



**VAUDE**

*The Spirit of Mountain Sports*

# Brand Book

Spring/Summer 2024

  
**50 Years**  
of Mountain  
Spirit



# TABLE OF CONTENTS [Clickable](#)

- WELCOME ..... 4**
  - Our market areas ..... 5
  - BTB business segments ..... 6
  - TOP-Marke..... 7
  - Strong European Brand..... 8
  - What role does sustainability play ..... 9
  - Sales ..... 10
  - Franchise Stores..... 12
- UNSER SPIRIT ..... 13**
  - A major rethink ..... 14
  - Science-based climate targets ..... 16
  - Less blah, more action..... 17
  - Greenpeace Report ..... 18
  - Progression toward PFC elimination ..... 19
  - Innovations for a better ride..... 20
- HIGHLIGHTS ..... 21**
  - Biobased and recycled materials ..... 22
  - REcycle ..... 23
  - REthink! ..... 24
  - No But For Your Butt ..... 25
- SERVICES FOR SPECIALIST RETAILERS ..... 26**
  - OUTTRA ..... 27
  - Marketing booklet 2024..... 28
  - Online training ..... 29
  - Green Shape Campus..... 30
  - VAUDE Premium Partner Konzept ..... 31





**“Reusing rather than replacing conserves resources and protects the planet!”**

Antje von Dewitz, CEO

[< TABLE OF CONTENTS](#)

**Dear VAUDE partners,**

2024 is a very special year for us – we’re celebrating our golden anniversary! For 50 years now, we’ve been pursuing our vision of achieving a better quality of life with sustainable outdoor products and forward-looking business practices. To this day, we feel driven toward thinking outside the box and finding new solutions.

The circular economy is a model that is very close to our hearts. We can reduce the need for finite, fossil resources by doing things such as

- repairing damaged products,
- renting out our products to increase use phase of the product life
- or recycling/upcycling of discarded products and raw materials.

We’re pleased to be able to present this new Collection – it’s the result of staying true to our sustainable ideals and is fully aligned with circular economy values.

Sincerely yours, Antje von Dewitz and the VAUDE Team





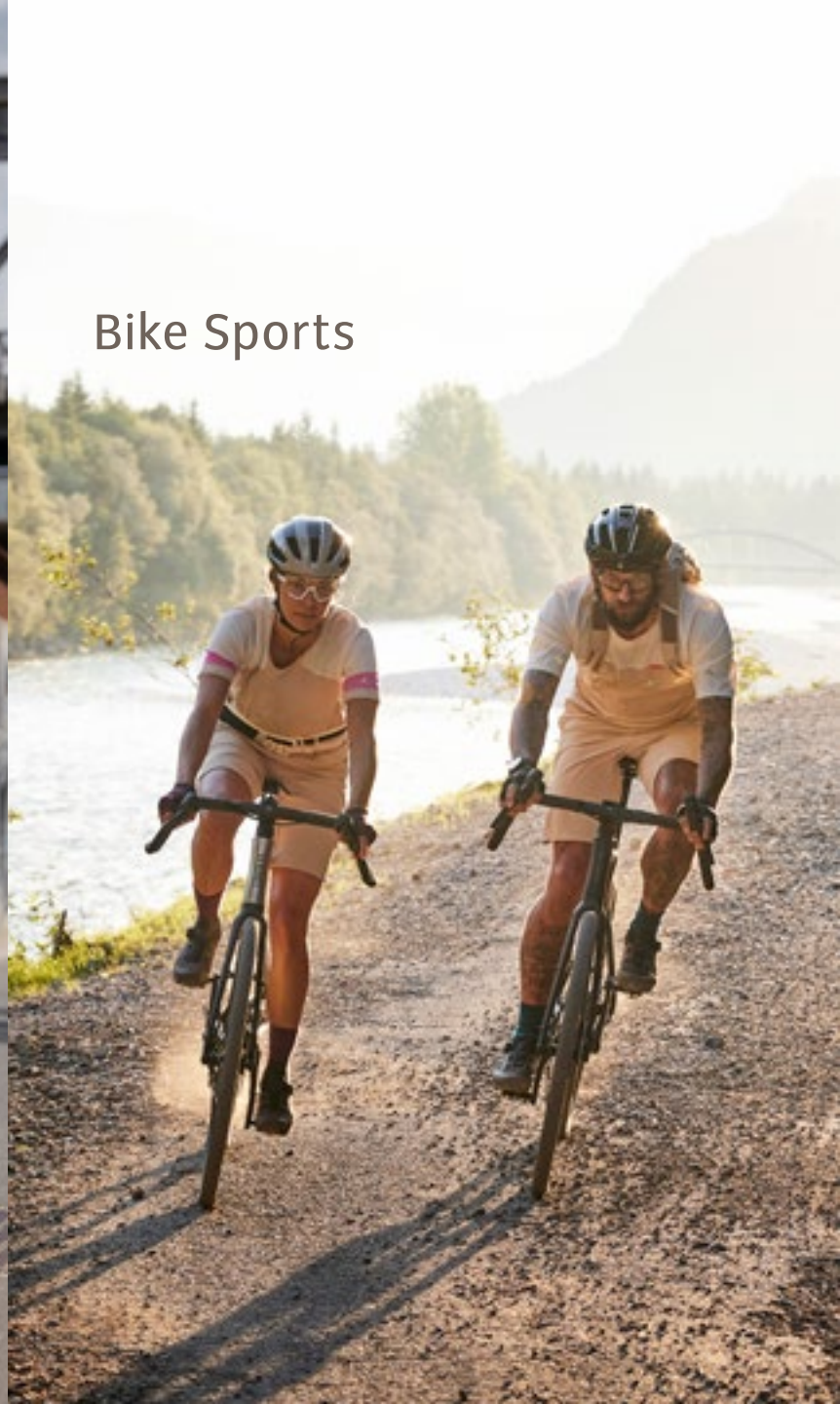
1

**Welcome**



## Our market areas

### Outdoor Sports



### Bike Sports



## Our other BTB business segments

### VAUDE Professional

As experts in customized sustainable textiles, employee outfitting and corporate wear, we offer our services to other companies and government agencies.



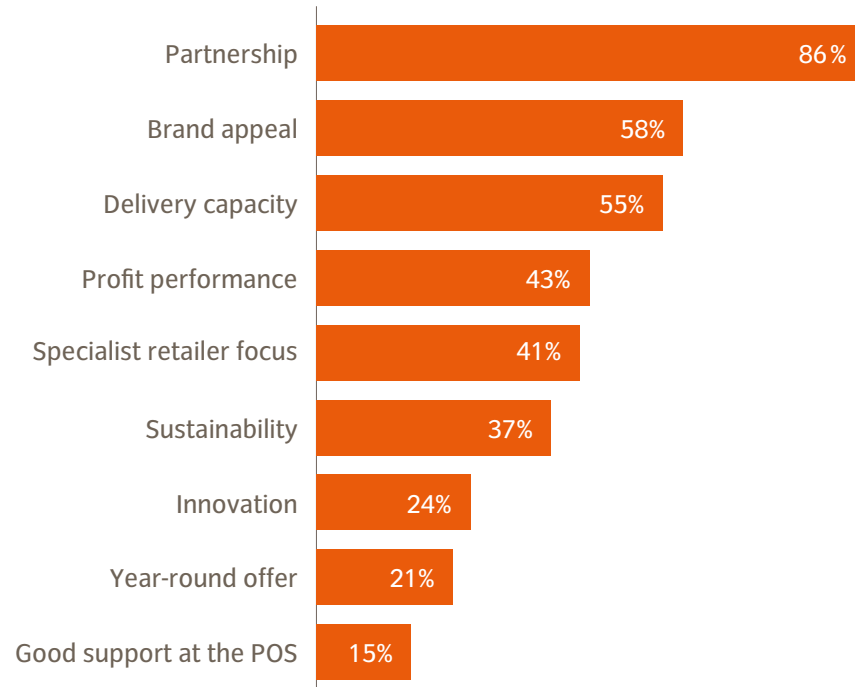
### VAUDE Academy for Sustainable Management

We pass on the experience and long-standing expertise we gained during our transformation process toward sustainable business to other companies.



# Profile of Requirements

The most important issues for retailers in choosing an outdoor textile supplier.

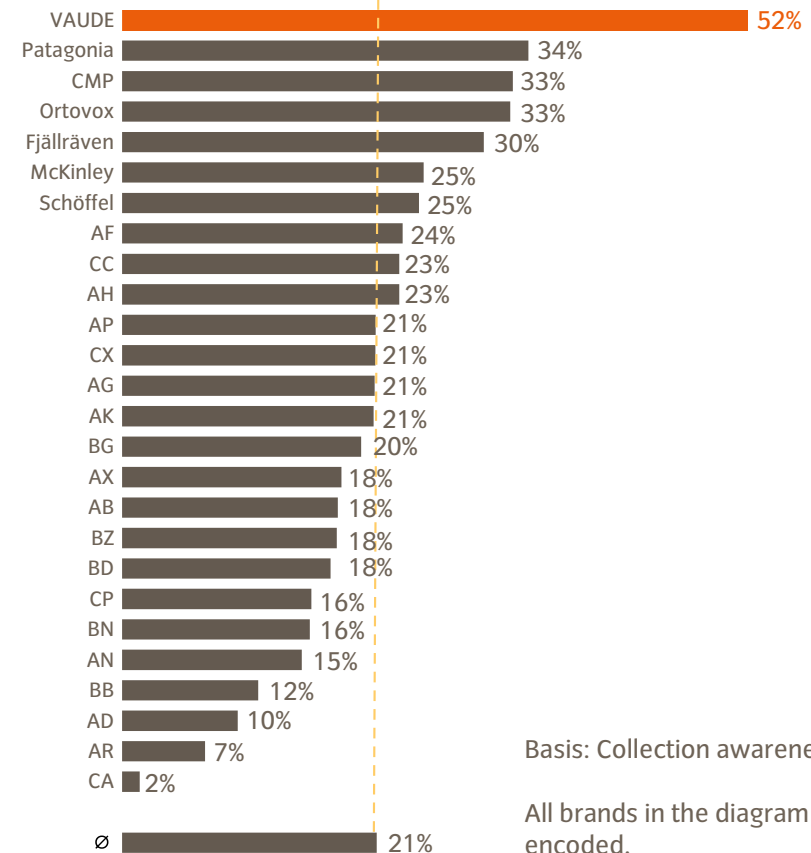


Dealers should name up to four services that are most important to them.



# Overall Image

Standing as a supplier compared to competitors.



Basis: Collection awareness

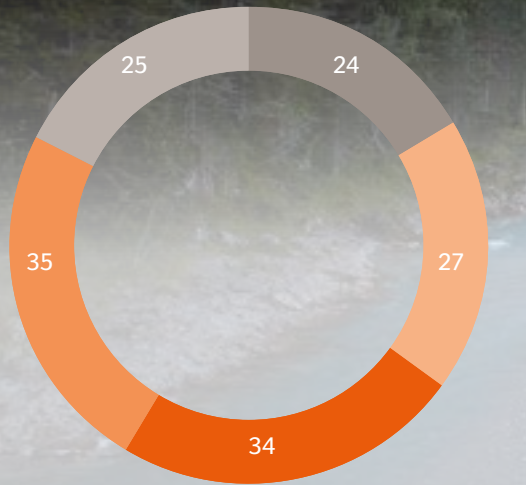
All brands in the diagram are encoded.





# Strong European Brand

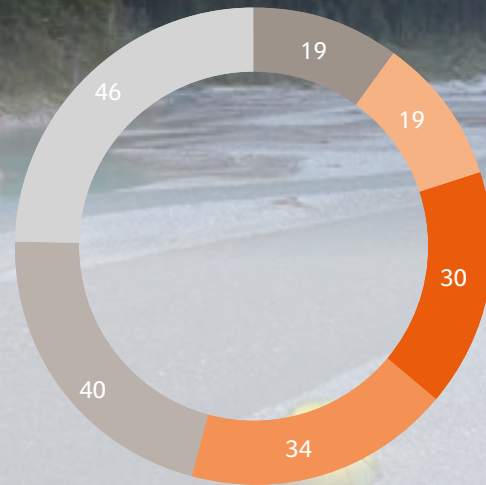
**A brand for all age groups.**



■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-65

Brand awareness per age group Survey:  
Participants n = 1,000, Germany, 07/2022, Appinio

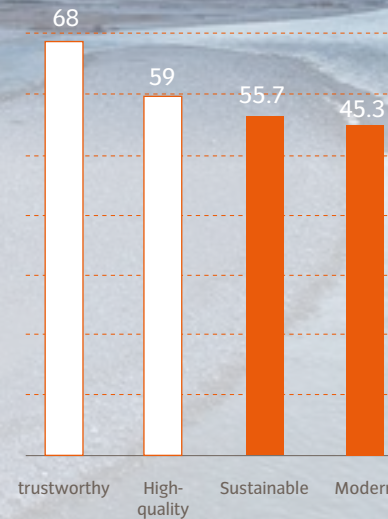
**VAUDE has high brand awareness among people with higher financial freedom.**



■ < 1000 ■ 1-2000 ■ 2-3000  
■ 3-4000 ■ 4-5000 ■ >5000

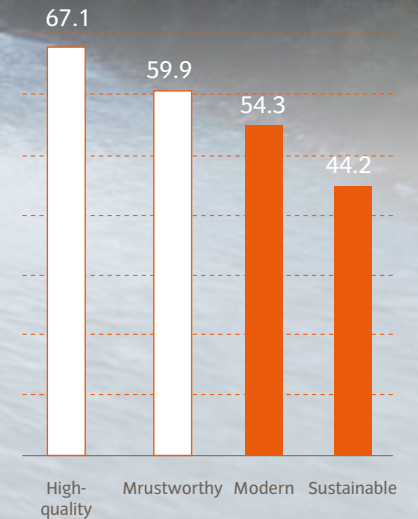
Brand awareness based on income Survey:  
Participants n = 6,000, Europe (DE, AT, CH, BE, NL, FR), 09/2022, Appinio

**Clear expectations for brands: Trustworthy, high-quality, sustainable and modern.**



How important are the following brand characteristics for you? ("important" and "very important") Survey:  
Participants n = 6,000, Europe (DE, AT, CH, BE, NL, FR), 09/2022, Appinio

**People appreciate VAUDE as a high-quality, trustworthy and sustainable brand.**

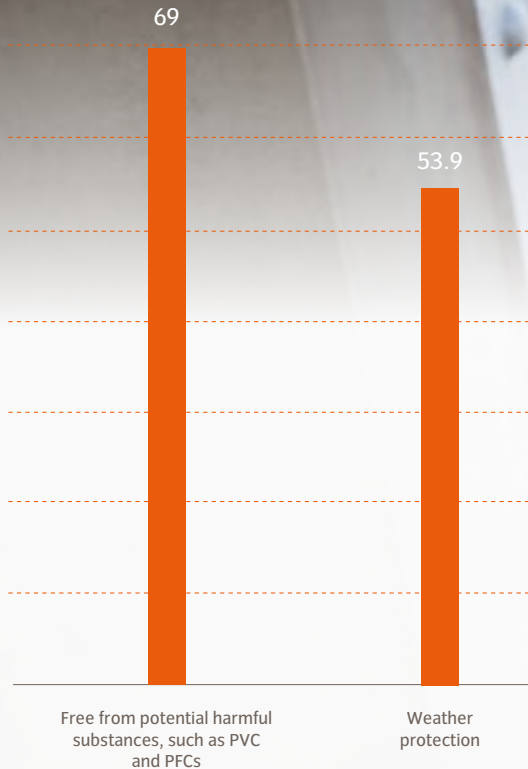


How strongly do these characteristics apply to the VAUDE brand? ("agree" and „strongly agree”) Survey:  
Participants n = 6,000, Europe (DE, AT, CH, BE, NL, FR), 09/2022, Appinio

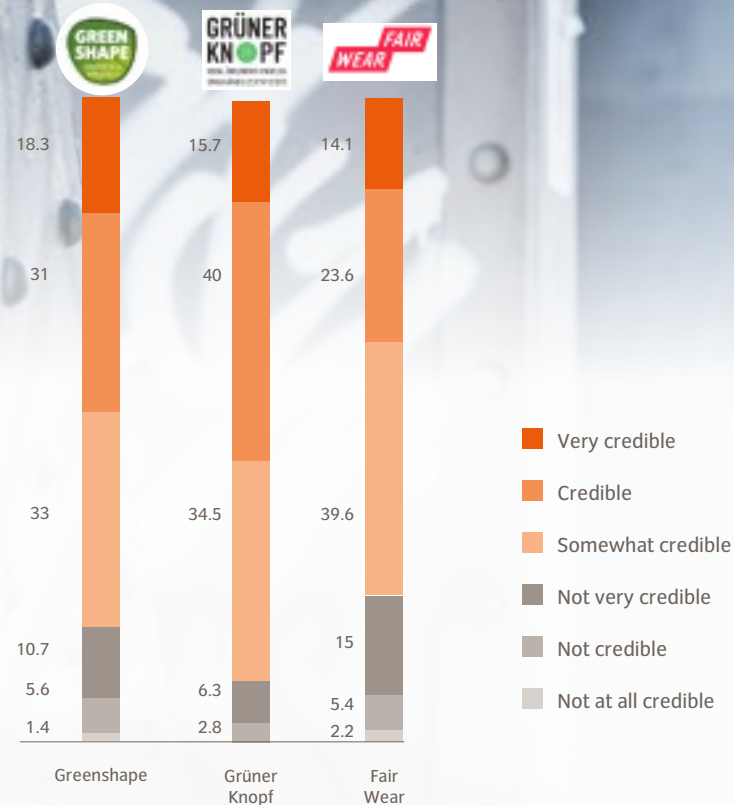


# What role does sustainability play for products?

**VAUDE customers value materials that are free of harmful substances more than weather protection.**



**Green Shape and Grüner Knopf on par when it comes to credibility.**



How important are the following aspects to you when it comes to outdoor clothing and gear? (much more important than other aspects) Survey: Participants n = 1,125, Germany, 03/2023, Appinio

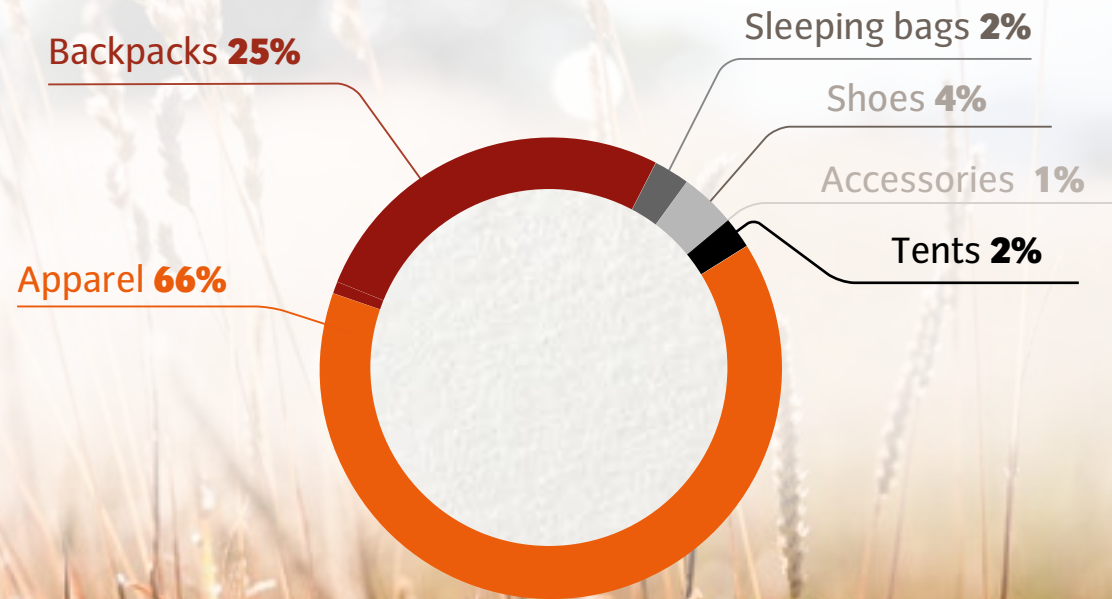
How credible do you think the following sustainability seals are? („somewhat credible“, „credible“, „very credible“) Survey: Participants n = 1,000, Europe (DE, AT, CH, BE, NL, FR), 06/2022, Appinio

# Sales by market area and product group 01/01/2022 – 31/12/2022

Market Areas



Product Groups

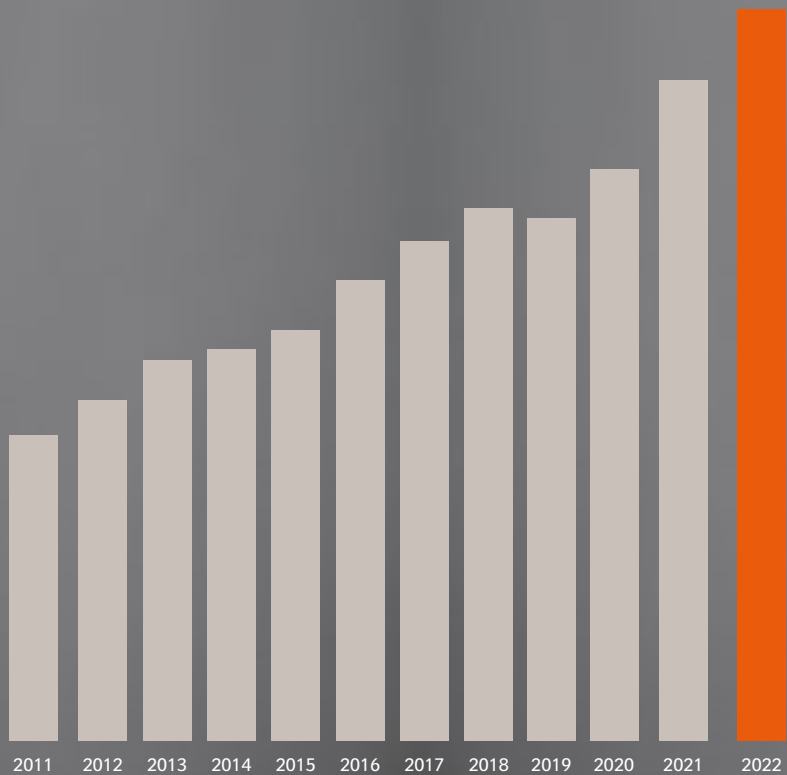




# “Sustainable business practices make us successful and crisis-proof.”

Jan Lorch, CSO

+17.9% +5.9% +6.7% +1.9% +3.1% +8.4% +6.5% +5.5% -1.7% +8.2% +17.6% **+13%**



## Total sales:

01/01/2022 – 31/12/2022

# +13%







# “Our franchise partners achieve above-average results with their VAUDE Stores.”

Birgit Bohnert, Management VAUDE Franchise

**+ 22%**

sales 2022 to 2021

like-for-like:  
**+14%**

**+ 4%**

sales 2023 to 2022  
(per 26/03/2022)

like-for-like:  
**+2%**

**+ 3,5%**

turnover  
like-for-like  
2022 to 2019

Averaged

**6%**

Revenue per year per  
store in the last  
4 years

Over

**10 Mio**

Euro RT Sales  
in 2022





# Our Spirit



## A major rethink

– therein lies the foundation for the products that are part of our circular concept.

- The principle of the circular economy is very close to our hearts – and at VAUDE, this had its conceptual origin three decades ago with our own recycling network, Ecolog.
- By reusing and recycling discarded products and raw materials, we can reduce the need for finite, fossil resources.
- We are very pleased to present our new collection, a steady continuation along our path of sustainability and an honest reflection of the circular economy.





**“We have been climate neutral as a company worldwide with all products since 2022.**

**We see great potential in the use of climate-friendly materials\*.**

**In addition, we are reducing emissions at our headquarters and in our supply chain with our science-based climate targets.\*\*”**

Uwe Gottschalk, Chief Product Officer

\* In our current S24 Collection, 75% of all VAUDE products are made primarily from recycled or biobased materials.

\*\* [www.vaude.com/en-INT/Company/About-us/climate-neutral/](https://www.vaude.com/en-INT/Company/About-us/climate-neutral/)

# Our science-based climate targets

verified by the Science Based Targets Initiative (SBTi)



## By 2026

Reduction of emissions from vehicle fleet and heating

VAUDE is committed to a reduction of 45% in its Absolute Scope 1 greenhouse gas emissions by 2026, using 2019 as the base year.

## By 2030

100% green electricity at our German headquarters

VAUDE is committed to continuing to source 100% of its electricity from renewable sources annually until 2030. (Scope 2)

## By 2030

CO2 savings in the supply chain

VAUDE is committed to a reduction of 50% in its Absolute Scope 3 greenhouse gas emissions for purchased goods and services by 2030, using 2019 as the base year.



### Measures to reduce emissions from our own energy consumption:

- VAUDE's photovoltaic system
- LED lighting throughout the company
- Energy efficient company building
- Energy management for items such as machinery
- Expansion of e-mobility
- Education on gas and electricity consumption
- Energy saving measures in winter



### Great leverage with climate-friendly materials:

- Goal: Products primarily made from biobased/recycled raw materials
- Proportion Summer 24: 75%
- Conserving fossil raw materials and reducing emissions



### The biggest challenge: Conserving energy and switching to renewable energy in the global supply chain

- Cooperation and collaboration with other outdoor brands
- EOG Climate Action Project > Supporting our suppliers
- Focus on fast and effective measures to conserve energy or switch to renewable energy sources

[< TABLE OF CONTENTS](#)





## Less blah, more action

- **to fair globalization**  
100% of our production facilities are audited  
Leader status Fair Wear since 2015
- **to sustainable consumption**  
71% Green Shape share (S24 collection)  
73% Green Button Share (S24 Collection)
- **to taking a new direction in our economic system**  
Economy for the Common Good Balance Sheet since 2014







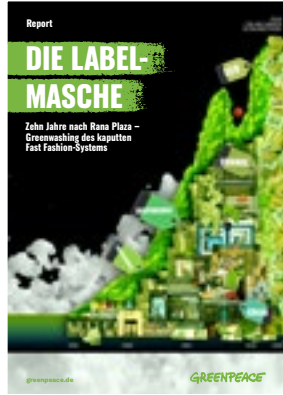
# Greenpeace Report: The VAUDE Green Shape label performs well!

"[...] If fashion brands are serious about reducing their negative environmental and social impact, they must work towards a decelerated, circular business model in the fashion industry that respects and focuses on the ecological limits of our planet as well as human rights and well-being. [...]"

Source: Greenpeace Report "Die Label-Masche", Greenpeace in Germany e.V.; Author Madeleine Cobbing, Viola Wohlgemuth, Yannick Vicaire; April 2023

Produkt	100% Baumwolle	100% recyceltes Polyester	100% recyceltes Polyester mit 10% Baumwolle	100% recyceltes Polyester mit 20% Baumwolle	100% recyceltes Polyester mit 30% Baumwolle	100% recyceltes Polyester mit 40% Baumwolle	100% recyceltes Polyester mit 50% Baumwolle	100% recyceltes Polyester mit 60% Baumwolle	100% recyceltes Polyester mit 70% Baumwolle	100% recyceltes Polyester mit 80% Baumwolle	100% recyceltes Polyester mit 90% Baumwolle	100% recyceltes Polyester mit 100% Baumwolle
<b>Produkt</b>	100% Baumwolle	100% recyceltes Polyester	100% recyceltes Polyester mit 10% Baumwolle	100% recyceltes Polyester mit 20% Baumwolle	100% recyceltes Polyester mit 30% Baumwolle	100% recyceltes Polyester mit 40% Baumwolle	100% recyceltes Polyester mit 50% Baumwolle	100% recyceltes Polyester mit 60% Baumwolle	100% recyceltes Polyester mit 70% Baumwolle	100% recyceltes Polyester mit 80% Baumwolle	100% recyceltes Polyester mit 90% Baumwolle	100% recyceltes Polyester mit 100% Baumwolle
<b>Wasser- und Energieverbrauch</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Chemikalien</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Soziale Arbeitsbedingungen</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Transparenz</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Greenpeace Label</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

[< TABLE OF CONTENTS](#)







## Progression toward PFC elimination with Eco-Finish

- Consumers expect outdoor equipment to be free of harmful substances, such as PFAS/PFC (see study on page 7).
- Since 2021, all materials for clothing, backpacks and shoes at VAUDE have been completely PFAS-free.
- VAUDE has not used polyfluorinated and perfluorinated chemicals (PFCs), which belong to the PFAS group, in waterproof membranes since 2011. In the following years, VAUDE succeeded in eliminating PFCs from more and more dirt and water-repellent gear and apparel in its collection:
- With the voluntary phase-out of PFCs, we have long been going far beyond the legal requirements.
- As a pioneer and trailblazer, VAUDE is today able to demonstrate that it is possible to offer PFC-free alternatives without our customers having to sacrifice important functionality.

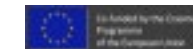
# “With scientific tests we lay the foundation for successful products”

Kai Vogt, Head of Innovation and Textile Hardware



## Innovations for a better ride

- We want our products to help all cyclists enjoy their own ride in the best possible way.
- Within the framework of four detailed studies, we scientifically investigated various aspects.
- We incorporated the results into the development of our seat pads.
- The seat pads are comfortable to sit on while providing optimal shock absorption.
- The seat pads include biobased and recycled materials.





3

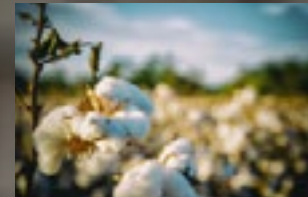


**Highlights**



# “Less environmental impact through biobased or recycled Materials\*!”

René Bethmann, Innovations management



“We create innovative products, solutions and services that are environmentally friendly and fair. Through sustainable quality and recyclable systems, we minimize our ecological footprint. In doing so, we show consideration for planetary boundaries and are a driver and role model for responsible global business.”

\* 75% of our articles have a share of recycled or bio-based materials that is greater than 50%.



# RECYCLE

*Reusing rather than replacing  
will make the world a better  
place.*



Outdoor gear and apparel made  
from recycled materials.

**RE**cycled  
materials contribute  
to climate  
protection

Conserves fossil  
**RE**sources and  
protects the  
planet

CO<sub>2</sub> **RE**duction by  
recycling used  
products



**RETHINK!**

*Creating circularity can change our world.*

Outdoor gear and apparel newly designed for circularity concepts that decrease waste and increase re-use and recycling.

All parts are made of **RE**cycled polyester; parts made of other materials can be removed

**RE**source-saving and efficient material cuts

Robust, lightweight **RE**parable and long lasting products





# NO BUT FOR YOUR BUTT

**Ideal seating comfort for our bike pants**

Made from biobased and recycled materials

Three completely newly developed seat pads

Study-based development by type of cycling and gender.



4

**Services  
for specialist  
retailers**





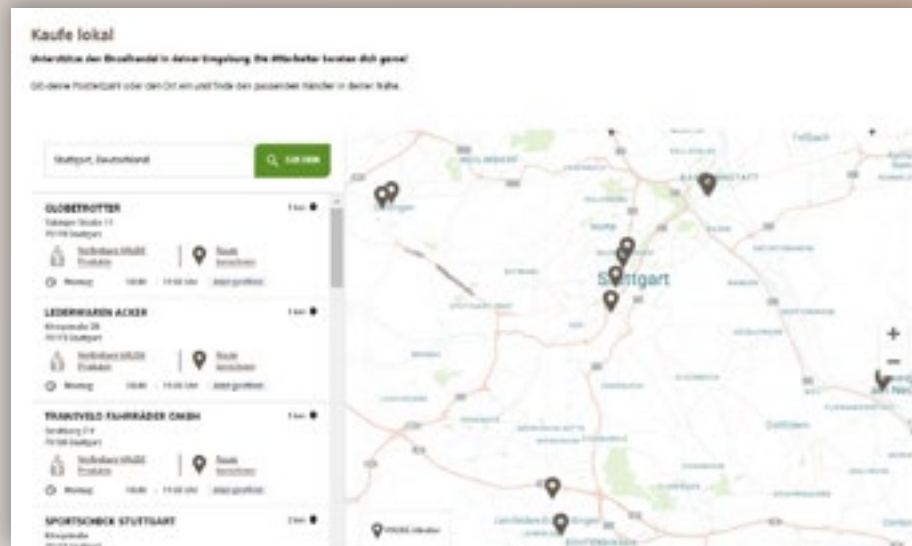
## OUTTRA



“I am delighted!

Since we have been using the OUTTRA system, customers have been coming back to our shop in the store because the product they selected online is available in our store. This service is appreciated.”

Claudia Schettel, owner,  
Sport & Mode Schettel



## Digital services for our customers (via our partner OUTTRA)

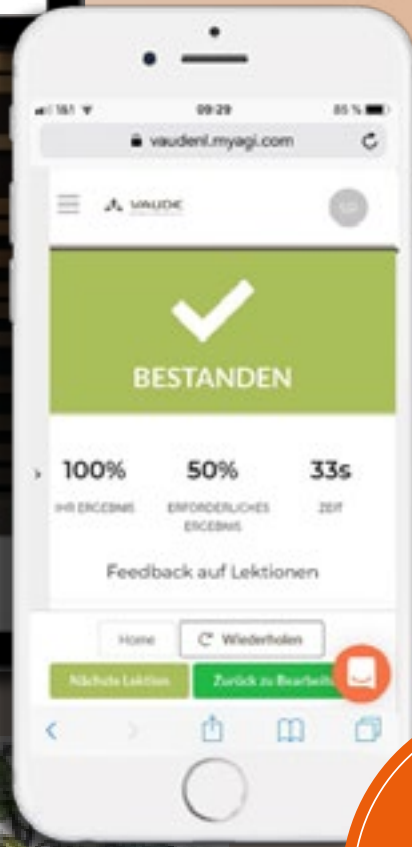
- **Easy access to product data and images** for your own online store (OUTTRA Data & Image Hub)
- **Increased visibility** through integration of merchandise availability of specialty retailers on vaude.com (OUTTRA Where-To-Buy Local)
- **Additional, detailed product information** on dealer websites (OUTTRA Product Lens)



Our extensive POS material can be found in our **marketing booklet S24**:







## Online training

- Online trainings with success control
- General brand & sustainability training and product-related lessons
- Free use
- Includes extensive expert knowledge:
  - 12 topics related to brand and all main VAUDE product groups
  - 125 lessons consisting of training text, video and quiz



Now with  
**over 100  
Lessons**  
!





# Green Shape Campus – we impart sustainable competence.

- We train sales staff to become ambassadors for sustainability.
- After the training, the participants can inform and customers on the shop floor and provide them with competent advice.







## The VAUDE Premium Partner Concept

### Advantages

- Competence in all aspects of repair service for greater customer satisfaction
- Spare parts box with the most important spare parts
- The entire VAUDE product range can be ordered via Premium Partner
- Ongoing training sessions covering product, service and sustainability issues
- Special Premium Partner POS materials (presenter, display, wooden display, sticker)
- Selected giveaways
- Exclusive use of the logo as a VAUDE Premium Partner



A man and a woman are riding bicycles on a city street. They are positioned under the large, intricate steel truss structure of a bridge. The woman, on the left, is wearing a maroon jacket and a white helmet. The man, on the right, is wearing a green jacket and a black helmet. Both are smiling and looking forward. The background shows a brick building and a white van parked on the street.

**We thank each  
and every one  
of you for  
accompanying  
us on this  
journey.**

 **VAUDE**  
*The Spirit of Mountain Sports*