



## Two thirds of ODLO's production now comes from recycled or natural sources

### *Company acknowledges major milestone on Global Sustainability Day*

(Wednesday October 26th, Hunenberg, CH) – ODLO proudly acknowledges another major milestone on its sustainability journey, with 66 per cent of everything the company creates now being made from recycled or natural sources.

The milestones marks an increase of recycled or natural materials use by 15 per cent, year-over-year - a big step on its stated objective of 100 per cent by 2030.

*"I want to look my children in the eye and say we are now taking the right actions to respect both people and mother nature, so that eventually their children also can enjoy a fair and healthy planet," noted Knut Are Høgberg, ODLO's CEO, about the achievement, recognised on Global Sustainability Day.*

### **Sustainability – part of ODLO's DNA**

Global Sustainability Day was created to put sustainability on the global stage, serving to remind everyone of the importance of caring for the environment and how we must play a role in protecting the planet.

Sustainability has always been a part of ODLO's DNA. As a leading performance apparel brand, the company is focused on finding sustainability solutions – be it recycled material use, manufacturing with solar and more – in hopes we can preserve the spaces we love long into the future.

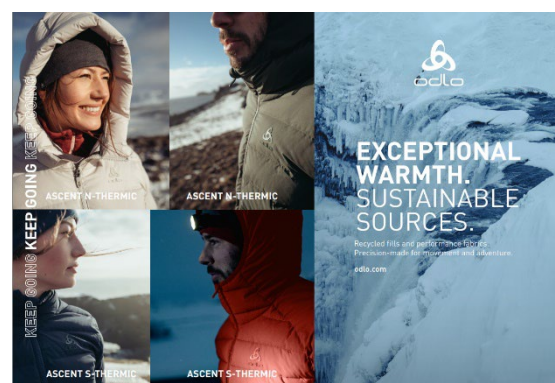
### **Conscious product creation**

ODLO's use of sustainable materials has evolved dramatically in the recent years; it is now their key guiding principle when it comes to sourcing fabrics. Rebekah Ziegner, ODLO's senior materials manager, explains, *"Selecting a non-recycled fabric is really a no-go, and I'm trying to integrate this ethos across the entire product line. Garment function is the main focus, but the preferred materials are recycled or natural. If this would compromise the full function of the garment, we need to rethink the design."*

To cement their commitment to sustainability, ODLO has set an ambition to work only with recycled or natural material sources by 2030, evidenced in the 15 per cent year-over-year increase from 2021.

Examples from their current collection include:

- **Exceptional warmth from sustainable sources** – ODLO's new outdoor jacket collection for FW22 utilises sustainable materials to deliver uncompromising performance. The **N-Thermic** line up of down filled jackets are made with recycled insulation from Neokdun® - a sustainable natural down filling that comes from bedding and apparel items that have reached end of life, while the **S-Thermic** models are powered by G-LOFT®



and PrimaLoft® premium insulation - a synthetic insulated fill made entirely from post-consumer recycled waste.

- **WeAct kids' collection** - in June 2022, ODLO launched a cool, new technical kids' clothing capsule made entirely from leftover 'waste' fabrics that would otherwise have ended up in landfill or elsewhere. This colourful, stylish and practical kids' clothing collection breathes new life into what would previously have been considered as 'waste' and is set to divert 12.3 tons of fabric from being thrown out or incinerated.



### **Making an impact. Step by step.**

The next few decades will be critical to tackling one of humanity's most significant challenges and while this result is a milestone for ODLO, they recognise that this is a small step forward on a bigger journey. That said, small steps can make a big impact and they are committed to keep driving sustainability forward, while still delivering the innovative, high-performance apparel for which they're known.



[ODLO](#) engineers long lasting and largely sustainable technical apparel for active, passionate people. Simple as that.

All seasons. Every environment. Our clothing is designed in Switzerland from the inside out, iterating on an industry-defining approach to layering we created 75 years ago, and applying that same standard of precision to everything we make.

Outside or in. Fast or slow. From base layers and beyond. We're extremely proud to fuel the active lives of people in nearly 40 countries around the world. And to them we say, keep going.

Press contact:

ODLO International AG, Public Relations

Bösch 47, CH-6331 Hünenberg, Switzerland

[publicrelations@odlo.com](mailto:publicrelations@odlo.com)



[Download press pack](#)