

Presse-Information

Visionary

Teaser Collection

VAUDE will be introducing its ecological Teaser Collection “Green Shape” at the 2010 OutDoor and Eurobike trade fairs with sample items to whet the appetite for future VAUDE products. An important component of the collection is a collaboration with Sympatex, a manufacturer of a completely recyclable and PTFE-free membranes, which began in February.

VAUDE will debut its environmentally friendly Teaser Collection “Green Shape” to trade visitors – an embodiment of VAUDE’s ecological vision and its grounding product philosophy. The Collection is based on the motto “Reduce, Re-use, Recycle” and includes many ecological aspects: for example it relies on bluesign certified manufacturing processes, materials and accessories as well as the newly implemented Sympatex membrane which bears the label of the strictest environmental standard for textile production.

Reduce – less is more!

“Reduce” has long been known as a strong principle in the fields of Architecture and Design. At the same time, it applies as a rule of thumb in the field of Ecology. With Green Shape, VAUDE combines design and ecology – raising ecological incentive to a stylistic device.

In the Teaser Collection, each product’s cut has been pared down to purposefully keep the amount of materials used low and to create as little waste as possible. Replacing metal grommets and plastic coatings with embroidery plays a contributing role. Even the dyeing process is marked by reduction: the Ecrú color

can be produced without the use of additional bleach solutions and alludes to the color of undyed raw materials.

Re-use – never change a winning team!

Outdoor gear is often used for years, going along for the ride through thick and thin. The bonds that form can be strong, and it's often hard to throw out a favorite piece of gear. The same holds true at VAUDE – our philosophy is a far cry from the throw-away mentality of many brands, with exceptionally long lasting products and a customer service department that repairs gear, even after years of use. We're able to refurbish products so they can stay in the system, even as second hand ware.

Recycle – a new lease on life!

“Cradle to cradle” is a well-known ecological model. The point is to prevent a product from ending up as waste and keep it in circulation in order to conserve resources. The Green Shape Collection fulfills these requirements: the main materials are single-sort and the Sympatex membrane is recyclable as well. Drawcords are made from recycled polyester; one of the pullovers is knitted from the cut waste fabric.

In Green Shape, VAUDE sees a philosophy that will significantly shape product development and design language. The collaboration with Sympatex is an important component of the Collection.

About the Sympatex membrane:

If nature had its way, it would choose Sympatex. Because when it comes to functional textiles, the company proves that high-tech and environmental protection complement each other in a perfect way. The Sympatex membrane is made of polyether-ester, a compound of polyester and polyether molecules that represents no health hazard, which is therefore absolutely environmentally friendly and skin friendly and recyclable like a PET bottle. Unlike many other membranes, the Sympatex membrane is free of PTFE (polytetrafluoroethylene). PTFE has been criticised increasingly in recent years, because the fluorine compounds that are used for producing PTFE are suspected to be harmful or even cancer-causing.

THE SPIRIT OF
MOUNTAIN SPORTS



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