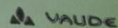




VAUDE

The Spirit of Mountain Sports



ERSTES TEXTILPRODUKT AUS HOLZBASIERTEM POLYESTER

Praxisworkshop "Biobasierte Kunststoffe"

René Bethmann

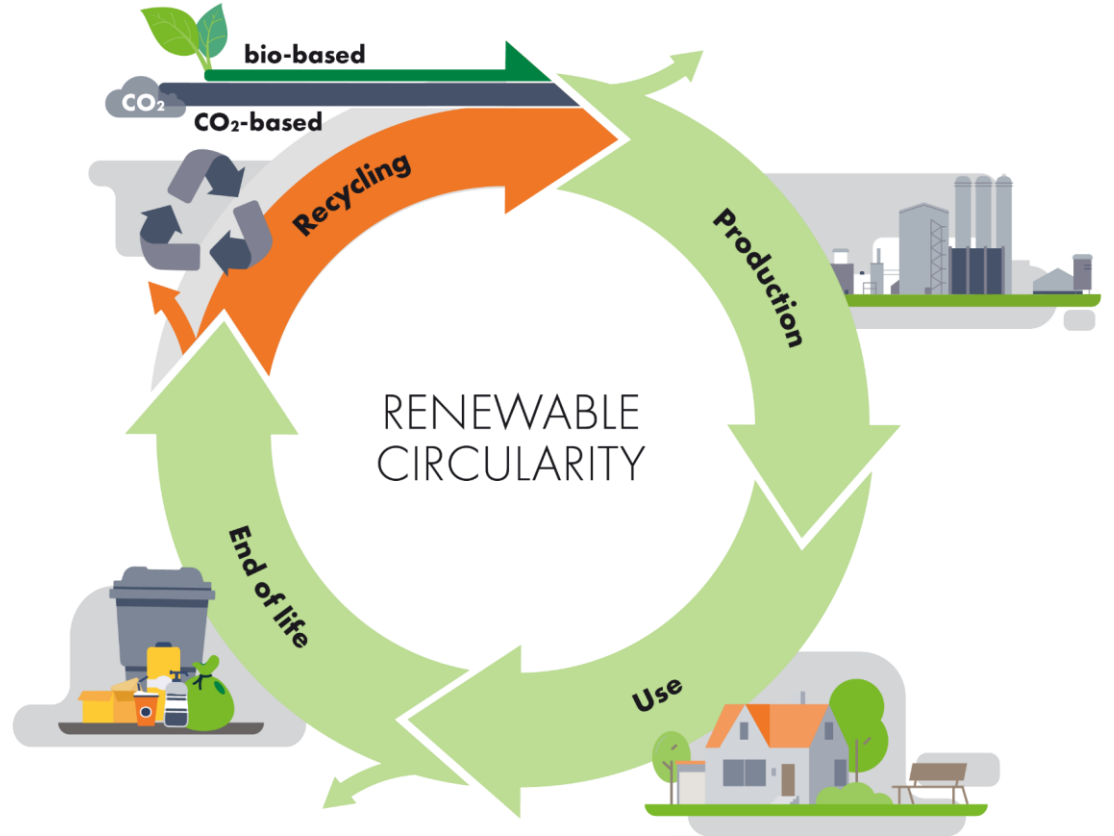
Senior Innovation Manager Materials / Consultant VAUDE Academy for sustainable business

VAUDE Sport GmbH & Co. KG



100% Recycling ist nicht möglich!

GANZHEITLICHER
ANSATZ





BEYOND RECYCLING

The future of fabrics - UPM and VAUDE think beyond recycling



PRESS RELEASE

15.6.2023 10:00 EEST

[UPM Biochemicals](#) and [VAUDE](#), a sustainable and innovative supplier of outdoor apparel, will produce outerwear made with bio-based chemicals and demonstrate that the textile industry can start the shift towards renewable materials today.

UPM recognises the acute challenge faced by the textile and footwear industries to find more sustainable solutions for the polyester and polyurethane used in their products. Approximately 60% of all materials currently used by the fashion industry¹ are made from fossil-based polymers. UPM will be producing new, climate-neutral materials from sustainably sourced forest biomass that will help replace fossil raw materials in the textile value chain.

In close collaboration, UPM and VAUDE will produce the first ever fleece jacket made from wood-based polyester. A small step with big impact as it will help close the gap between recycled fibres and sustainable virgin fibres and take performance fashion beyond fossils.



UPM and VAUDE develop innovative outdoor apparel to prototype a "fossil free future". (Picture: VAUDE)



UPM and VAUDE showcase the future of fabrics at ISPO Munich 2023 with first ever fleece jacket made from wood-based polyester

PRESS RELEASE

21.11.2023 10:00 EET

1. Meilenstein

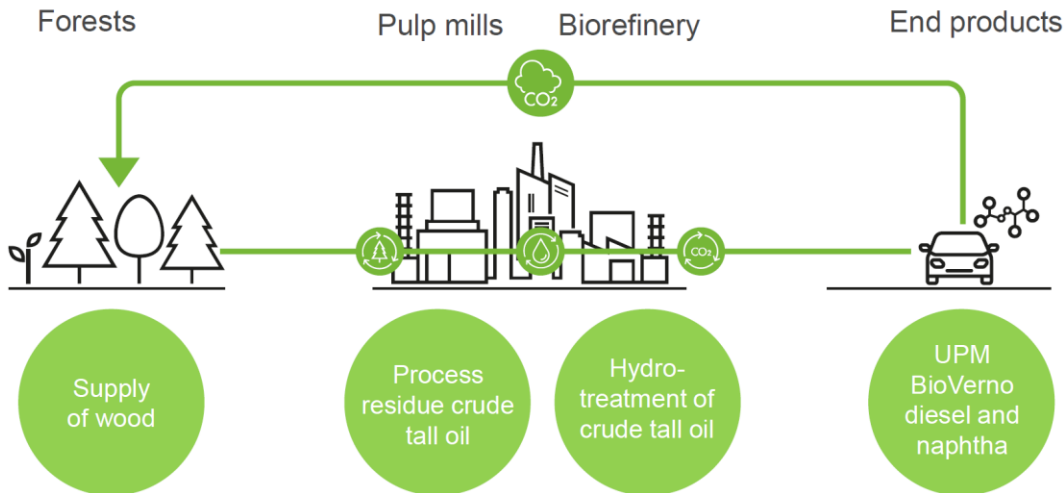
(UPM, Helsinki, 21.11.2023 at 10:00 EET) – The world's first ever fleece jacket made with wood-based polyester will be unveiled next week by [UPM Biochemicals](#) and [VAUDE](#) at ISPO Munich 2023, the world's largest sports trade show, where global sports business community comes together to share perspectives and shape the future of the industry. UPM and VAUDE collaborated closely to produce outerwear made with bio-based chemicals to prove that the shift towards renewable materials in textiles is possible already today.

Bio-based content: 30%



Der nächste Meilenstein für PTA

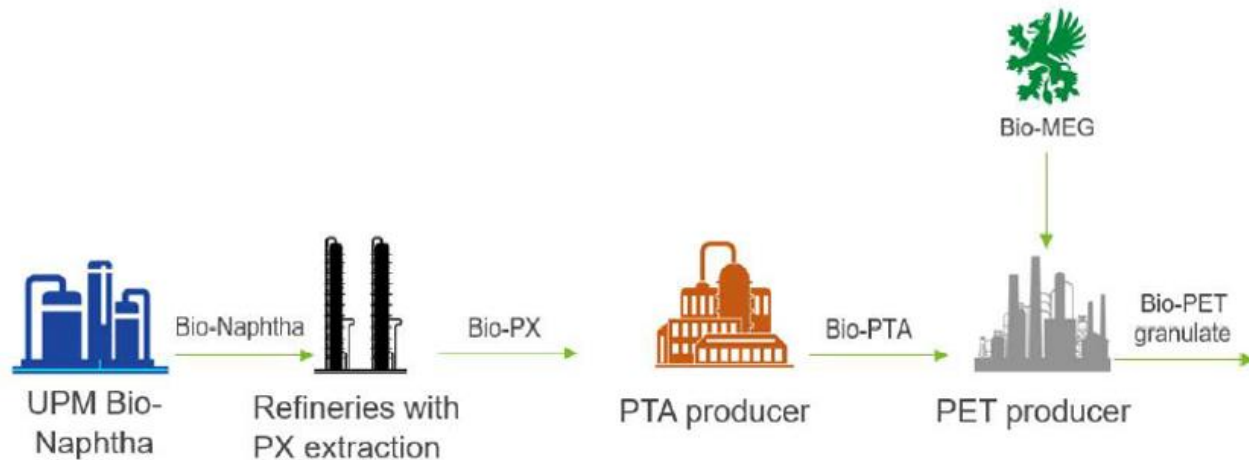
Lappeenranta – Providing a renewable and sustainable alternative for transport fuels and petrochemicals



→ Alternative zu fossilen Rohstoffen – der nachfolgende Herstellungsprozess bleibt unverändert



Finaler Meilenstein um 100% zu erreichen



→ 100% Polyester aus Holzabfällen



Danke für Ihre Aufmerksamkeit!

René Bethmann – Senior Innovation Manager Materials / Consultant VAUDE Academy for sustainable business

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