



PRESS RELEASE

LAUNCH Challenge 2018: Sympatex, an official partner of the LAUNCH Challenge, supports innovative and inspiring industry pioneers in establishing circular economies and sustainability in our global society

LAUNCH Circular Innovation Challenge finalists battle for support through the international LAUNCH network during this year's LAUNCH Forum.

Munich / Bentonville, December 4, 2018 – After a rigorous selection process carried out by 35 international experts and decision makers from research, business and government, on December 5 and 6 LAUNCH will present the finalists of this year's LAUNCH Circular Innovation Challenge in front of a large audience. Sympatex, a pioneer in sustainable functional textiles and a LAUNCH partner, is lending its support to the selection of the finalists during the two-day international LAUNCH Forum in Bentonville, Arkansas (US). The objective of the international LAUNCH network is to foster innovative trailblazers in the field of sustainability whose creative ideas and projects for establishing a circular economy stand out. The LAUNCH Forum sponsors are active in a wide range of industries. In addition to Sympatex, sponsors in the textile industry include the US-based VF Group, which owns The North Face, Icebreaker, Timberland and other companies.

The objective of LAUNCH is to connect the dots between the initial idea and the final, successful establishment of a sustainable innovation on the market. While traversing this challenging path, the winners receive financial support and advice from the experienced members of the international LAUNCH network. A total of 125 start-ups and young companies from 36 countries signed up for this year's LAUNCH challenge. And they all have one thing in common: through their innovative and courageous ideas, they stand out among the crowd and shy away from no risk in using their sustainable products and services to convey to their customers and society the need for a circular economy and how it can be achieved.

In the final round for instance, one of the nine finalists is Worn Again Technologies, a young British start-up and pioneer in avoiding textile waste. With its polymer recycling technology, the company supports the global textile industry's urgent and necessary efforts to create a circular economy for textiles.



“There is no alternative to changing our linear economic mindset to one that is focused on a circular economy. As a B-Corp certified company, we believe it’s our responsibility to do our part in fostering sustainability – and that means beyond the borders of our company and the industry as well. We view LAUNCH as the ideal platform for further establishing circular economy models in our society,” explains Dr. Rüdiger Fox, CEO at Sympatex Technologies. “We’re looking forward to working together with the finalists and helping them realize their innovations through our partnership,” adds Fox.

What is LAUNCH?

Our current industrial systems were designed at a time when industry had a narrow focus on productivity and profit, with less regard for environmental impact. Today, we see the world differently. We understand that the Earth has limits. We see the interconnectivity of individual and collective actions. We recognize the value of people’s contributions equitably. We have smarter, cheaper and better tools at our disposal. And we have no doubt that if we want to ensure a better future for the Earth and on the Earth, we need to rethink and redesign these systems.

At LAUNCH, we know public and private sector leaders see this shift more as an opportunity than a threat. But we also know that tackling complex global challenges is... well, it’s complex.

So what is LAUNCH? If you asked our network of Fortune 500 companies, governments, foundations, academics, and scientists, they would tell you we bring the inspiration that allows them to dream, the knowledge and insights to innovate, and the tools, resources, and information to work smarter, more efficiently, more effectively and within the Earth’s limits. More info via <https://www.launch.org>

About Sympatex

Guaranteed Green – The Sympatex climate-neutral and recyclable membrane

As one of the worldwide leading producers, Sympatex® Technologies has been a synonym 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, and it received the 'Oeko-Tex-Standard 100' certificate. It is also 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 is represented worldwide with sales offices and branches. www.sympatex.com

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