

Information for immediate publication

## EDELRID Receives Baden-Württemberg Environmental Award 2024

**Isny im Allgäu, December 11, 2024**—This December, EDELRID was delighted to receive the environmental award for companies in Baden-Württemberg. The Allgäu brand was named winner in the category for industrial companies with up to 250 employees. The Ministry for the Environment, Climate and Energy Sector selected EDELRID for its particularly ecological and climate-friendly focus as well as its continual commitment to environmental protection.

The judging panel for the environmental award highlighted EDELRID's extensive and in-depth knowledge as well as its intense in-house research work, both of which come together to enable responsible product innovations in the field of personal protective equipment (PPE). This includes the use of recycled materials, the development of durable products, and the implementation of energy-saving manufacturing processes. Praise was also given to the focus on information sharing and the cooperation within the industry aimed at driving responsible practices.

*“The award recognizes the contribution of all employees, who work as a ‘rope team’ and venture down new avenues together, transcending boundaries as they go. This enables us to act responsibly in a wide range of company areas such as product development, energy supply, and mobility”, says Gianina Illing, environmental officer at EDELRID, adding: “The fact it demonstrates that you can act responsibly even in the PPE industry, where uncompromising quality is crucial, makes the award particularly precious to us. As a company from a niche industry, we’re also delighted to have shown that anyone with the right resources available to them can play a part in overall success and help to develop award-winning products or comprehensive strategies.”*



*From left to right: Minister for the Environment Thekla Walker, Vitus Wuhrer and Dr Gianina Illing. Copyright holder/photographer: Martin Stollberg*

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It is well known that EDELRID has used innovative and environmentally friendly production processes to minimize the ecological effects of its products for many years. The 'reduce, reuse, recycle' philosophy is at the heart of this.

Several examples: The **NEO 3R 9.8 MM** climbing rope is made from 50% pre-consumer rope waste. Thanks to a sophisticated combination of various recycling methods, the recycled content has now been increased to 100%. This has made it possible to almost halve the greenhouse gas balance of the new NEO 100 3R. The portfolio of responsibly manufactured products also includes the **BIRDLIME 1R**, a new rope for 2025 made from bio-based material, the **SWIFT 48 2R**, which reuses yarns left over from production processes, and the Eco Dry series with PFAS-free impregnation, which has been used since as far back as 2017. In the hardware field, the **HMS BULLETPROOF ECO** carabiner is particularly durable thanks to its steel insert, while its non-anodized design reduces the use of chemicals during the manufacturing process.

For EDELRID, a responsible approach also includes knowledge acquisition and knowledge transfer. EDELRID is committed to researching and understanding every last detail with regard to the production, use, and impact of its products, as well as to making this information publicly available. This not only applies from a safety perspective but also with regard to ecological and social aspects.

All of these measures, values, and missions form part of a holistic concept of responsible product design with the lowest possible ecological footprint.

### About EDELRID:

Since its establishment in 1863, EDELRID has developed into a leading manufacturer of personal protective equipment (PPE), especially ropes and climbing equipment. EDELRID products are developed for mountaineering and climbing. Furthermore, EDELRID climbing equipment is used for professional purposes, for example for work safety, industrial climbing, tree care, mountain rescues, and rescues from heights. The company is particularly characterized by outstanding innovation and its focus on sustainability. EDELRID specializes in the development and production of ropes, and brought the first bluesign® certified ropes to the market. All product development activities take place at the head office in the German town of Isny im Allgäu, where 60 percent of all products (including 100 percent of ropes) are produced. This guarantees not only exceptional quality and functionality, but also ongoing innovation. The renowned climbing shoe brand Red Chili has been part of EDELRID's product portfolio since 2017. Since 2022, the EDELRID Group has also included avalanche backpack manufacturer ABS Sports + Protection GmbH & Co. KG.