



Press release

Unterfoehring, July 2008

New print campaign for OutDoor 2008

Sympatex is showcasing the functionality of the membrane

Sympatex is positioning itself on the market as an innovative manufacturer of environmentally-compatible, high-tech textiles with a new print campaign. The ads will focus on the particular efficiency of the Sympatex membranes: the sportsman can literally leave his sweat “behind”. The campaign, which targets consumers, clothing manufacturers and retailers, will be launched in time for the OutDoor 2008 trade fair.

“Perform better without sweat”, is the claim of the new Sympatex campaign, which refers to the unique performance of the Sympatex membrane: it guarantees dry skin for highly active wearers, by immediately transporting sweat to the outside, enabling it to evaporate. The garments do not get wet on the inside; the active sportsman does not get too hot or cold. The result: superior wearability for optimum performance. The special feature is that the performance of the Sympatex membrane improves, as sporting activity becomes more intense.

The powerfully staged motifs of the new ad campaign illustrate this product attribute: they depict a mountain biker, a runner, a freestyler and a snowboarder in full flow. In doing so, the athletes leave their sweat behind – clearly visible as a shaken-off sweat silhouette. In the motifs, each of which captures a brief snapshot of a high-performance activity, the observer is confronted with the exceptional power and dynamism of which the sportsman is capable, all because he is wearing the right clothing on his skin.

The campaign targets athletic consumers, clothing manufacturers and retailers of sports wear and functional clothing alike. Until the end of the year, the ads will appear accordingly in popular and trade magazines such as, Fit for Fun, BIKE, Tour, SKI Magazin, TextilWirtschaft, Sport + Mode and Shoez.

The aim of the campaign is to position the company as a modern manufacturer of environmentally-compatible, high-tech functional systems. The redesigned logo, too, will focus on the laminate with the Sympatex membrane. The solitary light-blue triangle used to date appears fanned out into a more dynamic shape and is also accompanied by the new corporate claim: “If nature had a choice”. The claim conveys the corporate

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philosophy in which environmental and consumer protection play a central role. So, for example, the membranes are made of 100-percent biodegradable polyetherester and have been awarded the Oeko-Tex Standard 100 and bluesign® certificate.

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