



## PRESS RELEASE

### Sympatex opens its own branch in Korea

Expansion via major home shopping campaign with new customer Trespass

Unterföhring / Munich, 11th December 2013. Sympatex Technologies expands into the Korean market: The ecological alternative among textile functional specialists is from now on represented with its own branch in the centre of Seoul, the capital. With the new customer Trespass, Sympatex keeps expanding its presence strongly on the Asian market via a major selling campaign at the popular home shopping channel CJO. During the one-hour CJO selling shows, which will run for several months, the new brand partner Trespass will offer different functional jackets with the 100% recyclable, guaranteed green+ Sympatex membrane for the winter season 2013/2014.

The Korean outdoor market is an extremely growing market. Especially the continuously increasing awareness of the consumers for sustainably produced textiles offers a great potential of us. By opening a branch, we can extend our activities on this important market even more. Thus, we are more flexible, and we can adapt to the individual needs of our Korean customers even better,+ says Michael Kamm, CEO of Sympatex Technologies GmbH, about the new investment. With our new customer Trespass and with other strong local brands, we want to develop our presence and profile on the Korean market in a substantial way from now on,+adds Mr Kamm.

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For the latest business area of Sympatex, %ection+ (=Technical Applications), the Korean market is also becoming more interesting. %Successful technology companies like LG and Samsung are among our potential clientele, as well as the automotive industry with strong brands like Hyundai or Kia,+says Mr Kamm.

### **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 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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