

The Future of Fabrics with Renewable Materials

How VAUDE and UPM think beyond recycling





This is UPM

Wood-based raw materials

Low-carbon energy

BUSINESSES:

UPM FIBRES

UPM ENERGY

UPM RAFLATAC

UPM SPECIALTY PAPERS

UPM COMMUNICATION PAPERS

UPM PLYWOOD

UPM BIOREFINING

55 production plants



17,200 employees in 44 countries

RENEWABLE AND RECYCLABLE PRODUCTS FOR:



LABELLING





CONSTRUCTION



COMMUNICATION



TISSUE AND HYGIENE PRODUCTS



MANUFACTURING



BIOPLASTICS



(A) BIOMEDICALS

10,500 customers



170 million end-users globally

UPMBIOFORE-BEYOND FOSSILS



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

90%

VAUDE Brand Material Goals By 2024, 90% of all VAUDE products will have to have a biobased 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:

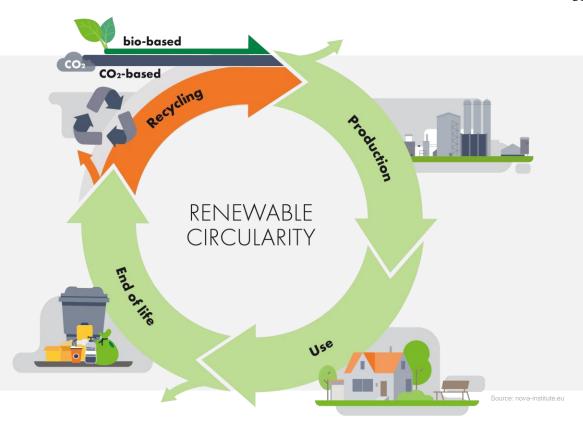
Can recycling ever be enough?





100% circularity is not possible!

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





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 david.mccann@upm.com