



# VAUDE

*Intern*

Magazine for Retailers

Mountain | Bike | Packs 'n Bags | Collections Spring / Summer 2016

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**Outdoor Messe 2015**  
from July 15<sup>th</sup> – 18<sup>th</sup>, 2015  
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LIGHTWEIGHT PRODUCTS IN GREEN SHAPE QUALITY

## Taking it **lightly**

Dibona mountain boots and Moab bike shoes

## **First** Green Shape shoes

PVC-FREE OR MADE FROM RECYCLED MATERIALS

## "Urbanique" **daypacks**





Antje von Dewitz,  
CEO VAUDE

## DEAR VAUDE FRIENDS,

As experienced outdoor enthusiasts, you well know: if you want to go outdoors, you've occasionally got to face some fierce weather! This also applies to the outdoor market. The wind is picking up, the competition is getting tougher. Economic experts call this market consolidation. Outdoor recreation has emerged from its infancy, growing from a niche into a broad international past-time. At the same time, consumers are becoming more discerning. They want to know where their products come from; they ask for information about how it was produced; they go behind the scenes of a brand before they spend their money on it. Trust is vital for the bond between brand and customer. **Consumers today demand more than good products, they demand good businesses.\***

We have been working for several years on sharpening the focus of the VAUDE brand on sustainability – with a clear product design language across the board and trendsetting innovation management. With strong marketing campaigns at the POS and online, a host of supporting measures, and of course, with sustainable, innovative products and services. This is what makes the VAUDE brand unique. Unmistakable. Trustworthy. Attractive. Valuable.

Working together with you, I look forward to conveying this added value to our customers and wish us another successful collaborative season!

Best wishes,

\* 72% of consumers worldwide say that commercial companies do not fulfill their responsibility towards the environment and society sufficiently. 85% think that companies have the same duty as the political system – to improve the quality of human life. (Havas Media/Accenture 2015 study of 30,000 consumers worldwide)

# Company headquarters gets a makeover From the inside out

**VAUDE is in a process of renewal. Holistically. The eco friendly outdoor outfitter has now made its brand values visible at the company headquarters in Obereisenbach. The kick-off for a major renovation project was in November 2012 with the aim of creating a sustainable, future-oriented working environment.**

### A vision becomes reality.

VAUDE is growing, both in sales as well as its number of employees. The workforce has almost doubled in the last 10 years and the existing buildings at its headquarters were bursting at the seams. "Implementing a renovation project of this dimension without interrupting our workflow was a huge challenge," said chief financial officer and construction head Erwin Gutensohn. But the results speak for themselves: The new building now embodies the VAUDE company philosophy and VAUDE values such as transparency and sustainability.

The results: a DGNB certified "Green Building", in which all aspects of sustainable building are realized, such as ecological building materials and a building structure with maximized energy-efficiency.

### Comfortable working spaces.

At a cost of around 7 million, the renovation and new construction created modern open-plan offices with spacious working and meeting rooms. Also, and

above all, employees' work spaces have really benefited: ergonomic, height-adjustable workstations with sophisticated lighting concepts and individually optimized equipment promote health and well-being of the ever-growing VAUDE family.

### Biodiversity at VAUDE: the new, green inner courtyard concept.

The company entrance and inner courtyard have also seen striking changes. The future will see verdant green areas with a good variety of regional flowering plants instead of parking spaces. The entrance itself includes a towering climbing wall – which VAUDE's climbing fans have really been looking forward to – and right next to it, a large open-air cafeteria.



### All organic – the VAUDE cafeteria.

Mens sana in corpore sano – a healthy mind in a healthy body. And the fact is, along with exercise, good nutrition is the best foundation for wellbeing. So it was natural to offer not only our employees, but also external visitors, a cafeteria with delicious, pure organic food. This is prepared fresh on-site; ingredients are local and seasonal products from local organic farmers. You can taste the difference – employees and visitors alike are delighted by the high quality of our food!



### VAUDE has a new look

Lots of wood, lots of nature: the company's main reception desk is made of rough slats from native wood; the canteen has wooden tables, a renewable raw material (top left and right). The landscaped entrance area should be completed by August (pictured left). Working and meeting rooms are spacious and flooded with light.







## DISTINGUISHED

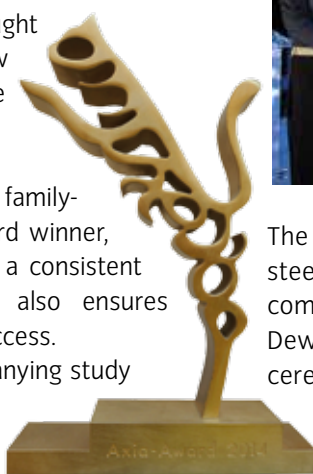
## AXIA Award winner    Boldness nomination

**VAUDE was honored with the Axia Award 2014 in February for its exemplary economic performance.**

In 2014 the auditing firm Deloitte, which annually distinguishes outstanding companies, focused on the issue of sustainability. VAUDE received an award for its consistent, sustainable approach. The jury's statement: "Ecology is not an ideology but a driving force for innovation, because new materials, processes, products and service solutions are continuously being sought which only then allow sustainable corporate development."

As a medium-sized, family-run company, the award winner, VAUDE, is proving that a consistent sustainability strategy also ensures long-term economic success. More info and accompanying study available at:

[www.axia-award.de](http://www.axia-award.de)



**The "Boldness in Business Award 2015" honors companies from around the world that are distinguished by a bold corporate management.**

VAUDE was nominated for its courageous and successful business in the category "Corporate Responsibility / Environment."



The Financial Times and the world's largest steel group, ArcelorMittal, nominated six companies from around the world. Antje v. Dewitz participated in London at the award ceremony on March 19, 2015. Further information at:

[www.ft-live.com/Boldness](http://www.ft-live.com/Boldness)

## Good business. Newly defined.

**As the first company in the outdoor industry to do so, VAUDE has published an audited Common Good Balance Sheet, which not only evaluates economic factors, but environmental and social factors as well.**

VAUDE is a pioneering company in the Economy of the Common Good (ECG), an initiative that works toward a rethinking of the economy for the common good.



Christian Felber

"The ECG balance cannot measure a company's contribution to the common good down to the millimeter, but serves as a reliable ethical compass pointing the direction in which companies should develop. With over 500 points, VAUDE is far advanced along this path, and in some areas is even an exemplary role model," said ECO founder Christian Felber about the new pioneer VAUDE.

More info at [www.ecogood.org](http://www.ecogood.org)



# VAUDE attains FWF Leader Status

**In partnership with the independent organization Fair Wear Foundation (FWF), the mountain sports brand VAUDE is dedicated to achieving fair working conditions worldwide. VAUDE has now attained "Leader" status for its unwavering commitment, the highest performance benchmarking category of the FWF.**

VAUDE has attained the outstanding score of 83% percent in the Brand Performance Check 2014, FWF's yearly monitoring of its affiliates. VAUDE is now also producing 96 percent of its total production in facilities that have been monitored in accordance with FWF requirements.

**As a "Leader", VAUDE will communicate its FWF membership directly on its products, such as on hangtags.**

Fair Wear Foundation (FWF) is an independent, non-profit, multi-stakeholder organization that works with brand companies, retailers and producers to improve labor conditions in the garment industry worldwide. As a member of FWF, VAUDE is required to implement the strict FWF Code of Labor Practices in all production facilities and so meet the highest standards for socially equitable working conditions. These include, among others, the payment of living wages, reasonable working hours, safe and healthy working conditions, prevention of child labor and many more.

In regularly scheduled audits, FWF monitors working conditions and social standards in individual production facilities. The findings form the basis of a "Corrective Action Plan" that exactly purports what improvements textile brands must make in cooperation with production facilities, within a clear timeframe. According to Susanne Medesi, Head of central purchasing and corporate social responsibility representative at VAUDE: "A 14-person team of VAUDE employees in Asia plays an important role by maintaining direct contact on site, regularly visiting production facilities, and verifying quality as well as social and environmental requirements. We are pleased that our efforts have now been recognized by the FWF with this Leader Status."

More info at: [www.fairwear.org](http://www.fairwear.org); or at our GRI website: <http://csr-report.vaude.com/>





ON THE RIGHT PATH – WITH SUSTAINABLE AND INNOVATIVE PRODUCTS

# Forward to nature

In the eyes of experts and customers, VAUDE has long held the top spot among Europe's most sustainable outdoor manufacturers. But it's not all about standings and winning; continuous development and optimization are what counts. VAUDE is moving ahead with forward-looking products and sustainable, innovative solutions:

## Recycling

A closed material cycle is a principle of nature. In nature there is no waste, everything is recycled. VAUDE uses recycled material as well. It's not only the new wheeled travel bags of our Renaissance series that use the reliable rePET material made from used plastic bottles. Always



From waste to wear – QR Code for film:  
Info also at <http://www.econyl.com>



searching for new, environmentally friendly solutions, we've found another very special resource – in the sea! Old nylon fishing nets that are floating by the ton in the oceans and posing a major threat to marine ecology are collected, treated and processed into new polyamide. This can then be used to manufacture functional outdoor wear, such as our new Advanced Pants for biking or the Scopi Syn Jacket. A real "re-cycling" project!



Women's Scopi SYN Jacket

Women's  
Advanced Pants II

## Certified goose down

Down with proof of origin: for the Winter Collection 2015/16, VAUDE has already started using goose down certified by the Responsible Down Standard (RDS) exclusively. This also applies to all our down sleeping bags, such as our new ultralight highlight Alpstein 450 UL.



More information at  
<http://textileexchange.org>  
or in our sustainability report

The RDS is currently the most comprehensive global and independent certified down standard; the animal welfare organization Four Paws was involved in its creation. The RDS is supported by the independent nonprofit organization, Textile Exchange, which in cooperation with an accredited testing institute, verifies the entire down-supply including farms, collectors, slaughterhouses and down processors. In addition, our suppliers' down is bluesign®-certified.

## Eco leather

For the new models of the Approach Line (Dibona) and the Bike Flat Pedal Shoes (Moab) VAUDE is using eco-friendly TerraCare® leather. This is the award-winning manufacturer brand of the German tannery Heinen, which produces its leather using methods that are as environmentally friendly



Find out more about this at  
<http://www.terra-care.de>

as possible – from German cattle hides counted as the best in the world when it comes to quality. In addition to the eco-leather covering material of the OrthoLite® insole, recycled polyester is used for the laces and lining.



Women's Dibona  
Advanced STX







WOMEN'S SCOPi SYN JACKET

# The incredible lightness of being outdoors ...

Outdoor gear has to be lightweight without sacrificing durability and functionality. The less it weighs, the more comfortable you are and the more you can focus on enjoying your outdoor activities.

For Summer 2016, we're focusing on the theme of "**Lightweight**" – we're not filing away on every gram, but rather are looking for the optimal balance between low weight and durability. Thanks to the close cooperation between our product departments – all under one roof – we've got some strong synergy going on. For instance, when we use similar components such as tent materials for lightweight backpacks.

A good solution at VAUDE is always an

environmentally friendly one. Because one motto holds true for resource consumption as well: less is more! We therefore rely on state-of-the-art processes and innovative recycled materials – for example, material processed from recycled fishing nets used for the **Scopi Syn Jacket** (see photo above), as well as organic cotton, certified leather from Germany and lightweight down with an ethical guarantee of origin.

LIGHTWEIGHT SCOPi SYN JACKET

## Intelligent little resources

With an intelligent mix of materials used in just the right places, the **Scopi Syn Jacket** creates near-perfect microclimate regulation for active mountain tours. The hybrid jacket uses 60g of insulating, highly breathable Polartec® Alpha® at the front and part of the back panel. This lightweight stretch insulation keeps the body at a consistent operating temperature and, together with a high-quality, wind resistant Pertex® Microlight material, protects against hypothermia due to windchill effects. Sleeves, side panels and back panel are made of jersey fabric for fast wicking and unmatched freedom of movement.

The jacket also scores when it comes to protecting the earth: the jersey material is made from 100% recycled polyamide, which in a textile upcycling process, for example, is obtained from discarded fishing nets.





SCOPI 22 LW



ALPSTEIN 450 DWN

# Lightweight in Green Shape!

## LIGHTWEIGHT SCOPI 22 LW BACKPACK

### Backpack technology: less weight up the summit

On the way to the summit, every ounce counts. With the Scopi backpack, we got rid of all superfluous technical features in favor of minimal weight and a streamlined look.

#### Everything a backpack needs:

Our lightest touring backpack with a practical roll closure weighs less than a bottle of Pils. But that's not to say it can handle less. With optional 22 or 32 liters pack volume, the **Scopi LW** offers enough space for peak experiences. It's made of lightweight, siliconized 40 D ripstop and a robust material at the bottom and sides. We kept its profile lean for unrestricted movement, and its features geared for fast & light tours without sacrificing comfort. The padding, shoulder straps, hip belt and buckles were constructed for minimal weight. Flexible, removable aluminum struts and back padding mean even more weight savings. The hip belt and compression straps can also be removed completely. We've also packed it with some respite for the environment – with bluesign® materials that feature resource-conserving manufacturing.

It's not just what's on the pack that's decisive, but also what it's got inside. Namely, a small pack size for super-sized fun on the summit! Because less weight translates into more comfort and great Alpine indulgence for long-lasting good memories.

## LIGHTWEIGHT ALPSTEIN 450 DWN

### Minimalist sleeping bag with comfort zone

This new ultra-light down sleeping bag is our first to feature a revolutionary quilt concept. A sleeping bag without a back and zip. No way? Heck yes!

This quilt concept makes it possible to create a sleeping system that's extremely light-weight yet still exceptionally comfortable.

#### Thermal insulation is provided by your sleeping pad

Combined with a sleeping pad or air mattress, insulation at the back of a sleeping bag is unnecessary – your pad takes care of that. This bag not only saves weight, the goose down is distributed more efficiently, and you've got more mobility and a higher degree of comfort. With universal-fit clips, the bag can be attached to any sleeping pad with a welded seam. In summer you can use the **Alpstein** as a blanket.

The ultralight down sleeping bag in H-chamber design is filled with 450 grams of high-quality 850 cuin goose down, certified in accordance with the Responsible Down Standard (RDS) and obtained from strictly controlled suppliers – a genuine featherweight sleep system for minimalists.

# Pioneering innovation

# EDELRID



## Gear from Edelrid

EDELRID is one of the world's most innovative mountain sports brands, looking back on 150 years of eventful history that has made us what we are today.

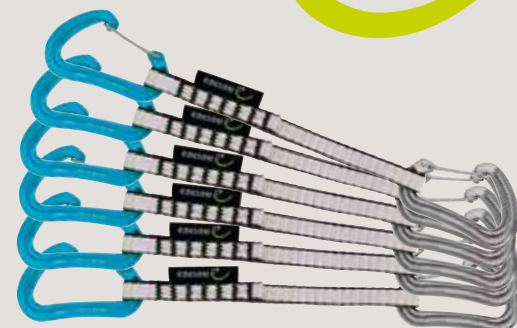
And these days, our location here in the Allgäu region of southern Germany is more important than ever. We are devoting ourselves to innovation and "Made in Germany" quality. About 60% of our products are manufactured right here in Allgäu; 100% of all our new developments originate here.

## In trend: Alpine Light

Speed equals safety. In modern alpinism, it's all about traveling fast and light. So today's mountaineers place very high demands on their gear. It has to be lightweight, while also being durable and functional. EDELRID has developed a range of ultra-light, innovative mountain sports products precisely to meet these needs:

### Nineteen G: the lightest karabiner in the world

Breaking through the 20 g sound barrier. With a weight of just 19.5 grams, the Nineteen G is the lightest karabiner in the world. The Nineteen G's minimal weight comes from a special tempering process combined with a high strength aluminum alloy. The shape was optimized to meet the certification strength requirements.



An express set of 10 weighs just 460 grams and features an amazingly small pack size. As a color-anodized set of six, the **Nineteen G** karabiner provides a great weight-saving addition to any friend.





HOGAN UL 2P



LIGHTWEIGHT HOGAN UL 2P

## Tents in Green Shape: greener living

Our tent classic – now also available in green! For the first time, we've outfitted many of our long-time classics like Taurus, Hogan, Ferret or Mark with a bluesign® approved tent fly. This means that we now offer 12 products in accordance with the new Green Shape criteria in our tent department.

### Hogan UL 2P – now with even more space at the same weight:

- a lightweight among tents with just 1560 grams
- optimized pole construction for more space and headroom
- additional space in the foot area
- more storage space at the entrance thanks to generous vestibules
- ecologically anodized poles from the market leader DAC

Even in the high-end area of tents, we have now succeeded in developing Green Shape products – such as the new, geodesic Power Sphaerio (2P and 3P) models with wind-stable Powerframe constructions for all-season and expedition use. We are thoroughly convinced of the quality of our tents. That's why we offer a 5-year warranty on all 3-season UL tents and above models.



EDELRID

### Wing: ultra-lightweight alpine harness

The **Wing** is a lightweight alpine harness with minimal pack size offering maximum performance on the rock. Low weight, a flat structure and minimal pack size have been combined thanks to an innovative fusion layer construction. Of course, the Wing has all the features that you would expect from a true alpine harness. Adjustable leg loops, 4 symmetrical gear loops and 2 attachments for ice screw clips round out the package.



EDELRID

### The thinnest twin rope and an excellent belay device:

At 6.9 mm, the **Flycatcher** is the thinnest, lightest twin rope in the world! Like all of our ropes, the Flycatcher is bluesign® certified. The versatile, ultra-light belay device **Micro Jul** was developed especially to go with it. Two Flycatcher twin ropes and a **Micro Jul** belay device are available for purchase as one package. Both products have already garnered multiple awards.







UPHILL 12 LW



**Pro Windshell Jacket:** Lightweight made from bluesign® certified primary material, treated with environmentally friendly, PFC-free water resistant Eco Finish.

# Take it easy!

The sun is shining, the chain is oiled: so there's nothing stopping you from getting on your bike and taking off! Not a heavy load, that's for sure! When developing our lightweight bike gear we concentrated on the essentials and omitted anything that isn't necessary for fast touring. The same principle also applies when loading up your backpack. Energy shouldn't be wasted on carrying heavy equipment, instead it should be put to use where it's needed the most: applying power to the pedal!

## Double relief: The new Uphill LW bike packs

We've fully trimmed the three pack models of our minimalist **Uphill backpack series** to be true lightweights. They're built with light, siliconized 40D Ripstop material, the mesh pockets are made of thin mesh material and we've even applied a special lightweight construction to the shoulder straps, hip belt and buckles as well. This allows performance-oriented bikers to not only protect their backs, but also the environment. The Uphill models were made with careful attention paid to conserving resources while manufacturing. Another feature is the multi-purpose drawcord lacing with three functions: it can be used for compression, as a helmet holder and as an attachment option for a jackets etc.

## 78 grams of flyweight protection for minimalists

The **Pro Windshell Jacket** with Windproof 80 performance is the lightest among the VAUDE wind jackets for bikers. It scores high with minimal weight and maximum comfort, and fits like a glove with a close-cut, fast-paced design. High-stretch panels at the shoulders and on the sides allow for full freedom of movement and provide good breathability on quick trips. If the jacket isn't needed, it can be quickly packed into its own back pocket to disappear as a tiny package into a jersey pocket.





# (Re)Cycling pants



## Cycling pants made from fishing nets and coffee grounds?

This is our way of being environmentally friendly and choosing innovative materials for the six new models of our athletically designed, race-cut **Advanced series**. The primary material of the cycling pants is made of recycled polyamide. In an upcycling process, the textile materials, such as used fishing nets, are processed to create the new fabrics. This process not only reuses wastes, it also saves on oil and energy, and lowers CO<sub>2</sub> dioxide emissions.

## From “coffee to go” to “coffee to bike”!



The wonderfully, comfortable **Advanced Cycling Eco chamois** in the new cycling pants takes environmental friendliness to a new ecological level. The outer fabric of the chamois contains recycled polyester S-Cafe®, while the body hugging foam layer contains S-Cafe® oil. Both fabrics are made from recycled coffee grounds – and provide cutting-edge performance. The full eco-friendly package for men and women comes in an ergonomic 6-panel cut with flat seams and waist-band for maximum riding comfort.

## FIRST GREEN SHAPE BIKE SHOE

## Flat pedal shoe with high grip sole

While developing our innovative flat pedal **Moab** shoe series, we placed the emphasis on a high tech sole construction. The Vibram® sole, specifically developed for the line, has a dual tread structure. On a flat pedal, it has a low tread that provides a great grip and effective power transmission to the pedal. The front and rear parts of the sole have a higher tread, which provides good traction and walking ease when carrying a bike over rough mountain terrain.

### Step by step down the “green trail”

We are particularly proud of the fact that our “**Moab Low AM**” and “**Moab Mid STX AM**” models fully meet our strict Green Shape standards, which considering the amount of components used for this shoe was a major challenge. In addition to high-quality TerraCare® suede (read more about this on page 4), we also use recycling materials for the laces, lining and insoles. The mid-high “**Moab Mid STX AM**” is also equipped with an environmentally friendly, waterproof Sympatex® membrane.



## Head off headfirst into adventure

Casual mountain bikers are going to love this jacket. VAUDE fuses ultimate bike function with best environmental protection in its **Tremalzo** Windbreaker. The water-repellent stretch material with Windproof 80 performance has been certified in accordance with the stringent bluesign® ecological standard. It provides a full range of mobility while biking and is wonderfully lightweight to boot. Side 2-way zips let you easily pull the jacket over your head and serve as underarm ventilation when needed. If things heat up even further, extra ventilation is available through the two front pockets.







Dibona Advanced Mid STX

## Ecological footprint

A sure tread at every turn, this shoe has always been robust, comfortable and well crafted. But now it's also in Green Shape quality: the **Dibona** waterproof hiking boot! Thanks to the environmentally friendly TerraCare® leather, all new models of the Approach line are included in the VAUDE Green Shape family. In addition to eco-leather from Germany, recycled polyester is used in the lining, as well as the upper material of the OrthoLite® insole and the laces. With a new design language and optimized fit, the new Dibona ensures a strong performance on the mountain, yet with a low impact on the environment.



## Carefree hiking pleasures

### Men's Skomer S Jacket

Hiking stimulates the heart and increases circulation. And it often inspires us to sustainable thought and action. As it has in our **Men's Skomer S Jacket**: Our pure-grade favorite for wind and weather is an eco-friendly softshell jacket made from recycled, bluesign® certified materials. The elastic Windproof 100 fabric is breathable and effectively protects against wind and rain on demanding mountaineering and hiking tours. This comfortable hooded jacket features ventilation zips and adjustment options. Its modern appearance is sure to make it a contender for your favorite day-to-day piece. And once the jacket has served its purpose, the pure-grade materials can be efficiently recycled. An eternal cycle! An ideal all-round jacket for men with athletically inclined, sustainable lifestyles.

### Hiking backpack Citus

The new **Citus** is also carefree and athletic in its nature, and one of the lightest hiking backpacks with a ventilated mesh back to be found on the market (500 grams) – plus with Green Shape guarantee.

It is specifically designed for weight fetishists on fast hikes – small in volume, made from lightweight, siliconized 40 D Ripstop and with a more robust material to reinforce the bottom. A ventilated Aeroflex suspension system and delicate mesh straps provide excellent air circulation. The advanced technical prowess of this pack is supported by the lightweight construction features such as narrower webbing straps, reflective elements and multi-variable drawcord attachment.



Men's Skomer S Jacket

Citus 24 LW







#### NEWLY-DEVELOPED KIDS' SHOES

## Colorful times

They're colorful. They're lightweight. And they're even more comfortable than before. The new **VAUDE Kids' Shoe Collection** has been further developed in fit and construction for an even higher level of comfort. The shoes not only cradle kids' feet better, they also have an improved foot roll. And thanks to the fast lace system, they're quick to put on when kids are raring to go!!

#### Kids' Windbreaker Musca Jacket

## For small whirlwinds



Stiff Breeze? No Problem! From spring to late summer, the **Musca Jacket** is an eco-friendly, lightweight children's windbreaker that's the perfect companion for windy weather on day trips, hiking tours or Via Ferrata tours. It's also the perfect companion for day to day school life – highly compressible yet fully outfitted with features like a comfortable mesh lining and good ventilation options. The Musca Jacket is also manufactured using the eco-friendly water-repellent Eco Finish without fluorocarbons (PFC).

#### SHUTTLE BASE

## Child's play

Lightweight on tour! The light version of our popular bestseller Shuttle Comfort – the newly developed **Shuttle Base** child carrier – has bluesign® certified primary materials and saves its prospective owners a lot of weight. And yet it still packs in all of VAUDE's years of backpack expertise:

- comfortable padded Tergolight suspension system
- weight-relieving hip pad
- stable base joint
- important buckles are color coded
- belts that adjust to a child's size
- reflective elements at the back
- spacious pockets and large bottom compartment
- lateral, adjustable foot straps







# Summer in the city...

**City life in the summer – sometimes hot and sticky, sometimes windy and cold; the streets are cobblestoned at times and other times paved – ‘outdoors’ also takes place here. That’s why outdoor clothing is not only a trend but also truly useful.**

Performance jackets and approach shoes now belong in city parks and pedestrian zones. The arguments are compelling: comfort and functionality, quality and versatility are extremely enjoyable properties even far from the mountains.

In our Urban Life Collection we combine fashion with function for active people and a modern lifestyle – this lets you bring an air of alpine energy to your everyday life. In this apparel segment, we place a very high value on natural materials and visible ecology: by using luxuriously soft fabrics made from recycled and natural materials such as organic cotton, Tencel and linen. All this comes in summery colors in various pastel shades, with comfortable cuts and a pleasant feel to the touch. For the sake of the environment, we only use water-based prints. The results: high performance jackets in contemporary stylish looks, as well as athletically designed clothes for slacklining, bouldering or sitting around campfires after climbing.

#### Feolin Blouson

- ideal as a fast outer layer
- side zip for easy adjustment
- soft hood stowed in collar

#### Jelsa Pants

- waistband with drawcord that doubles as a belt
- adjustable bottom cuffs with drawcord
- ideal for work, leisure and sports
- available in a range of great colors





Wash Off in a new look

# “Urbanique” daypacks – stylish, robust & PVC-free

The VAUDE tarpaulin bags are veterans of the Packs' n Bags segment; since their launch in 1998 they've been top sellers all along. Starting February 2016, the collection is going into its third round; Wash Off 3.0 will be hitting the market at that time.

This next generation of **Wash Off** has been given modern accents yet it still remains true to the old values. The VAUDE stripes the bags are known and loved for are still there, but now in a slight understatement with only a slight tonal contrast. True to our motto: “Dedicated to making (y)our world a better place”, the robust tarpaulin contains no harm-

ful PVCs helping to protect people and the environment. In addition to the ever-popular classics, the series now also offers a shoulder bag and a choice of three different sizes and two modern urban backpacks. The tarpaulin **Wista** (S, M and L) bags strut their stuff with a variety of great details along with a modern-minimalist design. A nifty buckle on the shoulder strap allows for quick adjustment and a sure fit. Inside the bag are various Velcro detachable pockets for pens, keys and other small items, which can also be used solo for real added value.

Both urban backpacks **Nore** and **Tay** can transport, depending on the size, either a 13.3" or 15.6" laptop and provide the same number of storage options as the Wista.

P.S.: Of course, the previous Wash Offs with their distinctive stripes will continue to be offered as well.



Premiere: first sports and travel bags made from recycled materials

## Sports & travel bags with a history

VAUDE has expanded the collection to include a wheeled travel bag in three sizes, a multi-purpose sports bag, and a wash bag for essentials. The colors of the new models have been carefully coordinated and can be cleverly combined for a stylish appearance. No matter if you're going for sports, a holiday or a weekend getaway – the Renaissance collection is sure to win you over with top performance, sustainable designs and, thanks to the recycled materials, a sustainably good conscience.

Bringing discarded objects back to life and reusing waste materials through recycling is a fabulous way to protect the environment. That's also what our creative team thought while developing the new models of the “Renaissance” collection.

The name signifies “rebirth” and because the primary material is made from recycled PET bottles, these bags have truly been reborn. The advantages over conventional production methods are enormous: 50% energy savings and 50% reduction in CO<sub>2</sub> emissions!



Stylish and ecological: The new Renaissance sports and travel bag collection – the first sports and travel bags made from recycled material available on the market today!

Melbourne 90



# A heart for city bikers

We have designed the Cyclist Collection for bikers partaking in modern daily urban life. It provides the ideal combination of casual looks with refined details, optimum wearing comfort as well as environmentally friendly and fair production.

The **Cyclist raincoat** protects urban bikers from all adversities the elements can send their way. Cyclist details such as reflective prints, are hidden in sleeve cuffs and bottom hem, and only flipped up to reveal reflective action when the times call for it. The hood is adjustable and can be detached via snaps. With a textile look, a cut designed to allow for optimal range of bike mobility and a pleasantly soft lining, this jacket is a real favorite of all urbanite pedal pushers.

The Women's **Cyclist T-Shirt** consists of a blend of comfortable, lightweight organic cotton and linen. For the Men's model, we combined the cotton with recycled polyester material to ensure best breathability. The casual lightweight **Cyclist Shorts** made from organic cotton are wonderfully comfortable thanks to an additional stretch component. Once the pant leg is rolled up, a patterned reflective print is revealed to increase visibility on the bike in warm summer nights.



## Urban transport aid

In keeping with our Cyclist line of clothing, we've developed a modern, functional **"Cyclist" series of bags and backpacks** for everyday use in and around the city. The rugged primary material of the four different bags and of one of the backpacks has a clean, textile appearance and is certified in accordance with the stringent bluesign® environmental standard. The lower part made of PVC-free tarpaulin is very durable and resistant to dirt. All models are equipped with a padded laptop compartment and numerous organizer pockets. The Plug and Ride-rail for mounting on front or rear racks can be stored in the side slide-in compartment for greater, over-the-shoulder comfort when carrying.





# VAUDE News Ticker +++

## EOCA FILM PROJECT "CONSCIOUS CAUCASUS" +++

Together with the WWF, VAUDE has taken on the film project "Conscious Caucasus". Three mountain bikers take a journey of discovery through a local nature reserve to present and explain the work of the **WWF**. The film documents how sustainable mountain sports can be implemented in remote regions. More at [experience.vaude.com](http://experience.vaude.com)

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## VAUDE TRANS SCHWARZWALD IS BECOMING GREEN!

The 10th edition of the VAUDE Trans Schwarzwald will be held from 12th - 16th of August. For the anniversary edition, we're introducing a new concept with the ultimate aim of turning the mountain bike race into a sustainable marathon. In 2015 we worked hard to make our ecological footprint as small as possible. Event elements such as mobility, energy, waste, transport, catering and merchandising are all being taken into consideration to make the VAUDE Trans Schwarzwald a little "greener" every year. ++++



More at  
[www.trans-schwarzwald.de](http://www.trans-schwarzwald.de)

## SUCCESSFUL TEAM CENTURION VAUDE +++

In 2015, we welcomed a new addition to the A-Team: Hermann Pernsteiner (center) expanded the team and, together with Daniel Geismayr, will represent the first Austrian duo of the team.

For the season start at the Andalucia Bike Race in February, the team experienced a major setback. Markus Kaufmann crashed badly and broke his collarbone. Currently, Mark is nearly in top form again and can rejoin the world's best!

The big goal for 2015 is the title hat trick of the Trans Alp for Jochen and Markus after their second consecutive victory in 2014 which was already regarded as a sensation.

More info at

[www.team-centurion-vaude.de](http://www.team-centurion-vaude.de)



Current news and information about our sponsoring athletes is available online. <http://www.team-vaude.com>



P.S. All films can also be found on our YouTube channel – check it out!



## BANFF Film Tour – a look back

This year, the Banff Mountain Film Festival World Tour was another success: 25,000 spectators in Germany, Austria, Switzerland and the Netherlands were offered a thrilling evening of adventure and nature films in 68 cities. Long-time partners VAUDE and PrimaLoft once again supported the popular tour as title sponsors. A very special highlight this year was the appearance of bike icon Danny MacAskill at the premiere.

Info on the tour at [www.banffmountainfilm.de](http://www.banffmountainfilm.de)

## EXPERIENCE.VAUDE.COM +++

Following our website restructuring, you can now find news about our VAUDE athletes' latest adventures and events along with the latest test reports at [experience.vaude.com](http://experience.vaude.com)





LIGHTENING STRIKES

## Production continues

On April 27, a lightning strike caused a major fire at the VAUDE company headquarters and severely damaged the production building.

Cleanup and construction work is progressing smoothly. Production, which was in part temporarily relocated, has already been back in operation since early June. Thanks to this quick solution and the current stock of merchandise, VAUDE has been able to deliver the majority of products manufactured in Tettngang.

In September 2015, the entire production team and the VAUDE Kinderhaus will return to the building, which by then will be completely renovated. The Kinderhaus childcare center will be housed in a neighboring school building until that time.

"We would like to express our heartfelt thanks for the tremendous amount of helpfulness and support that we've experienced from all sides," said Antje von Dewitz.

## Dynamic Functional Imagery

**Attention-grabbing: VAUDE's newly developed sales assistance. New labels with engaging designs arouse curiosity while quickly and clearly showing customers the clear advantages of each product.**

The creative minds at VAUDE have chosen unusual motifs such as a moss-covered chair as a symbol for ecological fabrics, a chameleon for versatility and a feather for lightweight products. The labels are almost as large as a postcard, have a striking organic shape and will be clearly visible on products to provide meaningful sales support. Of course the labels are produced in accordance with ecological guidelines and can be fully removed without residue. Product delivery with the new labels is planned for the Summer Collection 2016 next year.



First draft for the new product labels

### Number of VAUDE Stores is growing

## NEW VAUDE STORE IN LINDAU



Sustainable store construction concept: natural, FSC-certified ash wood, energy-efficient LED lights and power from renewable energy sources.



In late March the newest VAUDE Store, operated by our longtime colleague Wolfgang Jehle as franchise partner, opened in Lindau, directly located on the beautiful Lake of Constance. This marked the launch of the 13th VAUDE store in Germany. The first day of sales garnered an enormous amount of positive attention and the store got off to a great start. Located in close proximity to the busy Lindau Park shopping center, the store presents customers with 115 m² of the latest VAUDE products.

In late summer 2015, another **VAUDE Store** will be opening in **Tübingen**, Germany and the first **VAUDE Store** will open its doors in **Belgium**; the contracts are signed and sealed, and preparations are in full swing – we'll let you know how things develop....

### VAUDE GREEN SHAPE DAYS

## Training to be VAUDE Sustainability Experts

April 15th - 16th, 2015, eighteen retailers from Germany were invited to the company headquarters in Obereisenbach to receive training by our CSR team as "sustainability experts". The program included the following areas of focus: Products and Production (production in Asia, Fair Wear Foundation, Made in Germany, etc.), Materials and Technology (Green Shape, recycled materials, withdrawal from PFC, etc.), Quality and Repair (repair service at VAUDE, pollution management, bluesign® etc.) and Sustainable Customer Communications. All told, the retailer-training event under the motto "**Green Shape Days at VAUDE**" was a resounding success and the VAUDE program made, quite literally, a sustainable impression on all participants.



Well trained for sales: group photo with the new "sustainability experts"



Overnight camping at the "Bäde" during a spell of good weather



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### OUTDOOR TRADE FAIR 2015

## Info on the trade fair

### OUTDOOR 2015 in Friedrichshafen: July 15 – 18, 2015

Stand: Hall A1 Stand 300  
Tent City: A7-400



### EUROBIKE 2015 in Friedrichshafen: August 26 – 29, 2015

Stand: Hall B5 Stand 400



## Free accommodation at the VAUDE Tent City

Just like at the OutDoor trade fair, we are once again offering accommodation this year at the VAUDE Tent City – a place that's become an integral part of a real outdoor experience for many retailers.



In the meadow opposite our headquarters in Tettngang / Obereisenbach and just 15 kilometers from the Messe Friedrichshafen show grounds, retailers can stay in VAUDE tents free of charge. We also offer laundry facilities and a delicious breakfast to get you well started on your long day at the fair. If you bring your bike, it's a fast, eco-friendly commute to the fair – with no traffic congestion – and there's even guarded bike parking once you get there. Reserve your tent early with your VAUDE representative.

## Dealers on Tour

On the first weekend in March this year, VAUDE held its **first ski tour and snowshoe camp** with extensive product testing opportunities for specialist dealers.

The three-day event was organized together with our partner "Bergwelt Oberstaufen" in Prättigau, Switzerland, and was attended by 17 dealers from all over Germany. The weather was good, the participants were enthusiastic – so the ski touring and snowshoe camp will be held again next year.



### BIKE DEALER SEMINAR OCTOBER 3–5, 2015:

Planning for the **VAUDE Bike Dealer Seminar** is already in full swing: dealers will once again be invited to a bike weekend in the Black Forest from October 3–5, 2015.

Fantastic tours with a variety of difficulty levels as well as beginning and advanced sessions on cycling technique are planned.