



## News Release

Unterfoehring, April 2008

Sympatex® once again lead sponsor for SYMPATEX BIKE Festival

### Putting Sympatex through its Paces

Sympatex, the functional system specialist, is making an exclusive test offer to visitors of the SYMPATEX BIKE Festival in Riva del Garda. For the first time ever, bikers can see for themselves how the new bionic Symbionic membrane works, in a personal test.

Nothing is more honest than your own experience. Between May 1<sup>st</sup> and 4<sup>th</sup>, visitors to the festival in Riva can experience Symbionic's advanced breathability for themselves and compare it to a conventional PTFE membrane. For a no-obligation pre-registration (as long as supplies last), just send an email containing the words "Testjacke in Riva" (test jacket in Riva) to [news@news.sympatex.de](mailto:news@news.sympatex.de).

The unusual thing about the totally waterproof and windproof Symbionic membrane is that it can absorb and wick away sweat in droplet form – not just as a vapour. This prevents body overheating or overcooling even more effectively. The laminate thus gives athletes the edge they need to perform at their best. Symbionic is a technology developed by the X-Bionic brand of X-Technology Swiss GmbH, manufactured by Sympatex.

"With Symbionic, we have enhanced Sympatex's existing advantages. Its performance is exceptional. Consumers can now see the difference for themselves in a test run," explained Robert Kroeger, Head of Marketing at Sympatex. "And performance isn't the only benefit. The Sympatex membrane is 100% recyclable and certified in accordance with the Oeko-Tex-100 environmental standard. By contrast, PTFE membranes present far more production and disposal problems."

By offering test runs and sponsoring the SYMPATEX BIKE Festival again, the Munich-based specialist for functional systems is highlighting its dynamic strategy and no-compromise product quality. "We're a permanent fixture of the bike scene," explained Kroeger. "At these festivals, we can address our target group directly and present Sympatex as the ideal partner for all outdoor sports disciplines. Plus, mountain bikers' high expectations

1/2

**Press contact:**

eastside - agentur für kommunikation und marketing gmbh  
Kai Schmid, Thomas Halsner  
Tel: +49 (0) 89/23 09 91 – 25  
Fax: +49 (0) 89/23 09 91 – 99  
[sympatex@eastside-story.de](mailto:sympatex@eastside-story.de)

Sympatex Technologies GmbH  
FeringasträÙe 7A  
D-85774 Unterfoehring  
[presse@sympatex.de](mailto:presse@sympatex.de)  
[www.sympatex.com](http://www.sympatex.com)



## News Release

dovetail perfectly with our quality philosophy, which makes the SYMPATEX BIKE Festival an ideal marketing platform."

This will be the 15<sup>th</sup> time that the traditional event is being held at Lake Garda. Organizers are expecting attendance to reach another record this year with up to 20,000 visitors. Visitors can see not only show acts, but also learn about and try out the latest bike trends, tools and developments from various manufacturers for the 2008 season. The centrepiece of this year's festival will be the Sympatex booth, located across from the large BIKE stage, where visitors can obtain the latest news on functional systems for apparel and shoes. The booth will even be equipped with a stylish silver Streamliner trailer with a bar and lounge area.

For a no-obligation pre-registration for test jackets at the SYMPATEX BIKE Festival in Riva (as long as supplies last), just send an email containing the words "Testjacke in Riva" (test jacket in Riva) to [news@news.sympatex.de](mailto:news@news.sympatex.de). Details are available at [www.bike-festival.de](http://www.bike-festival.de) and [www.sympatex.de](http://www.sympatex.de).

© Sympatex and Sympatex Technology are registered trademarks of Sympatex Technologies GmbH

2/2

**Press contact:**

eastside - agentur für kommunikation und marketing gmbh  
Kai Schmid, Thomas Halsner  
Tel: +49 (0) 89/23 09 91 – 25  
Fax: +49 (0) 89/23 09 91 – 99  
[sympatex@eastside-story.de](mailto:sympatex@eastside-story.de)

Sympatex Technologies GmbH  
FeringasträÙe 7A  
D-85774 Unterfoehring  
[presse@sympatex.de](mailto:presse@sympatex.de)  
[www.sympatex.com](http://www.sympatex.com)