



PRESS RELEASE

Sympatex with Third Pole at the top of the world

Start of the “Everest4K” expedition along the Tibetan northern route

Munich / Unterföhring, 13th April 2015. With “Everest4K”, Sympatex Technologies supports a currently unique expedition on Mount Everest: a multimedia film and photo production with 4K images in ultra-high resolution that offers live coverage from the highest mountain in the world by using a solar-powered satellite modem. The mountaineer and geomorphologist Hannes Künkel (Third Pole), a long-term Sympatex partner, will climb the mountain with the cameraman Nils Peuse and a Sherpa via the northern route in Tibet. The course of the expedition can be experienced now on the project blog everest4k.com and on the Sympatex fan page facebook.com/sympatex.

“Everest4K” is not about mountaineering challenges, records or discoveries. It is about respect towards the environment and nature on Mount Everest and about a team effort focused on safety. During this expedition, Third Pole will join the successful German mountaineer couple Alix von Melle and Luis Stitzinger from Füssen (Allgäu) to make a fascinating short documentary about the adventures of their first-time ascent.

“As an ecological alternative among functional textile specialists, we have deliberately chosen to support Hannes Künkel and his team in the realisation of this major project. Performance should always be paired with responsibility. As sponsoring partners, the first two Himalayan expeditions of Third Pole have already

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convinced us and showed us that we particularly share a philosophy of sustainability put into practice,” says Michael Kamm, CEO of Sympatex Technologies.

In order to realise the expedition with the lowest possible ecological effects, the project partners Third Pole and Sympatex have both decided to keep the mountain clean. “We will install trash cans at the two base camps at 5400m and 6400m, and we will bring back the collected trash at the end of the expedition,” explains team leader Hannes Künkel.

Appropriately, the “Sympatex Everest Trash Collector App” was developed to promote the idea of sustainability in an amusing and playful way. The aim of the classic 2D jump & run game is to climb Mount Everest while also collecting as much trash as possible and evading the dangers of the mountain at the same time. During the entire period of the expedition, Sympatex will offer attractive non-cash prizes that gamers can win. The app is designed for the operating systems iOS and Android and can be used on all mobile phones and tablets. From 16th April 2015 it is available as a free download on the Apple App Store and on Google Play.

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 optimally breathable, 100% wind- and waterproof and regulates the climate. It is 100% recyclable, bluesign® approved, received the „Oeko-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 German company with headquarters in Unterföhring near Munich with sales offices and production sites all over the world. www.sympatex.com

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