



BELOWZERO and Sympatex start a long-term cooperation

The Swiss ski and snowboard clothing company features the eco-friendly Sympatex membrane for the first time with the coming Autumn/Winter Collection

Munich/Baar, November 2010: Starting with the Autumn/Winter 2011/12 Collection, for the first time, the Swiss ski and snowboard brand BELOWZERO will use the membrane of the German company Sympatex Technologies GmbH based in Unterföhring, close to Munich. Bruno Guntern, CEO of BELOWZERO, explains why he believes that this is an important step towards a long-term partnership with Sympatex: „We are a brand with alpine roots, and that is why we should accept responsibility when it comes to sustainability, too. Using a completely recyclable membrane is the first step in this direction in order to keep the pollution of the environment as low as possible.“

The PTFE-free hydrophilic membrane is made of polyether-ester that represents no health hazard and is therefore not only environmentally friendly but also skin friendly and it can be completely recycled in an uncomplicated way, just like a PET bottle. „Sympatex was awarded with the ÖKO-Tex 100 Standard, and it was certified by bluesign. Consumers have become more discriminating and better informed, and they specifically ask for sustainable and certified products at retail stores. We want to react to this market development in an authentic way.“

In addition to the environmental aspect, Guntern also sees other advantages of the recent cooperation: „Sympatex has achieved a degree of brand awareness of more than 70% in German-speaking regions due to numerous marketing activities and a clear positioning in regard to the retail sector. The people in charge in Unterföhring have also proved that they actively support their key customers from developing products to selling the products at the POS. Therefore, we are very optimistic about this partnership, and we want to cooperate even closer in the future. We certainly think about further increasing the percentage of Sympatex products for our Summer and Winter Collections over the coming years.“

BELOWZERO offers three products with Sympatex technology as part of the women's range of the coming Autumn/Winter 2011/12 Collection: The two-layer jacket „*Fontaine*“ offers a 3D adjustable, detachable and helmet-compatible hood, laser-cut and glued elements, a diagonal ventilation with water-proof zippers as well as ergonomically shaped sleeves and a waist, which can be adjusted with just one hand. The matching trousers „*Frysa*“ features a continuously adjustable waist, insert pockets with a warm lining, water-proof zippers, diagonal ventilation as well as zippers on the trouser legs, which makes putting on the trousers easier. This combination is completed by the three-layer, extremely breathable soft shell „*Logan*“ with Sympatex Windmaster, offering a lot of mobility thanks to 4-way stretch material.

BELOWZERO will present the new Sympatex products during the coming ISPO from 6 February to 9 February for the first time. From October next year, a specially designed and branded clothes rack with four arms will be delivered to retail stores in order to present the three aforementioned collection pieces together with a base layer in a matching colour in the best way possible.

About BELOWZERO:

BELOWZERO was founded in 1991 and achieved a reputation as a winter sports clothing brand at first. Today, the brand offers functional clothing for every season with unique collections for active women, men and children.

BELOWZERO is a registered trademark of BELOWZERO Holding AG located at Baar, Switzerland. Bruno Guntern is the founder and CEO.

In addition to the domestic market in Switzerland, BELOWZERO is distributed in Germany and Austria, in Finland, the Netherlands and Canada. The distribution is being extended at the moment to countries in Northern and Eastern Europe as part of the internationalisation.

Since the winter of 2010, a newly designed logo has highlighted the Swiss origin of the brand with clear lines and colours, just like the picture language of the website www.belowzero.ch.

The BELOWZERO community uses the blog <http://blog.belowzero.ch>, with team members and athletes sharing their experiences and activities in the mountains.

About Sympatex:

As one of the internationally leading producers, Sympatex Technologies has been a pioneer for high-tech functional systems in clothing, shoes, accessories and workwear for decades. Together with selected partners, Sympatex develops, produces and distributes membranes, laminates and functional textiles worldwide. Sympatex membrane systems are highly breathable, wind- and waterproof and regulate the climate. Of course, they are environmentally friendly as well: The Sympatex membrane is PTFE-free, 100% recyclable, bluesign® certified and received the „Öko-Text-Standard 100“ certificate. Sympatex Technologies branches can be found in numerous locations worldwide.

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