



PRESS RELEASE

“Individualize” – Sympatex presents individual product solutions with digital simulation options at the ISPO 2015

Munich / Unterföhring, 15th January 2015 The ISPO 2015 is all about “individualize” for Sympatex Technologies. The ecological alternative among functional textile specialists will present numerous combination possibilities within its portfolio. An innovative, sustainable material mix, different treatment options and the individualization of backings and tapes play an important role. The new “Digital Sales Tool” offers simulations to enhance customer meetings. It will be used for the first time with the iPad during the new Sympatex trade show presentation (Hall B6, booth 318).

In addition to the well-established product lines “Performance” and “Windmaster”, there will be two more categories to choose from, namely “Allround” and “Performance Plus”. They offer an even more balanced differentiation between several performance levels. This will become evident with a new hangtag concept, which will be introduced at the POS in 2015.

Sympatex has always represented top performance with highest ecology

With the attention-getting B2B advertising campaign “Protect what you love”, Sympatex Technologies points out the climate change and its negative effects on winter sports during the ISPO 2015.

In order to draw even more attention to the beauty and fragility of nature, Sympatex supports the project “Samaya”. The storytelling series highlights sustainability and the role of mankind for nature. The results of the first trip will be shown as a film at the Sympatex booth and in an entire photography exhibition at the ISPO Outdoor

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Lounge (A6.334). From 19th January, more information will be available at www.facebook.com/samayaproject and at <http://samayaproject.com>.

Moreover, Sympatex will be the title sponsor of the “Trail of Change” (TOC) for the second time in a row already. The long-term scientific expedition project of the geomorphologist Hannes Künkel investigates the effects of the climate change on the Himalayans. The recently finished second expedition has clearly shown the consequences of the change for mankind and nature in Nepal's Annapurna Himal. More information at www.facebook.com/sympatex and www.trailofchange.com.

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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® 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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