



## **PRESS RELEASE**

**Staff news at Sympatex Technologies:**

### **Sympatex increases sales force for the UK**

Unterföhring / Munich, March 20<sup>th</sup>, 2013. Another distribution expert, Kay Heldsdörfer, will join the team at Sympatex Technologies. As Sales Manager Outdoor and Leisurewear, he will from now on be responsible for the consistent establishment of the Sympatex brand as an internationally leading premium brand and ecological alternative among the functional specialists for the markets of Great Britain, the Netherlands and Eastern Europe. In this position, he attends to the existing customers of Sympatex, and he is also responsible for acquiring new customers, based at the Munich headquarters.

Regarding the newly created position in Munich, Kay Heldsdörfer offers extensive international experience in the distribution, marketing and product management in the textile, functional sports and footwear sectors as well as in the automobile sector. The state-certified International Economist (BAA) has gained in-depth knowledge about functional textiles, fabrics and components in several leading distribution and marketing positions (at the international branch office of NIKE in Germany and at Clothing Network Event and Promotion GmbH, amongst others). In addition, the 40-year-old can use an extensive international supplier and producer network, and he has spent several years abroad in South Africa and South America.

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### **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® approved, received the sÖko-Tex-Standard 100% certificate, is PTFE-free and PFC-free. The technologies and procedures are based on the principles of ecological responsibility and sustainability 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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