

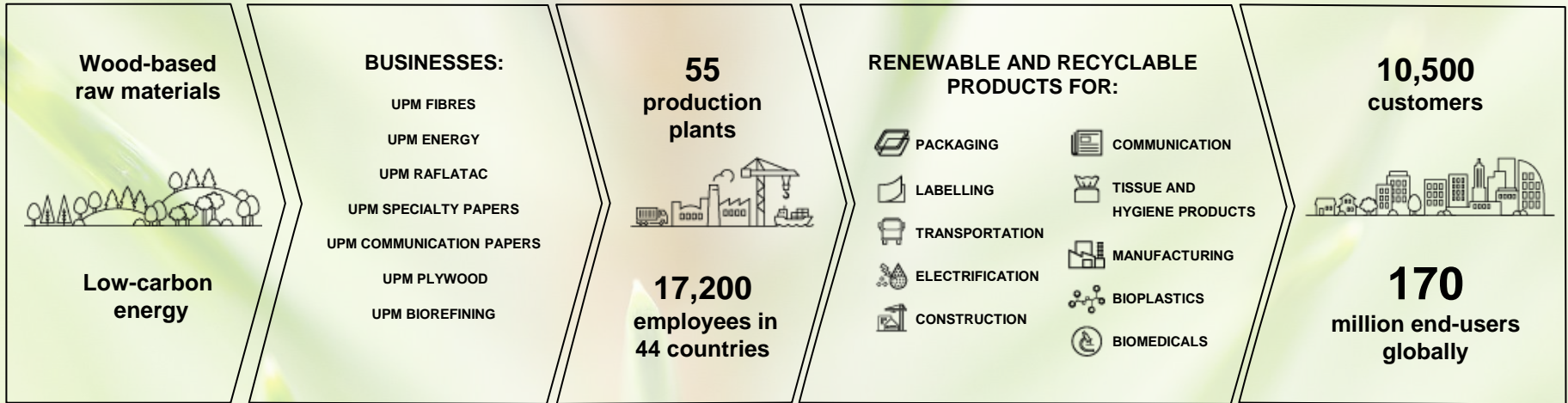
The Future of Fabrics with Renewable Materials

How VAUDE and UPM
think beyond recycling



VAUDE × UPM

This is UPM



What does a sustainable future really look like?



**Our aim is
to end fossil
dependency.**



VAUDE's 2024 climate target:

Products will be predominantly bio-based or recycled

An ideal UPM partner

VAUDE
Brand
Material
Goals



90%

By 2024, 90% of all VAUDE products will have to have a bio-based or recycled material content of more than 50%.



VAUDE thus follows the principle of the circular economy; by using renewable raw materials or recycling materials, fossil resources are conserved and CO₂ emissions in material production are significantly reduced.

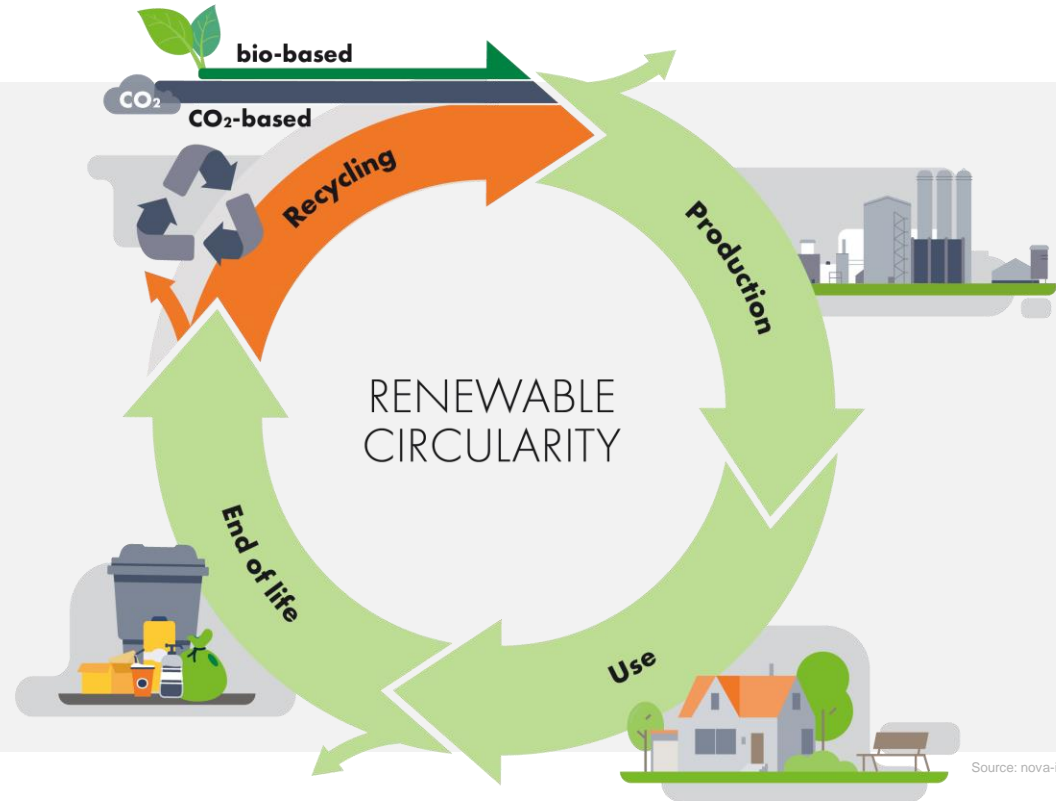
**Addressing
the polyester
elephant
in the room:**

**Can recycling
ever be enough?**



100% circularity is not possible!

A holistic approach to a new, sustainable circular economy is needed.



Source: nova-institute.eu

**We are pioneering
sustainable
chemistry and
transforming
industries.**

Beyond fossils!



Source: Leuna Biorefinery, 2023



**UPM's BioMEG
enables ...**



... Integration
in high-value product
applications

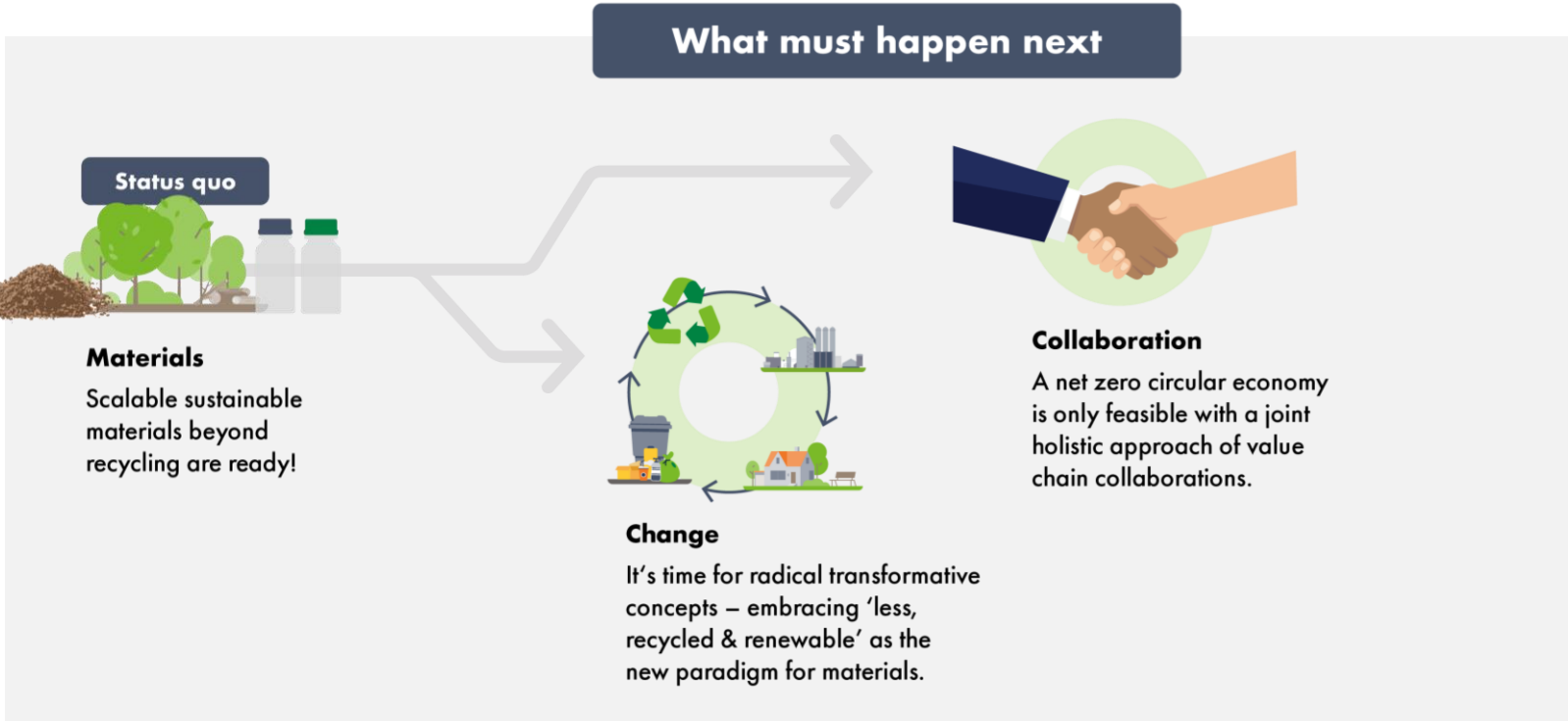


... Sustainable Substitution
of fossil components without
compromising on quality

**Our VAUDE prototype fleece
jacket using UPM's BioMEG
clearly shows that the time
for excuses are over!**

It's time to turn ambition into action!

UPM Biorefining has several solutions for textiles



**Let's turn ambition
into action together!**

**#NoExcuses
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