

## Press Information

International Environmental Award for an innovative, sustainable collection

# VAUDE wins the GreenTec Award 2018

**VAUDE has received the GreenTec Award 2018, one of the world's most important environmental awards, in the category "Sports by Jack Wolfskin" for its innovative and sustainable outdoor gear. The award was presented at a ceremony at the International Congress Center in Munich on May 13. More than 1,000 guests from the world of business, the sciences and politics attended the gala, which was also the kick-off event for the world's leading trade fair for environmental technologies, IFAT, in Munich. VAUDE received the GreenTec Award for the new – and thoroughly sustainable – Green Shape Core Collection, which relies on innovative natural materials and offers solutions to global problems such as those caused by microplastics. Representing VAUDE, Lara Delle and Greta Stehling, who each played a major role in the development of the Green Shape Core Collection, were presented with the prestigious award. The sustainable VAUDE Collection was presented to the audience in a high-voltage dance show on stage.**

The GreenTec Awards were presented for the eleventh time on Sunday evening. The world's best projects that are committed to the protection of resources and the environment and that integrate a green lifestyle into daily life were honored in a total of 12 categories. The "Sports by Jack Wolfskin" category honors products that make a special contribution to protecting the environment and have an outstanding degree of innovation.

In the first step, the applicants had to be selected into the top 3 either by the jury or in a public, international online voting process. The final decision was made by an interdisciplinary jury of 75 experts consisting of independent representatives from the world of business, the sciences, associations and the media.

Antje von Dewitz, VAUDE CEO, was elated with the award: "This is a great tribute to our commitment to sustainability, which is passionately supported by our entire team. With our Green Shape Core Collection we offer products that counteract global problems such as the waste of resources, environmental pollution or microplastics in our seas and also offer solutions to these urgent challenges. This impressively

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VAUDE Newsroom: <https://www.vaude.com/en-INT/Company/Media/>

VAUDE makes functional and innovative products for mountain and biking sports activities. As a sustainable innovative outdoor outfitter, VAUDE is contributing to making the world a better place so that the people of tomorrow can enjoy nature with a clean conscience. In doing so, the family-owned company sets ecological and social standards worldwide. VAUDE (pronounced [fau'de]) stands for environmentally-friendly products made from fair manufacturing. At the company headquarters near the southern German town of Tett nang, the company employs approximately 500 people.



## Press Information

demonstrates that we are finding innovative and far-sighted solutions with sustainable concepts."

VAUDE has received the GreenTec Award for the second time. In 2016 the company was awarded for the sustainable conversion of its headquarters in Southern Germany.

### **Green Shape Core Collection – innovative and trend-setting**

With the Green Shape Core Collection VAUDE offers a thoroughly sustainable set of outdoor apparel and gear. VAUDE has developed innovative materials for the collection that are functional and environmentally friendly and also offer solutions to global problems such as those caused by microplastics. The collection includes 19 products – apparel, shoes and backpacks – that are designed for a broad range of outdoor activities. With a natural look and feel, they unite function with a feel-good factor and long service life. About 90 % of the diverse textile materials used in the production processes are biobased, recycled or purely natural materials. Unconventional, renewable raw materials such as cow's milk, wood and castor oil are also used. Highlights include a newly developed fleece material in which TENCEL® is used on the inner surface. And the best thing about it: microparticles that enter the global water cycle during the washing process can biodegrade completely in seawater. The TENCEL® fiber is made from 100 % wood cellulose, a renewable raw material that has excellent functional properties.

### **About the GreenTec Award**

This year, the GreenTec Award is being presented for the eleventh time. Together with over 120 partners, it offers large and small companies, NGOs and associations, athletes and actors an international stage for presenting the best projects for environmental protection. The setting for the annual award ceremony is a glamorous and climate-neutral gala with an audience of over 1,000 invited guests and 100 representatives from the press. The highlight and trademark of the GreenTec Award is its green carpet, which is walked each year by celebrities from business, the sciences, media, politics and the entertainment industry.

### **More about the GreenTec Award:**

<http://www.greentec-awards.com>

### **VAUDE Sustainability Report:**

<http://csr-report.vaude.com/>

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