



---

# **Sustainable Chemistry 2015 – the way forward**

Chemical Management@VAUDE

# VAUDE – Dates & Facts



Company CEO: Antje von Dewitz (since 2009)

1974 - Company founded by  
Albrecht von Dewitz

100 percent family owned

500 employees in Tettnang (D)



VAUDE is one of the leading outdoor suppliers in Europe

VAUDE Products are sold worldwide (core countries: D,A,CH)

## VAUDE Business Divisions

### Mountain Sports

Apparel, Shoes, Backpacks,  
Tents, Sleeping Bags, children's wear,  
Equipment for children, Accessoires



### Bike Sports

Apparel, Shoes, Backpacks, Bike Bags,  
Accessoires, children's wear, children  
backpacks



### Packs 'n Bags

Bags, Backpacks, travel luggage,  
Backpacks and bags for children, Accessoires



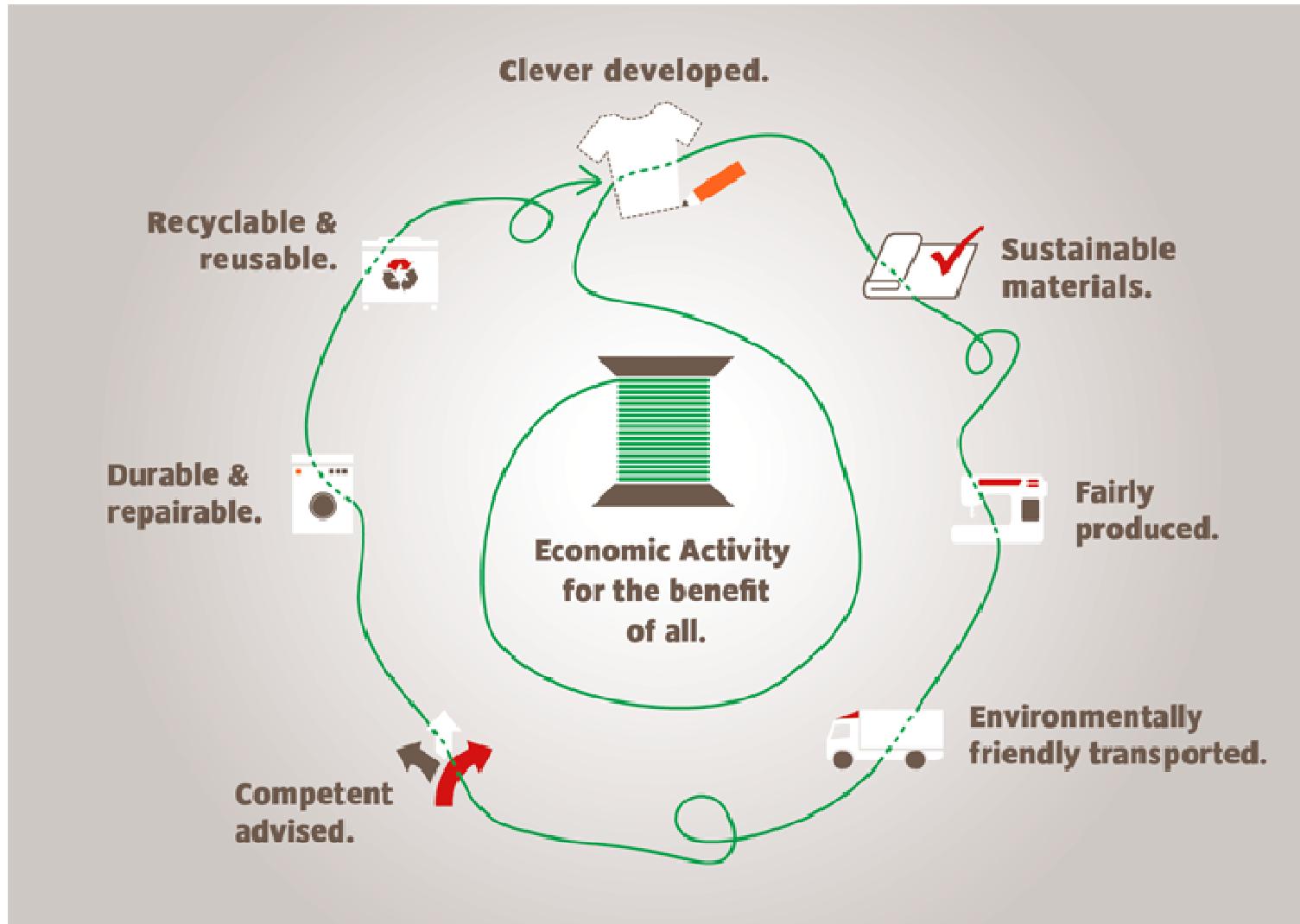
# Where we started

“Performance Meets Ecology” (since 2010)



**Bluesign® Systempartner since 2001**

# VAUDE Eco-System

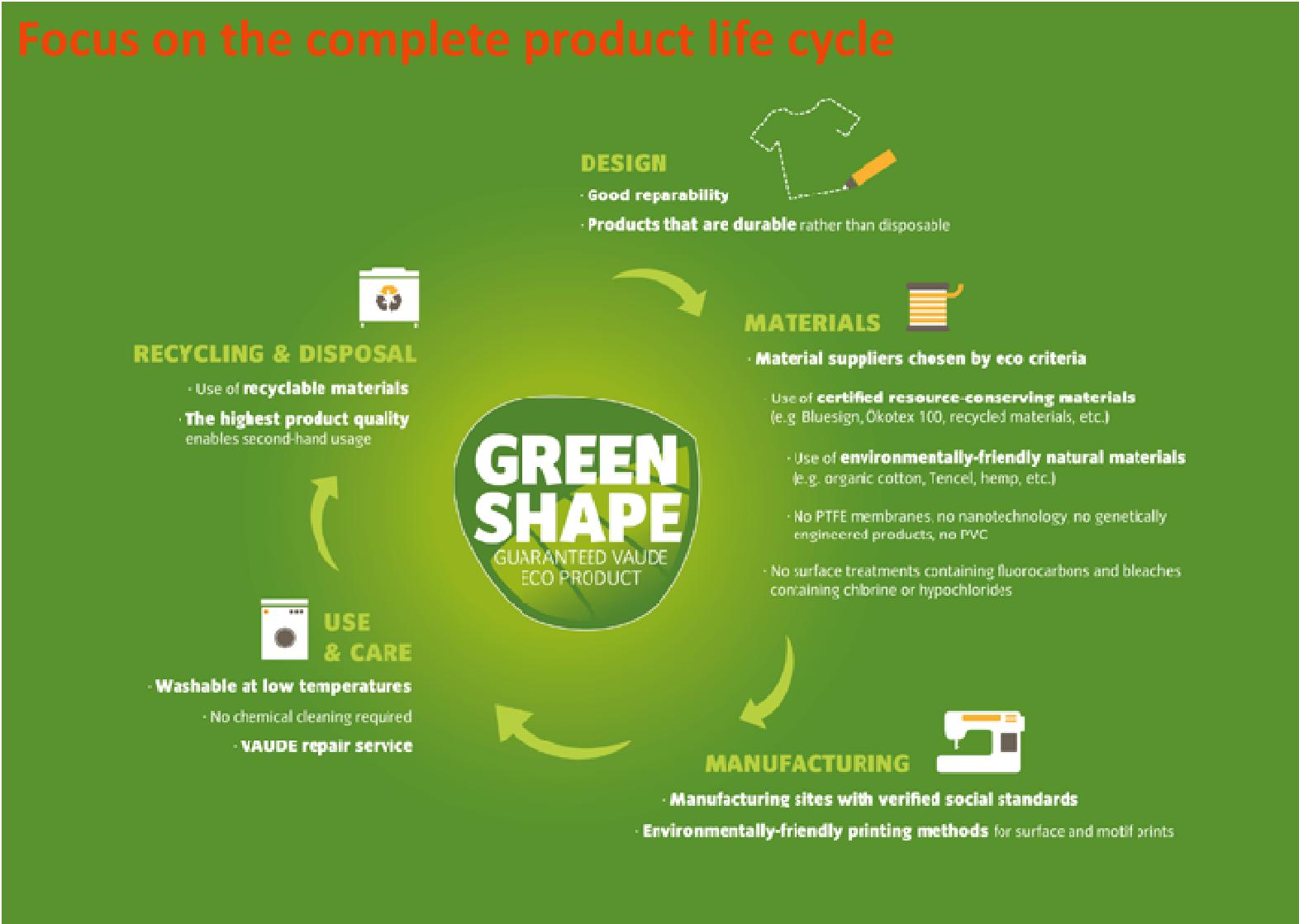




**VAUDE**  
The Spirit of Mountain Sports

# GreenShape 2.0 (start W 15/16)

Focus on the complete product life cycle



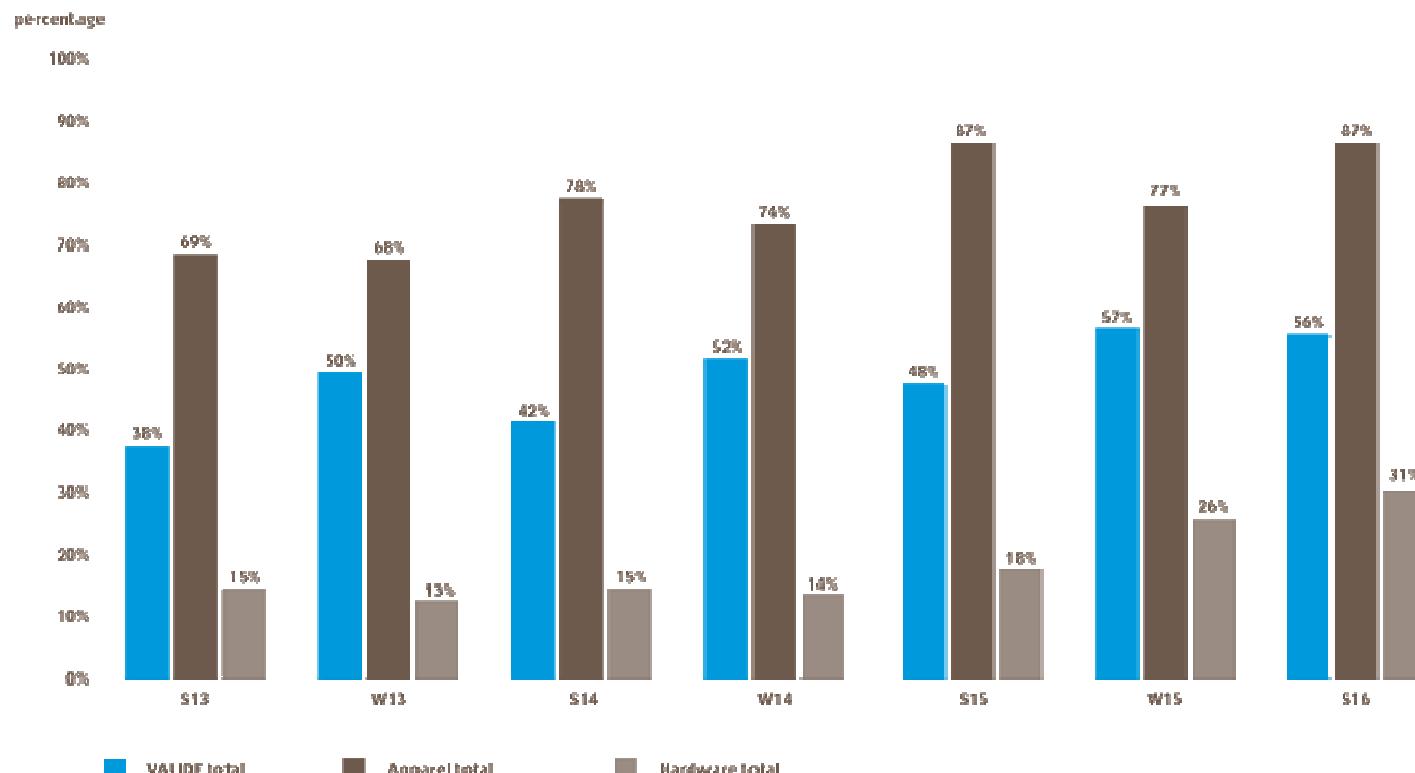
# Status Quo



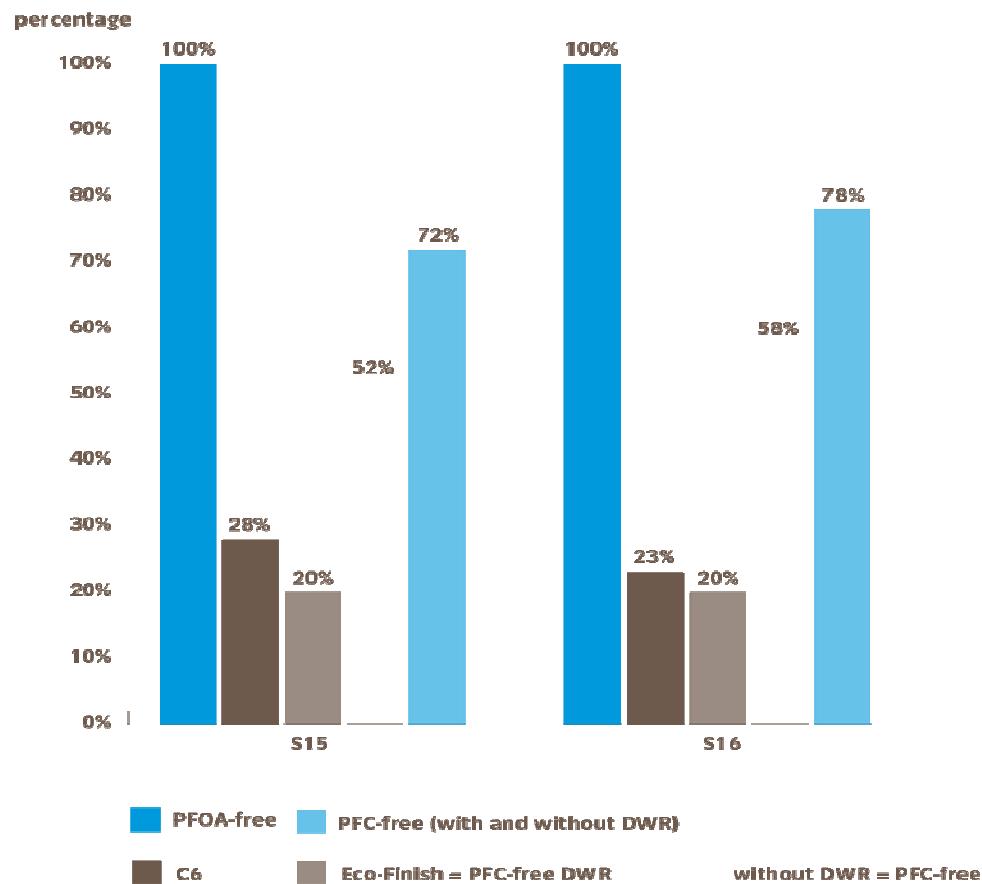
- High percentage of nominated materials (mostly bluesign approved/Input Stream Management)
- Ongoing RSL Training for manufacturers
- Risk assessment local supply material and set up RSL testing
- CAP System 1tier (Chemical management)
- Sensibilisation of entire supply chain
- Stringend chemical testing of materials
- Close contact to chemical industry in regard of substitutions
- Running program to eliminate 11 chemicals (GP Detox Campaign)



# Development Green Shape Shares in the entire Collection



# PFC-free apparel Summer 2015 & 2016



Set up environmental programs in the supply chain  
(1tier and 2tier)

- Chemical inventory
- Substitution of high risk chemicals
- Ressources efficiency programs

Increase transparency of the entire supply chain

- Increase knowledge in the whole supply chain
- Substitution of chemicals - are the alternatives really better?
- PFC: performance, analysis, contamination in production und water (fresh water and waste water)

- Chemical Industry has to be the driver of sustainable chemistry (speed, costs, proof of sustainable solutions)
- Short Reaction time of chemical industry
- More transparency and datas from chemical industry
- Best available Technology – assessment of chemicals in the field of their application
- Support from government (development programs e.g.)



**Thank you for your attention!**

[bettina.roth@vaude.com](mailto:bettina.roth@vaude.com)