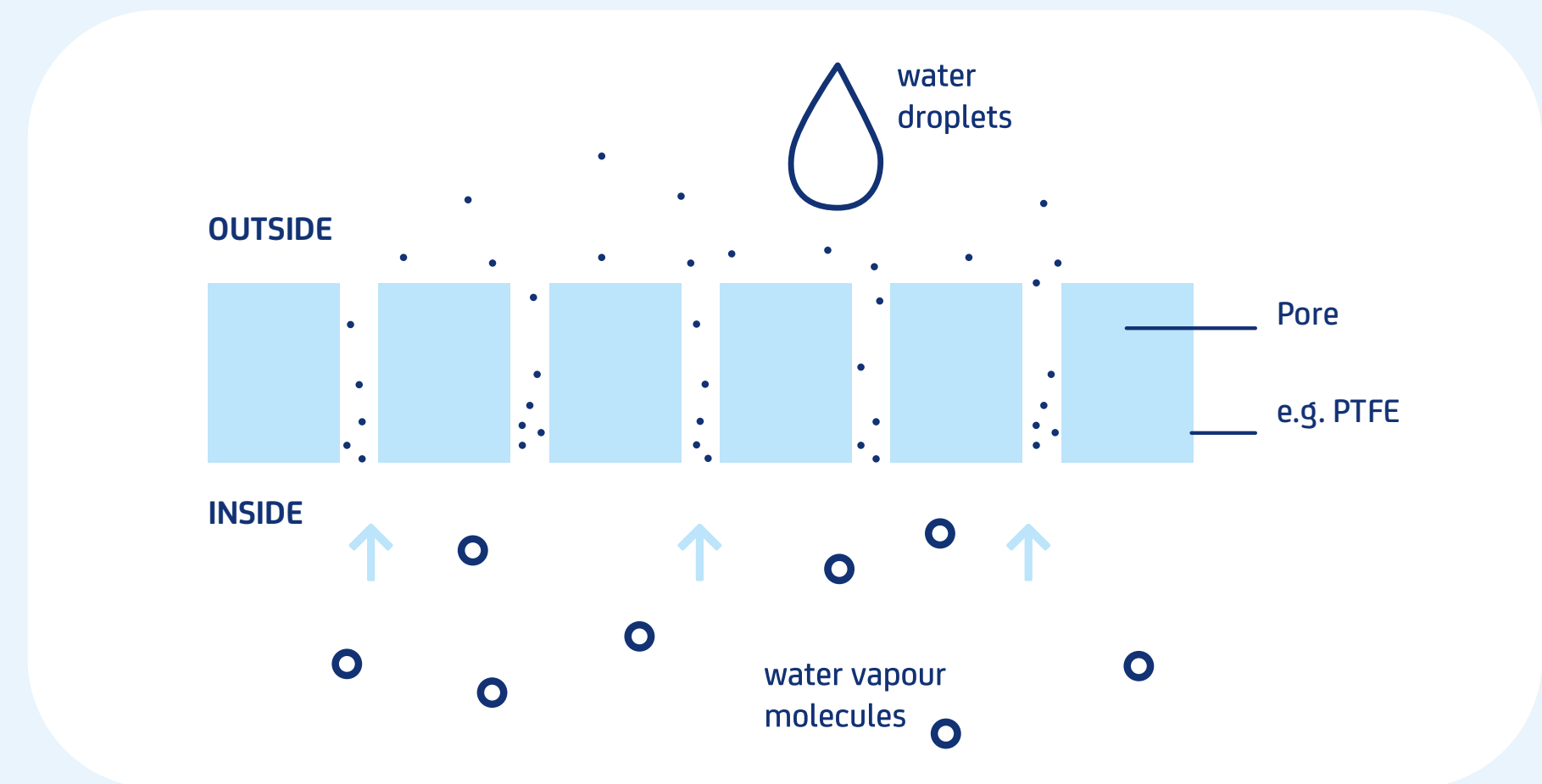
# Basic properties of the membrane

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:

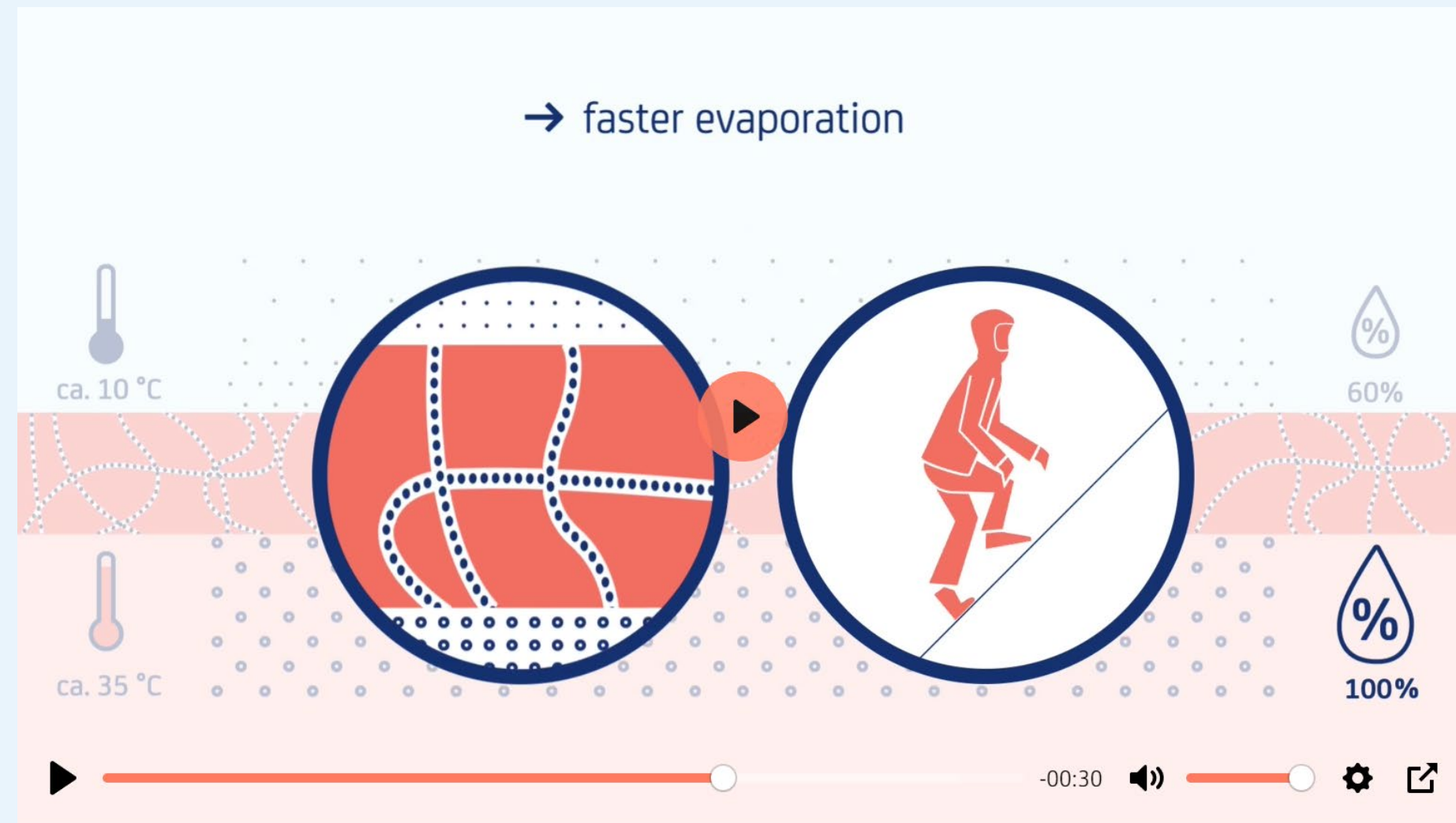


- The microporous membrane works on a **physical principle**
- The membrane **consists of PTFE or PU**
- **Function:** Very small pores: Water vapour and warmth can escape, but water droplets cannot get through the membrane

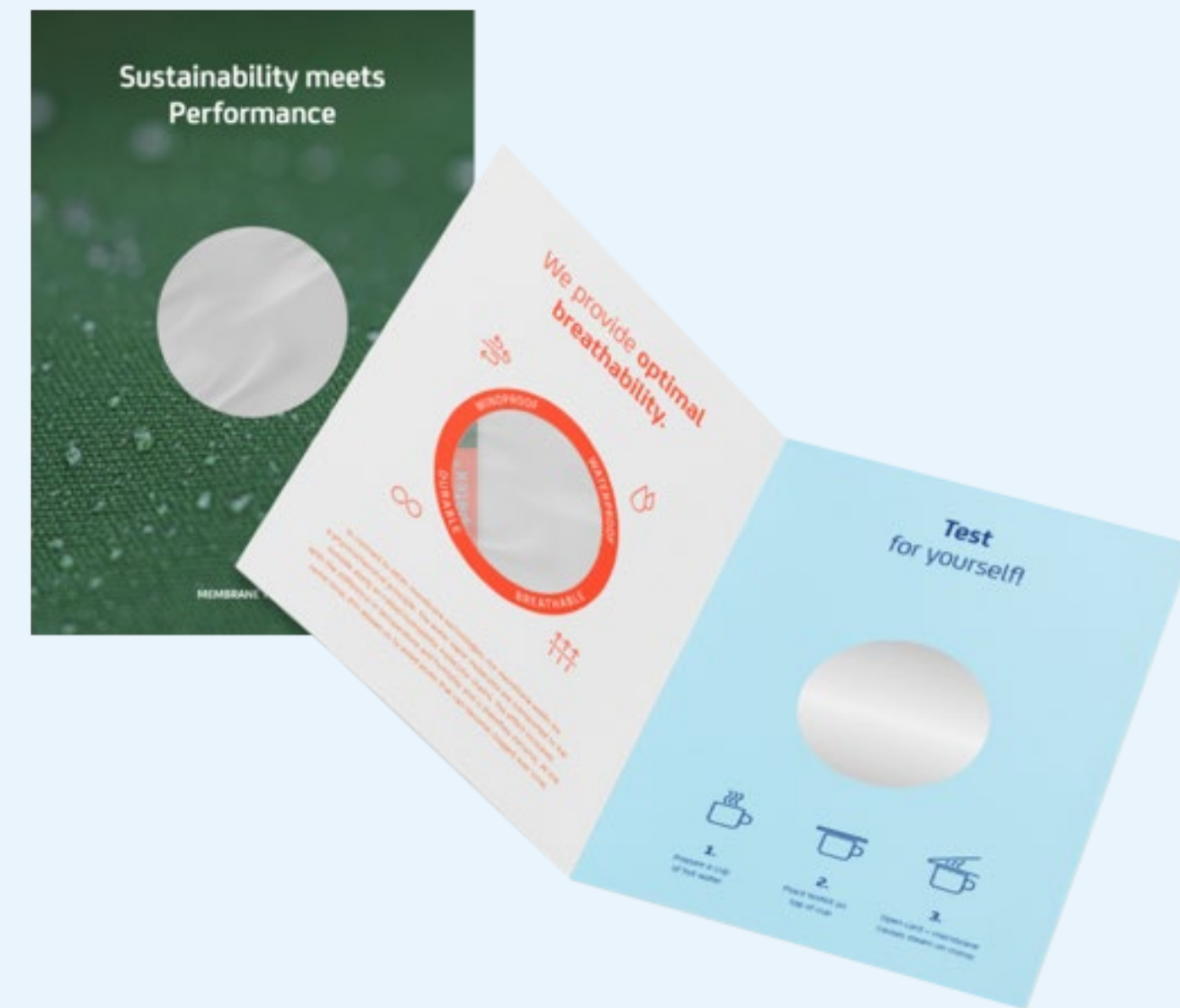


MEMBRANE FUNCTION COMPARED

# Video and Test Kit



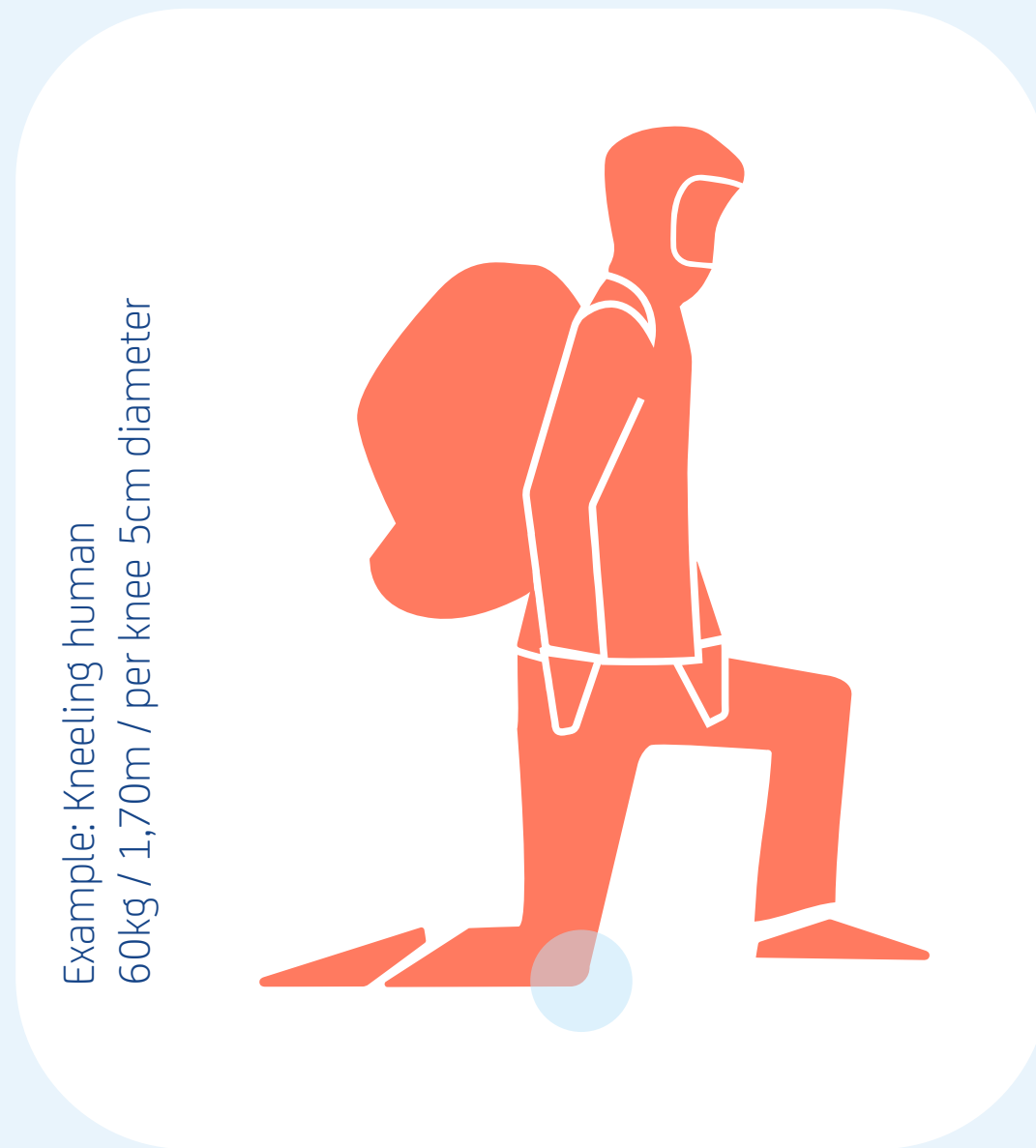
+



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

# Waterproofness – practical requirements

High pressure load –  
kneeling on damp ground:



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

High pressure load –  
sitting somewhere:



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

High pressure load –  
hiking with a backpack:



= 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
<b>Waterproofness</b>	100% waterproof	Yes, but pores can be weak with pressure of water. Negative effect of surfactants (e.g. detergents, creams)
<b>Windproofness</b>	100% windproof 0 Liter / (m2 x sec.)	Windproof > 2 Liter / (m2 x sec.)
<b>Breathability</b>	Breathability increases during augmenting physical activity = dynamic climate control	Consistent, not dynamic No removal of (fluid) sweat
<b>PTFE free</b>	Environmentally friendly	Not eco-friendly, contains PFC
<b>Stretchability</b>	>300%	Approx. 100%
<b>Properties after laundry</b>	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
<b>Durability</b>	Extremely durable and tough	Durable Porous structure can change/deteriorate. Pores can be blocked
<b>Barriers</b>	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

# Leaving traces the planet can cope with

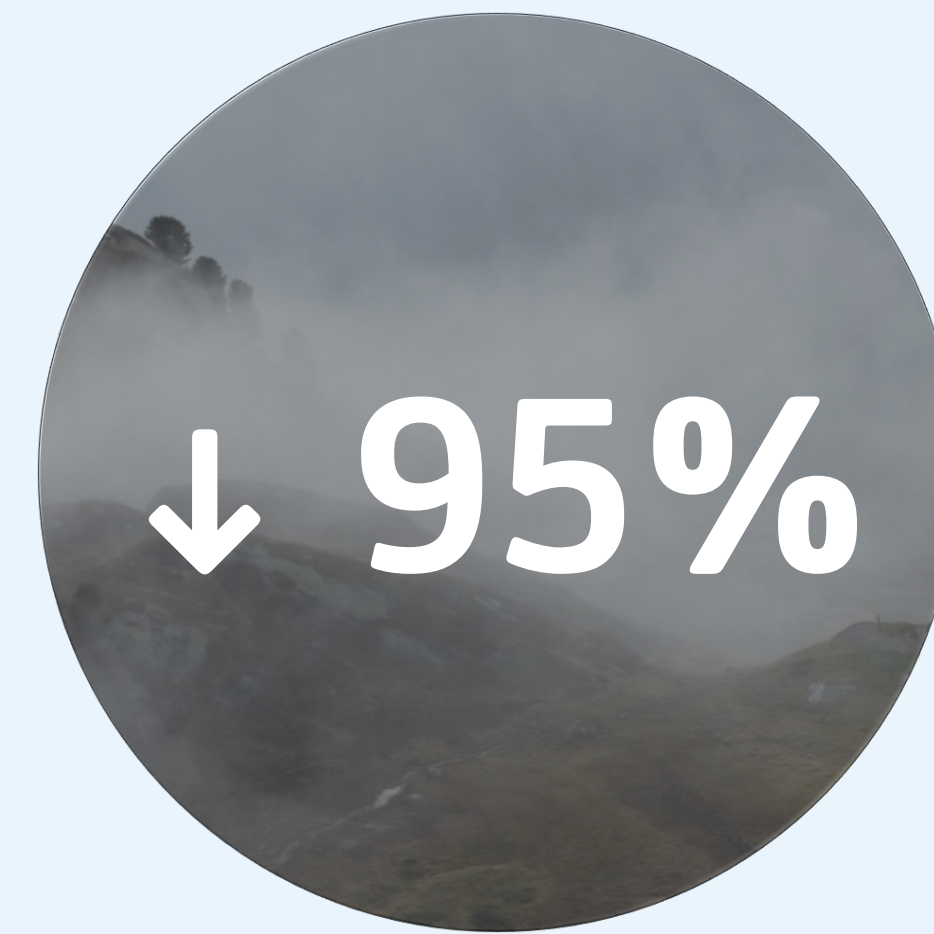
Minimizing the impact of our upstream industrial activities as a continuous improvement journey towards re>generation with the explicit goals:



less microfiber  
shedding

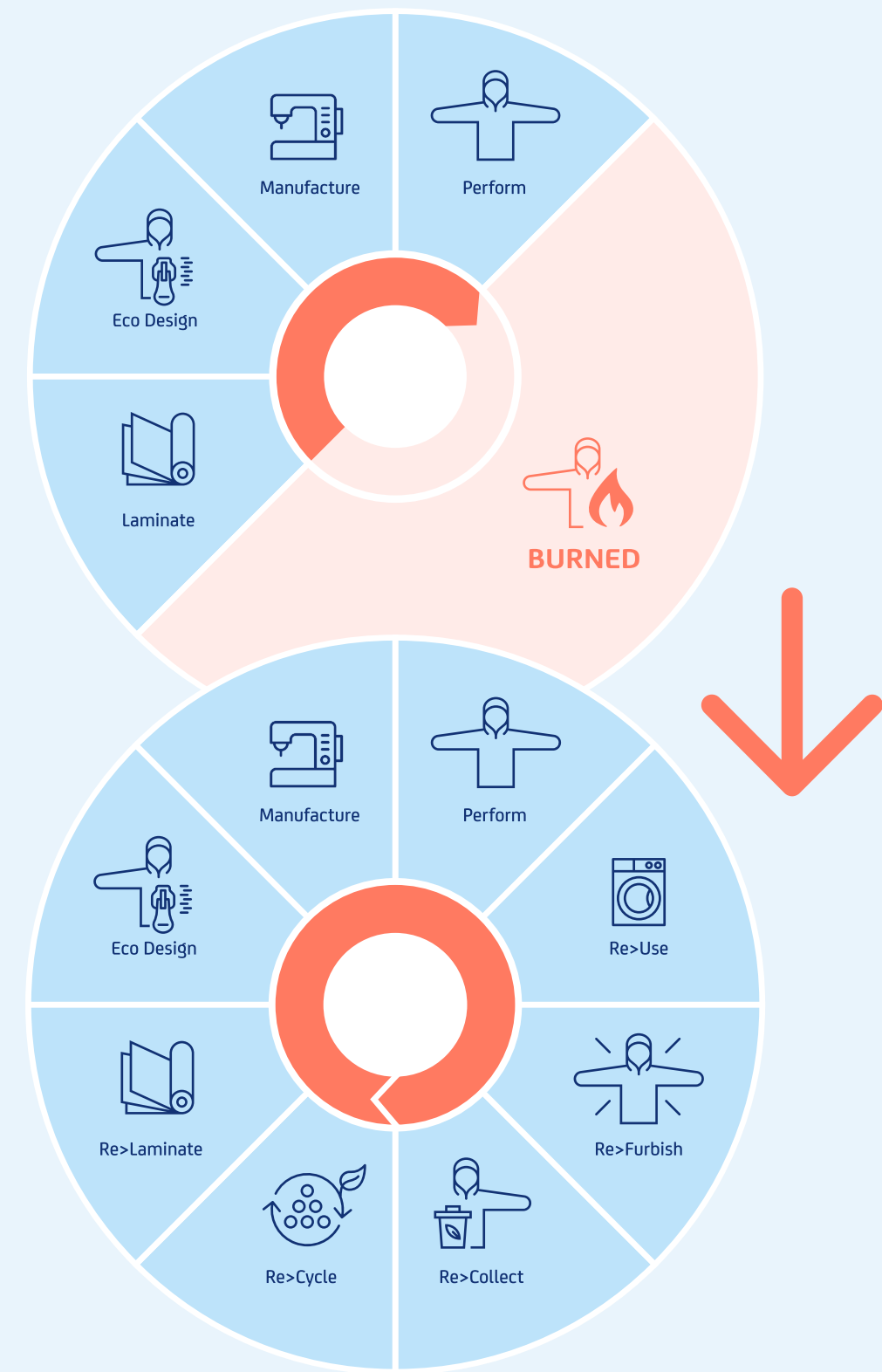


**PFAS**  
(and compliance with all REACH requirements)



less CO<sub>2</sub>  
emissions

# 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.

# 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)



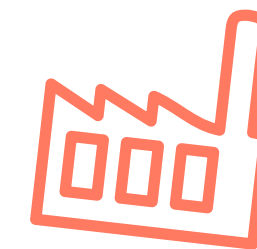
## #durable #reusable #repairable

- 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



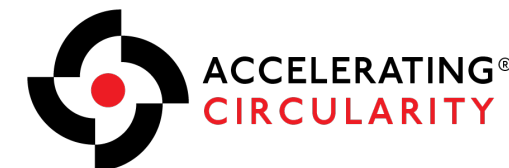
## Certificates



## Commitments



## Partnerships





# Stakeholder Engagement

**General**

- Logo: **BSI** Bundesverband der Deutschen Sportartikel-Industrie e.V.
- Logo: **Partnership for Sustainable Textile**
- Logo: **EUROPEAN OUTDOOR GROUP**
- Logo: **GermanFashion** Modeverband Deutschland e.V.
- Logo: **Sustainable Apparel Coalition**
- Logo: **textil+mode**

**Chemistry**

- Logo: **cads** DEFINED STANDARDS FOR SHOE PRODUCTION
- Logo: **chemsec** "No to PFAS" initiative

**Circularity**

- Logo: **ACCELERATING CIRCULARITY**
- Logo: **POLICY HUB** circularity for apparel and footwear
- Logo: **Textile Exchange**

**Climate and energy**

- Logo: **UNFCCC** first signatory to the Fashion Industry Charter for Climate Action (FICCA)
- Logo: **worldly™**

**Social labour**

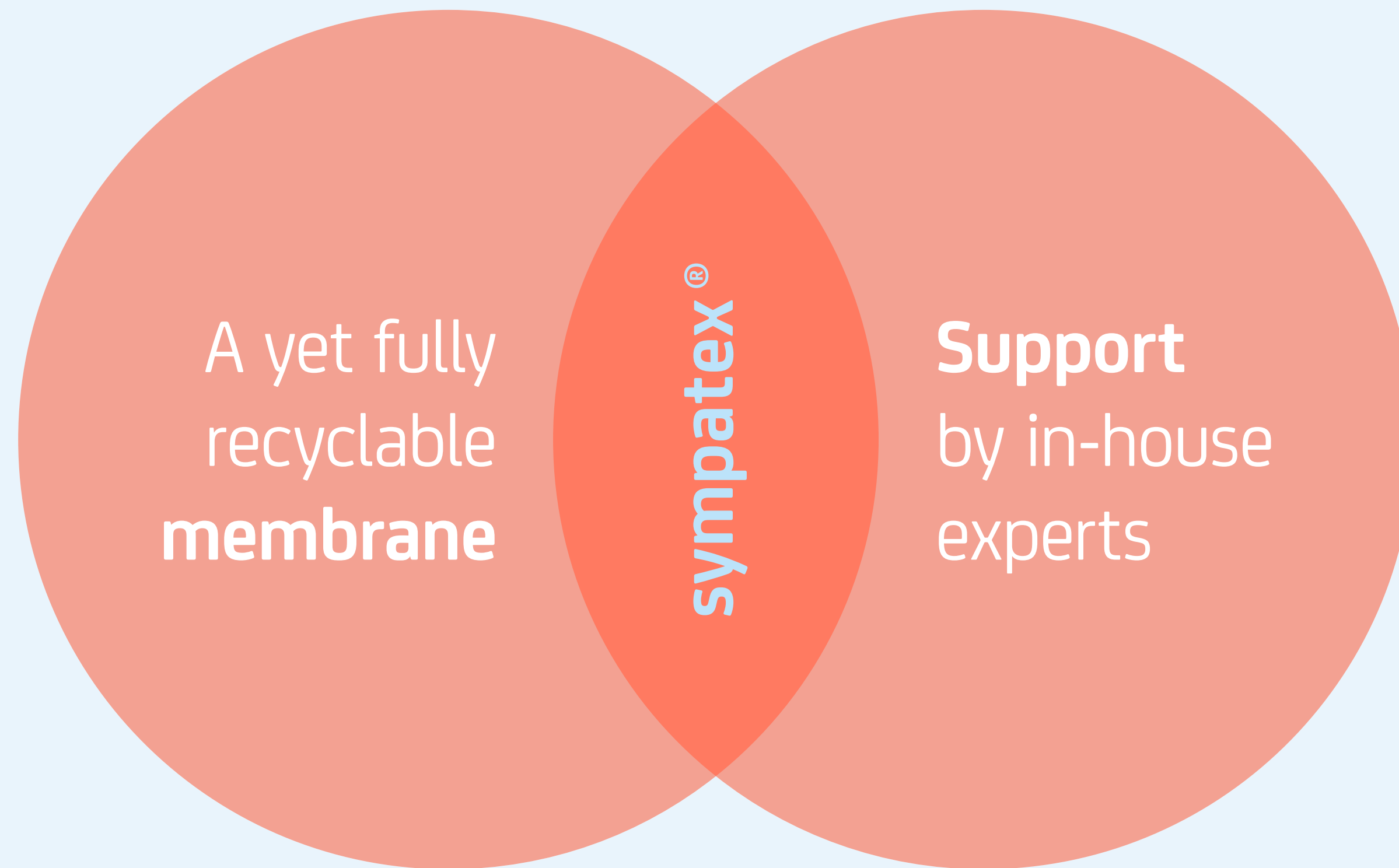
- Logo: **amfori** Trade with purpose

**Water**

- Logo: **Microfibre Consortium**
- Logo: **The Plastic Footprint Network**

WE OFFER MORE - SUPPORT & TOOLS

# More than a **membrane**



WE OFFER MORE - SUPPORT & TOOLS

# What **partnership** means to us



- **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**

# Where you can find our **membrane in use**



## Apparel

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



## Footwear

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



## Workwear (Apparel & Footwear)

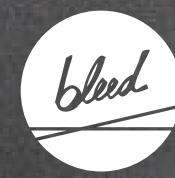
Multifunctional Workwear • Work & Safety  
Contract & Workwear • Ambulances  
Police • Militar • Firefighters

OUR BRAND PARTNERS

# Apparel



AYAQ ✖



ECOALF

ELKLINE



LYNX

MAAP



PedalMafia

OCHSNER  
SPORT



ROTAUF



ski-doo

TEMPLA



● Universal  
● Colours



OUR BRAND PARTNERS

# Footwear

ANDREW®

ARMOND  
MADE IN ITALY

BOREAL

DIEMME

EUROSKO

Grisport  
A WORLD TO DISCOVER

GRONELL®  
technical mountain boots  
MADE IN ITALY

JACALU

LoMer®

Lurchi

MBT  
Swiss Physiological Footwear

Mondeox®  
THE SHOE FACTORY

MONTE  
SPORT

NORMAZI

OCHSNER  
SPORT

D'THREE

Paraboot

PIKOLINOS

Richter®  
★ 1893 ★

RICOSTA®  
Kinderschuh.

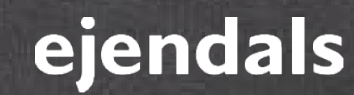
SANMARCO

superfit

ziben

OUR BRAND PARTNERS

# Workwear (clothing partners)



OUR BRAND PARTNERS

# Workwear (footwear partners)



alpina

Alpschuh  
GmbH



BÉTRANCOURT



LAVORO  
ENGINEERING LIFE

LEMAITRE  
*Safety since 1974*



PANTER  
calzado de seguridad

PFANNER  
EINFACH. SICHER. LEBEN.



Rukapol  
FASHIONABLE SAFETY

uvex

VÖLKL  
PROFESSIONAL



# Part 02 MARKETING & COMMUNICATION

## **PART 02** MARKETING & COMMUNICATION

- Narratives & Storytelling
- Our corporate identity
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labels & hangtags
- Print essentials
- Joint marketing material
- Extra communications tools

# Brandstrategy framework



## 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.

OUR CORPORATE IDENTITY

# Corporate Identity



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

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

# Sympatex labeling



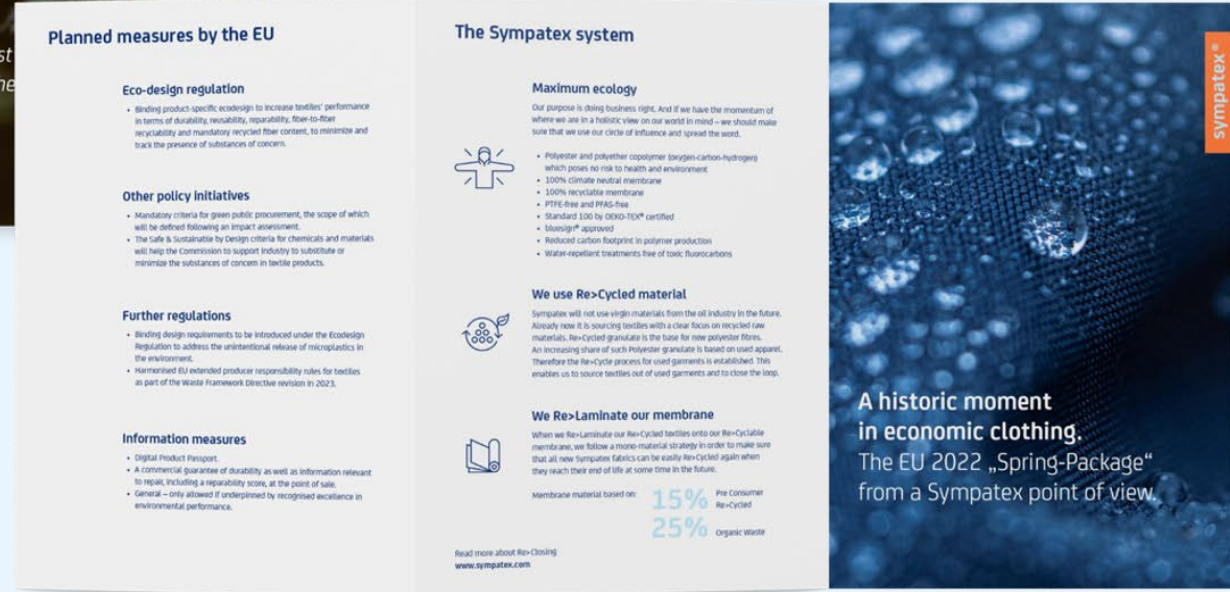
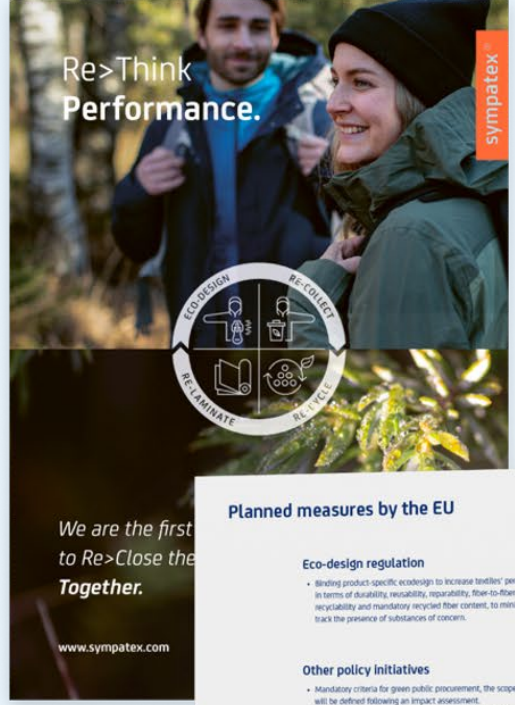
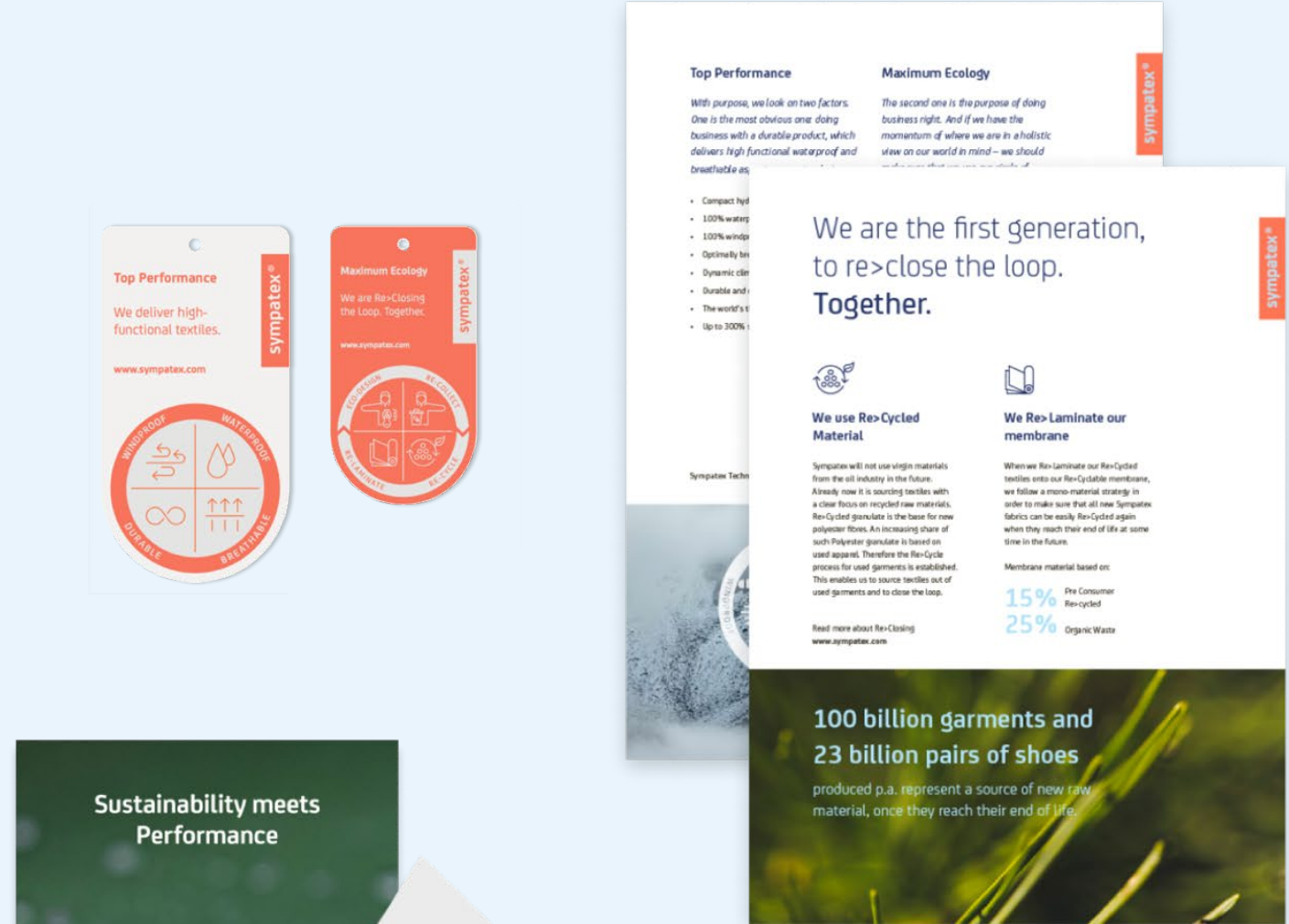
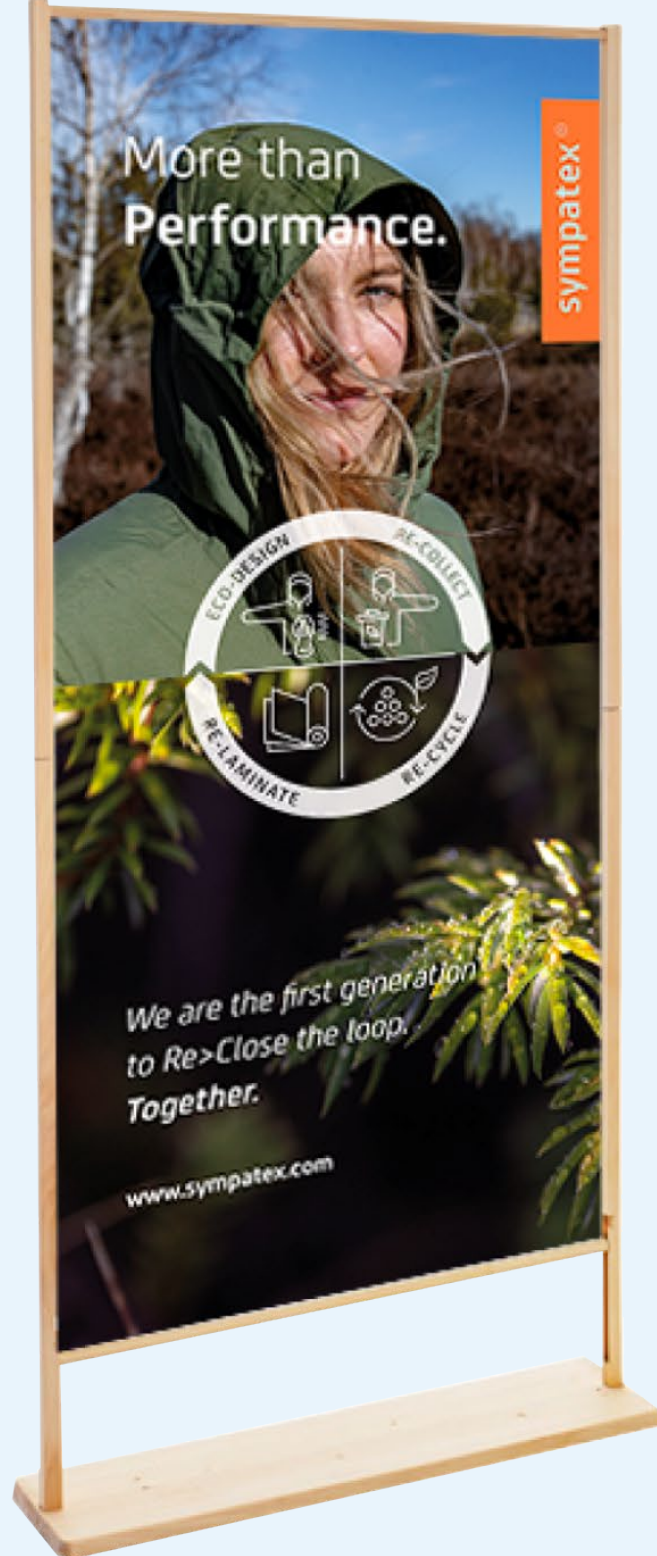
We offer textile labels, metal labels and various hangtags for an equal labelling in the store.  
See an overview [here](#).

# 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



# Displays for Stores and Showrooms



# 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  
  
No stock – print on demand



# 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

No stock – print on demand





# 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  
  
No stock – print on demand



# 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  
  
No stock – print on demand



# 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

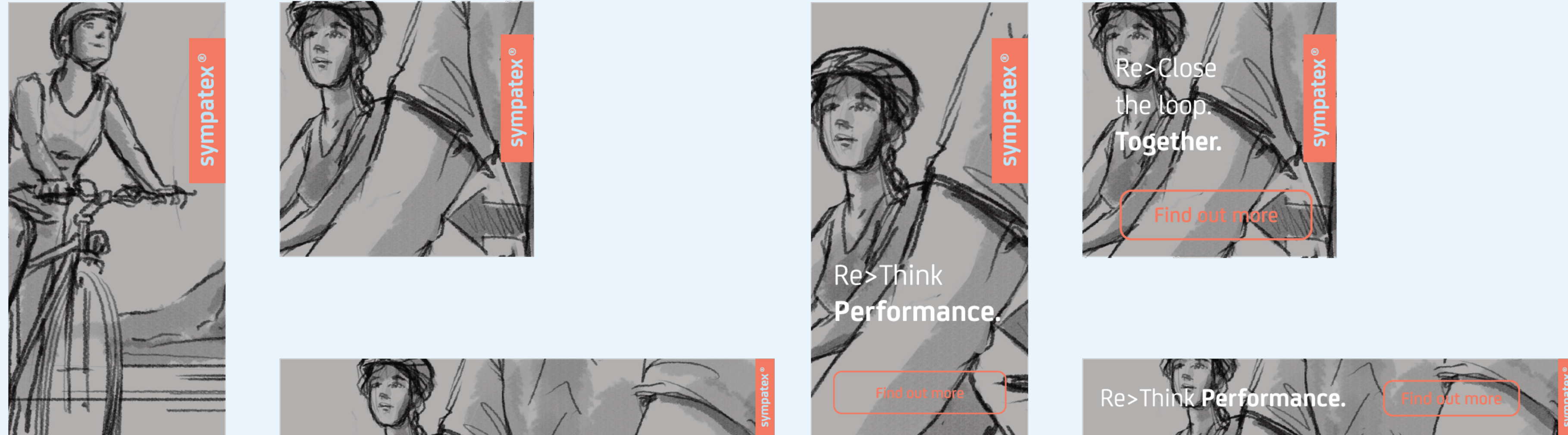
Trifold (supplied folded)

Languages: English

No stock – print on demand



# Digital banner



Depending on the message (Ecology, Performance, Together), a different image is suitable.

The Sympatex [image pool](#) offers a selection of different images. In addition to texts, a call-to-action is used. The user receives further information via a link.

JOINT MARKETING MATERIAL

# Partner Advertorials

We regularly advertise in well-known magazines – let's start together!

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

Do you want to propose us a co-branded ad?

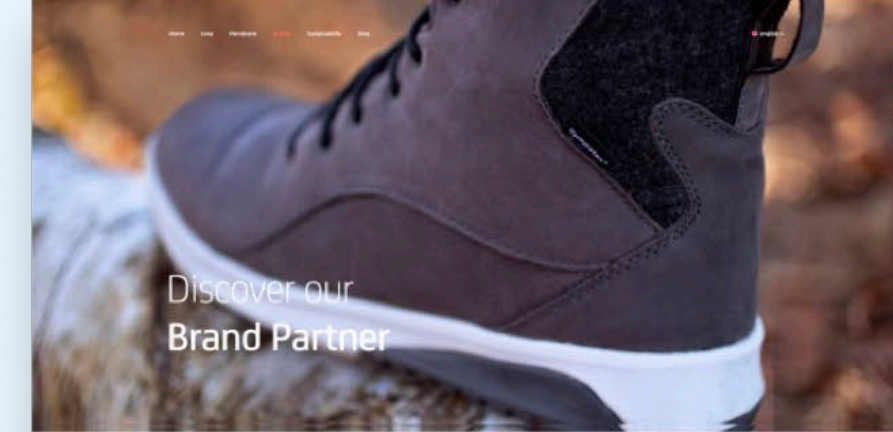
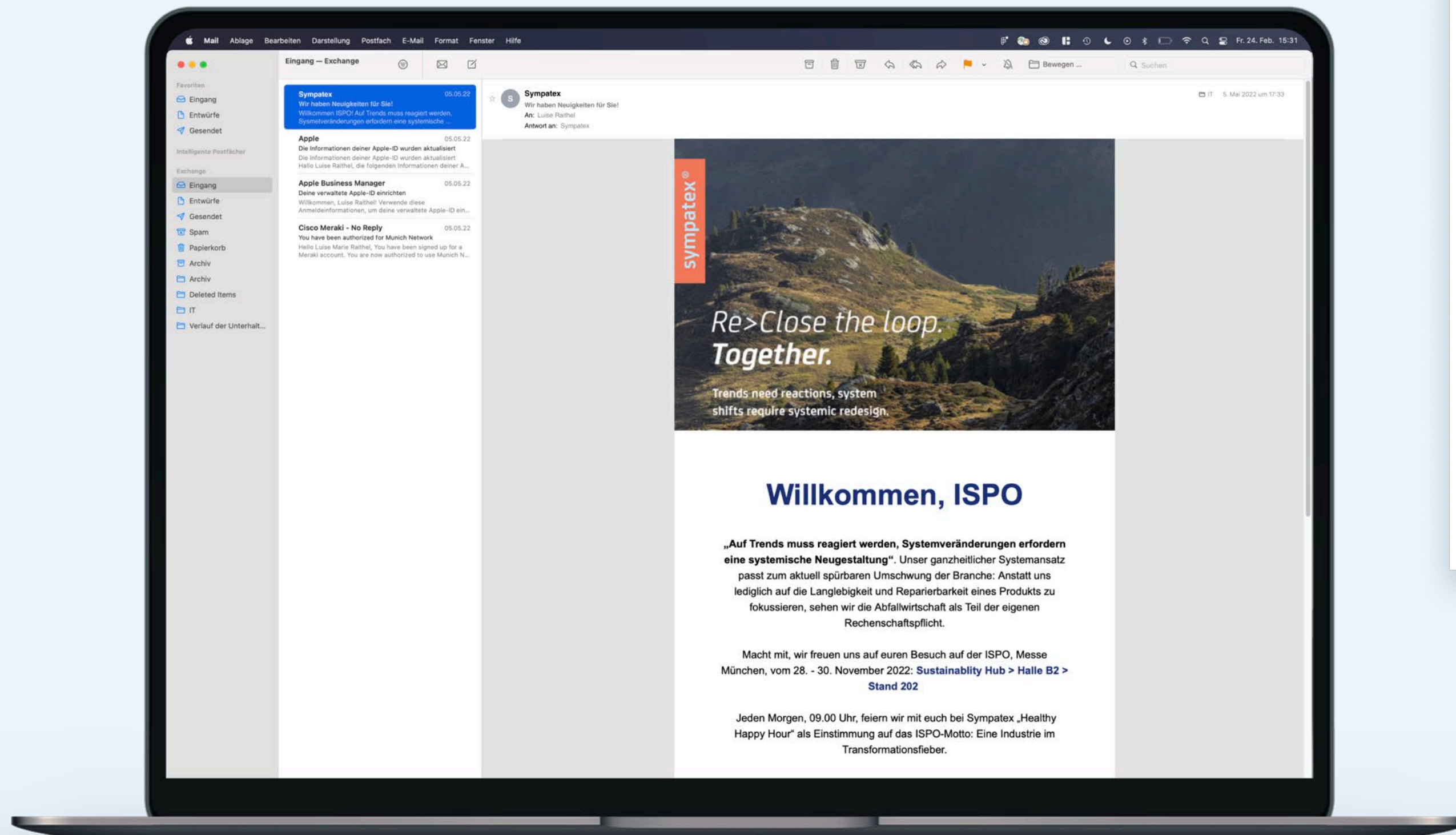
Contact us: [marketing@sympatex.com](mailto:marketing@sympatex.com)



JOINT MARKETING MATERIAL

# Digital Essentials

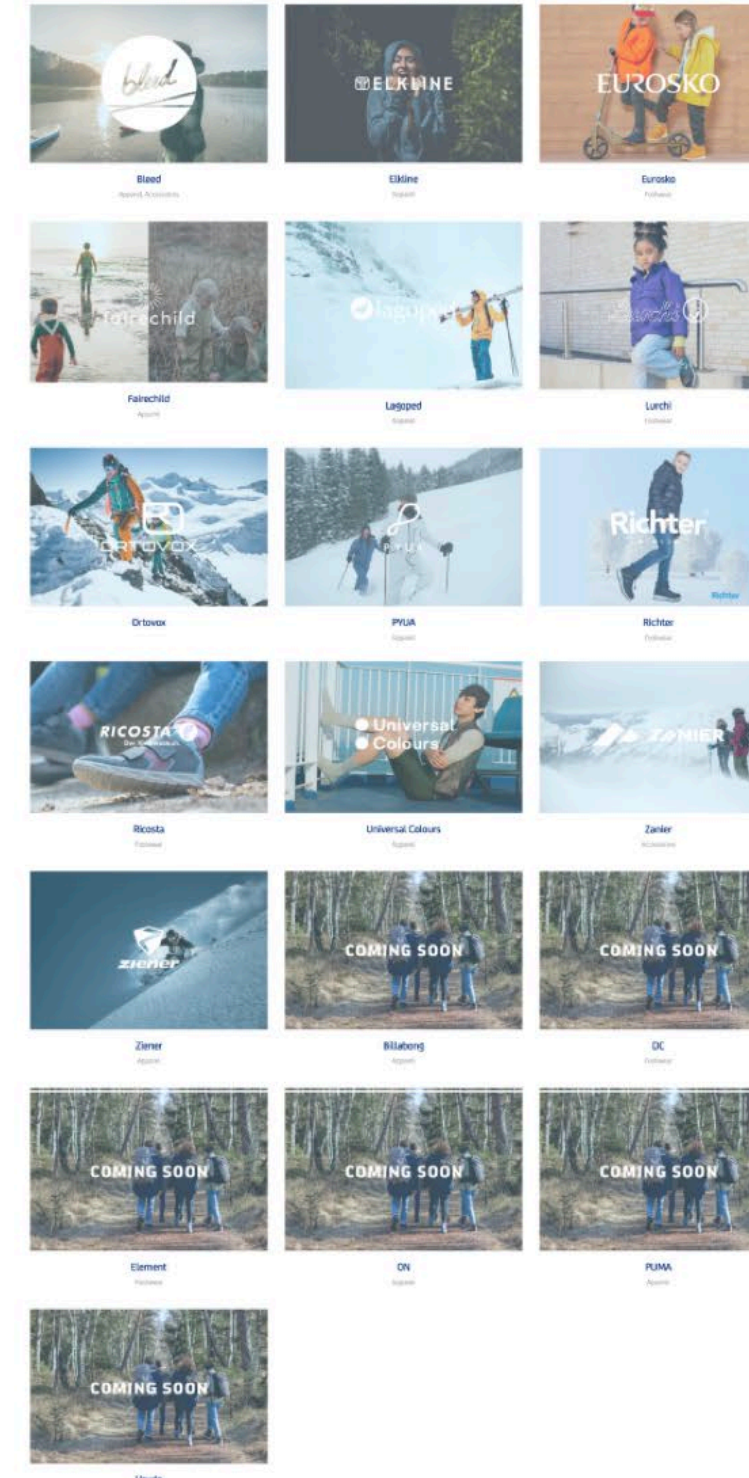
Find our last updates on our [website](#).



Discover our Brand Partner

### Top products through collaboration

We work together with innovator brands. Among them are partners in sustainability, as well as absolute specialists for the best possible outdoor clothing for all. Because we believe in a future that performs and is responsible.

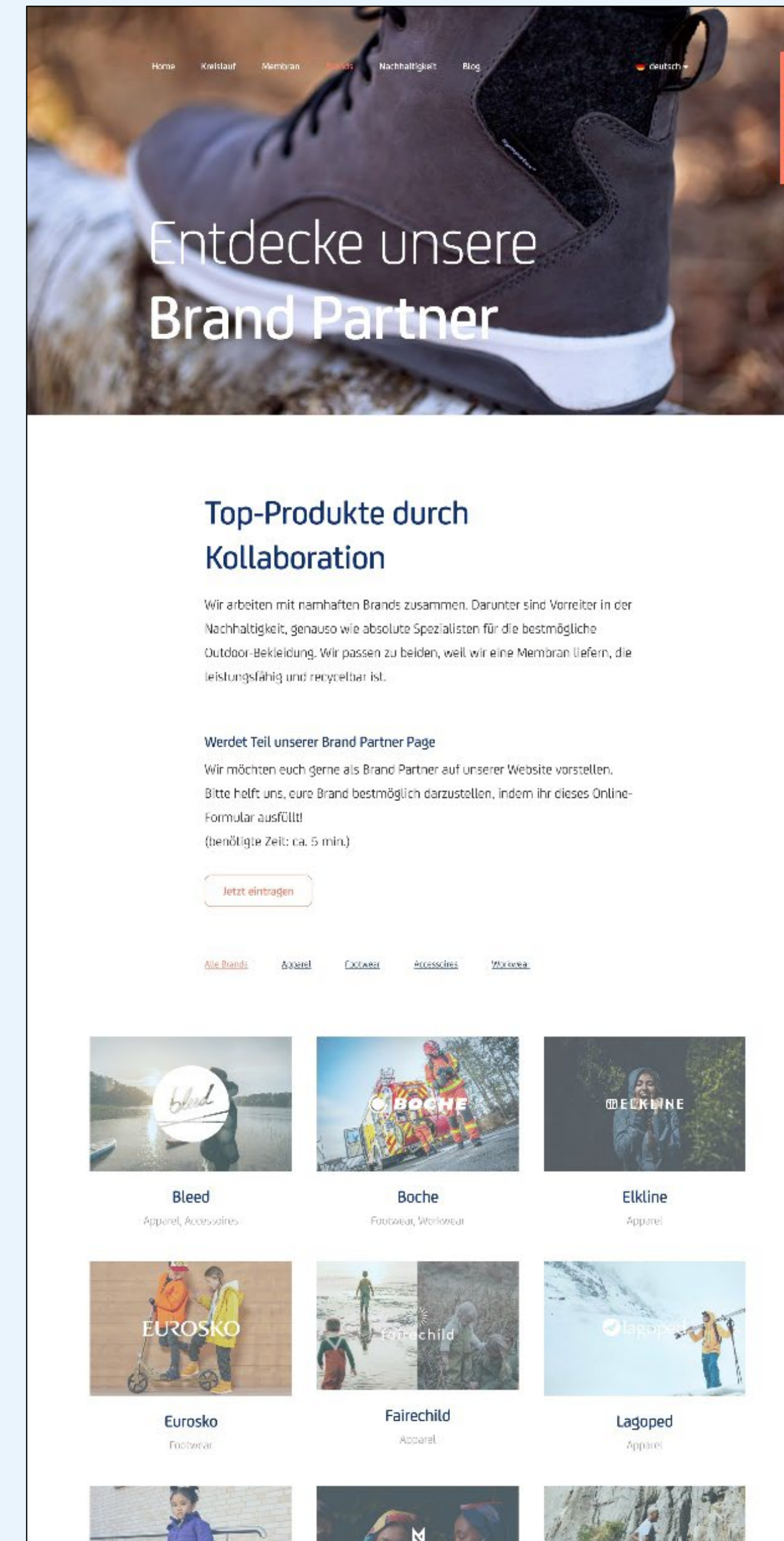




# Website - Partner Page

## Use this form

- 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](#).**



# Website - Partner area

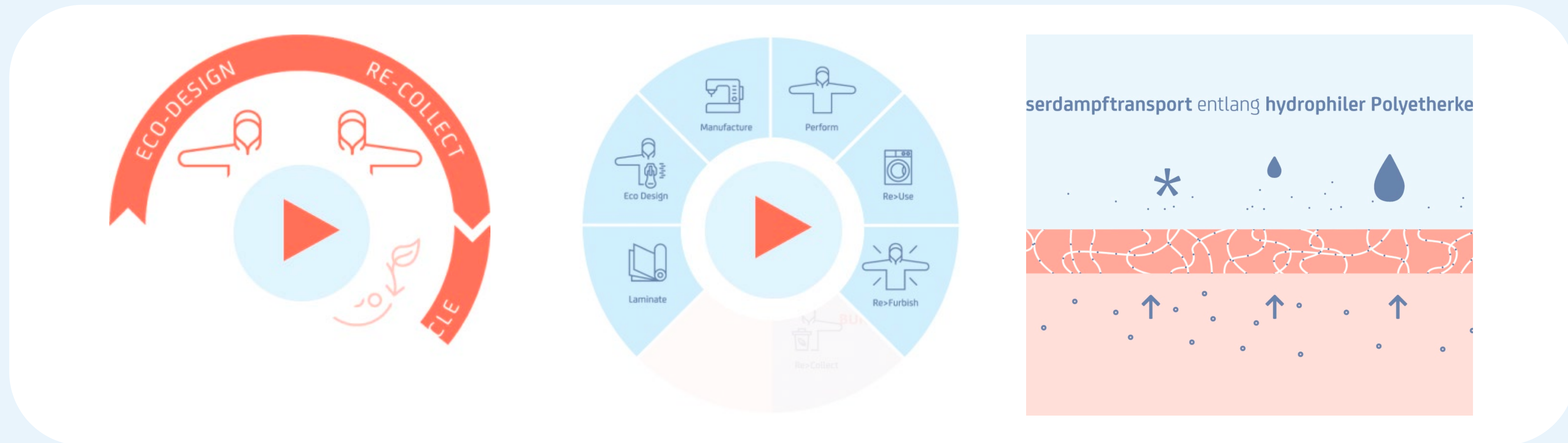
- We offer support for a Sympatex Brand Partner page on your website
- Logo & picture for your teaser
- Highlight products, awards and copy text for the landing page
- Suitable layout for the current collection using photos provided by you

The screenshot shows a website partner page for Sympatex. At the top, there are four product cards with images 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). Below this is a navigation bar with 'Seite 1 von 9'. The main content is divided into four sections:

- Hohe Funktionalität für Kinderschuhe:** Text describes the high functionality of children's shoes, mentioning that they keep feet dry and regulate temperature and humidity. Sympatex offers a membrane for optimal comfort in any weather and activity.
- Dynamisch atmungsaktiv & Wasserdicht:** Text explains that hydrophilic molecule chains in the membrane lead water vapor outwards, and the speed of the process increases in proportion to physical activity.
- Der nachhaltige Ansatz:** Text states the company's commitment to responsible action. The membrane is: 100% climate neutral, 100% recycling capable, PFA5-free, reduced carbon footprint, and >25% materials of biological origin.
- Unsere Zertifizierung:** Text states that as a company, sustainability is part of its identity, and it is extremely important to be certified. The company is certified by bluesign and OEKO TEX STANDARD 100.

The footer features the Superfit logo, navigation links (Über Think!, Service & Support, Halbschuhe & Sneaker, Sandalen, Hausschuhe, Regenwetter, Kinderschuhe für Mädchen, Kinderschuhe für Jungen), and a newsletter sign-up form. It also includes legal information and a 4.90 rating.

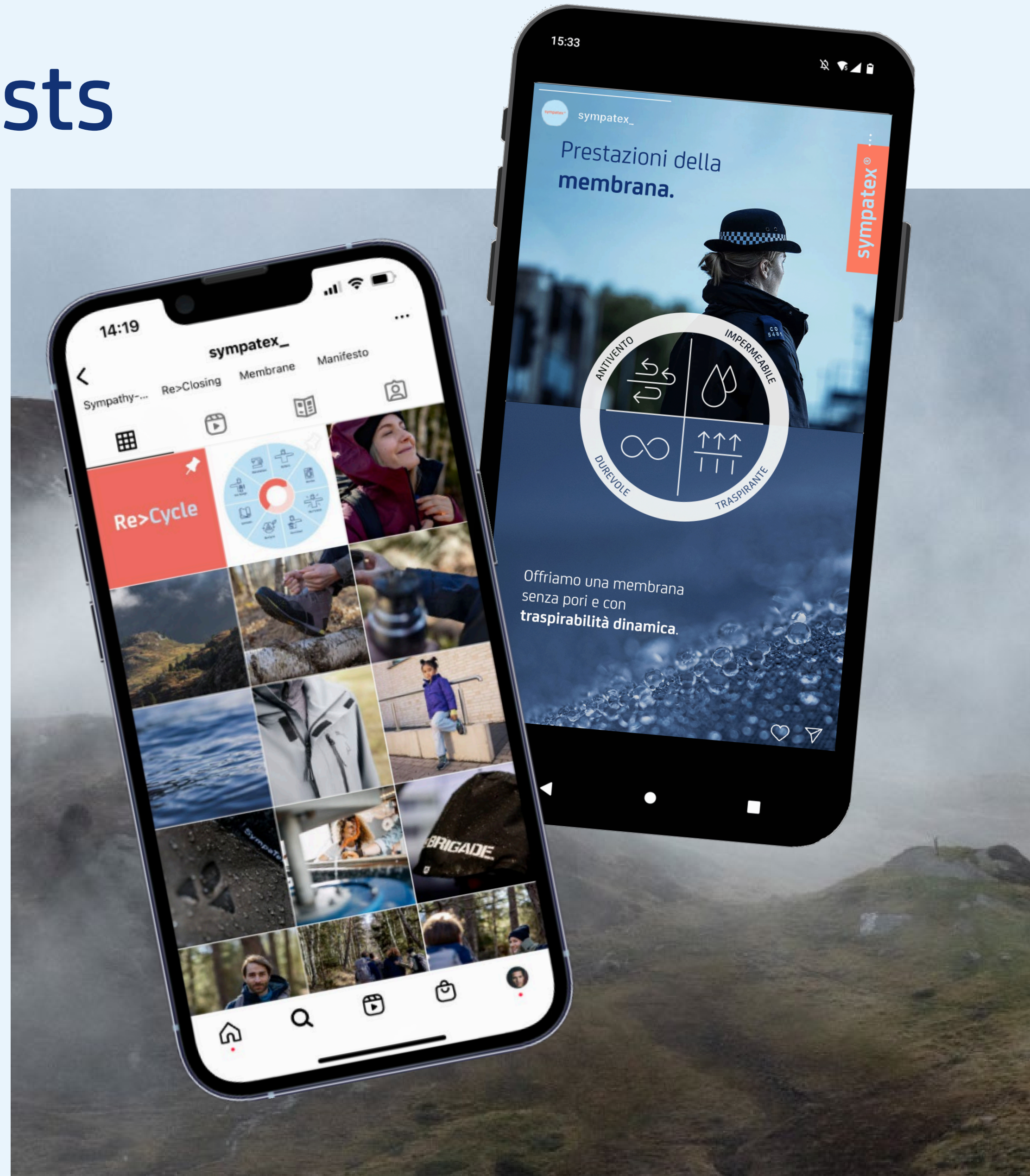
# Download page



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](#).

# 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@symaptex.com](mailto:marketing@symaptex.com)
- Or use this [LINK](#)
- We support for collab post on Instagram and reshare posts/stories where we are tagged



EXTRA COMMUNICATIONS TOOLS

# Plattformen and collaboration

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

**SPUIZZINESS**  
The Sport Business Podcast

powered by **Spotify**  
**OUTTRA** with Kim Scholze

QR code

**SYMPATHY LAB**

The platform that connects change leaders from all industries.

QR code

**BRAND PARTNER**

See our valued Brand Partners on our website:

QR code

sympatex®

# Visit us! Fairs 2024

JANUARY	FEBRUARY	MARCH	APRIL		MAY	
	LINEAPELLE 20. – 22. MILAN	 PERFORMANCE DAYS FUNCTIONAL FABRIC FAIR 20. – 21. MUNICH	 PERFORMANCE DAYS FUNCTIONAL FABRIC FAIR 02. – 03. SHANGHAI 17. – 18. PORTLAND	 techtex 23. – 26. FRANKFURT		
JULI	SEPTEMBER				JUNE	
 PERFORMANCE DAYS FUNCTIONAL FABRIC FAIR 16. – 17. NYC tbc	LINEAPELLE 17. – 19. MILAN	 LE GIORNATE DI POLIZIA LOCALE E SICUREZZA URBANA CONVEGNO E MOSTRA ESPOSITIVA INTERNAZIONALE DI TECNOLOGIE, SOLUZIONI E SERVIZI 19. – 21. RICCIONE			 FUTURE FABRICS EXPO 25. - 26. LONDON tbc	
AUGUST		 DESMA Pioneering the World of Footwear Creation 24. – 25. ACHIM		OKTOBER	NOVEMBER	DECEMBER
			 PERFORMANCE DAYS FUNCTIONAL FABRIC FAIR 23. – 24. MUNICH tbc	 PERFORMANCE DAYS FUNCTIONAL FABRIC FAIR 20. – 21. PORTLAND tbc	 ISPO Munich 03. – 05. MUNICH tbc	

EXTRA COMMUNICATIONS TOOLS

# Throwback ISPO 2023



© Francesca Alviani Photography

With our recyclable booth concept we proudly presented our brandpartners, brandnew laminates and technologies.



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