



## **PRESS RELEASE**

### **Successful Sympatex Bike Festival 2012**

Start of the season with perfect weather conditions and overwhelming attendance

Riva del Garda / Unterföhring / Munich, 2<sup>nd</sup> May 2012. A fun atmosphere, spectacular races and endless testing opportunities – The Sympatex BIKE Festival 2012 offered all of this. Sympatex Technologies has been the official title sponsor for the sixth time in a row already, supporting the annual start of the season of the mountain bike scene in Riva del Garda in Italy (28<sup>th</sup> April to 1<sup>st</sup> May) and in Willingen in the Sauerland (15<sup>th</sup> to 17<sup>th</sup> June 2012). The Munich-based supplier of membranes and high-tech functional materials is excited about another overwhelming attendance of almost 30,000 mountain biking fans and very happy about this year's festival.

During the whole time, a lot of people visited the Sympatex booth, located opposite the main stage. Despite the summer temperatures, they were very interested in the opportunity to test the new VAUDE bike jacket „Realto“, which is equipped with the 100% wind- and waterproof, highly breathable Sympatex membrane. The honest and detailed feedback of the consumers regarding the ultralight three-layer functional jacket will directly be used for further improvements of the products. The ecological membrane is „guaranteed green“, which means that it is completely recyclable. The „Realto“ jacket has a „green shape“ and „bluesign“ certificate, and it is made of sustainable materials, while making efficient use of resources. The next testing opportunities with valuable feedback will take place in Willingen.

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The highlight of the festival was the Rocky Mountain BIKE Marathon powered by VAUDE, which sold out completely, with the participants enjoying perfect competition conditions on Sunday morning during a bright sunny day. The twenty members of the Sympatex Bike Team was also successful. Amongst others, there were ten Sympatex Facebook fans among the diverse team, who had won a starting position for the Sympatex Bike Team at a tombola on the fanpage ([www.facebook.com/sympatex](http://www.facebook.com/sympatex)). All participants had a free starting position with a starting block guarantee and received a Sympatex give-away.

During the following Open Night, a great party took place on the entire festival area on Sunday evening. As a reward for the physical activity, the exhibitors offered excellent catering. At the Sympatex booth, the bikers were offered refreshing smoothies, amongst other things. The Sympatex live act on the opposite main stage created a fun atmosphere among the festival visitors. The Italian cover band “Area 51” presented a powerful mixture of popular rock classics and modern pop songs.

„Amazing tours, many booth highlights and a fantastic international audience in the beautiful city of Riva del Garda – under these conditions, the start of the new bike season couldn't have been any better,“ summarizes Michael Kamm, CEO of Sympatex Technologies GmbH.

#### **Guaranteed Green – The Sympatex recyclable membrane**

As one of the worldwide leading producers, Sympatex® Technologies has been a pioneer for high-tech functional materials in clothing, footwear, accessories and technical fields of application since 1986. Together with selected partners, Sympatex develops, produces and distributes membranes, laminates and functional textiles as well as finished products worldwide. The Sympatex membrane is highly breathable, 100% wind- and waterproof and regulates the climate. It is 100% recyclable, bluesign® certified, received the „Öko-Tex-Standard 100“ certificate and is absolutely PTFE-free. The technologies and procedures are based on the principles of ecological responsibility and sustainability.

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with a special focus on the optimal carbon footprint. Sympatex Technologies is a subsidiary of Sympatex Holding GmbH with sales offices and branches worldwide.

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