

uvex group



Press Kit 2016

protecting people

since 1926



1926 // The first logo of "Optische Industrie-Anstalt Philipp M. Winter": In 1926, company founder Philipp M. Winter began producing safety spectacles in a factory in Fuerth/Poppenreuth. **1930 //** This is how the first ski goggle models looked in the early 1930s. **1936 // From Fürth to the Himalayas:** German mountaineers climb Nanga Parbat wearing glacier spectacles made in Fuerth. **1948 // Expansion of eyewear production using plastic injection moulding technologies:** the product range now includes plastic models alongside metal frames. **1952 // Commitment to elite sport:** Numerous athletes are equipped by uvex – not just in motor sports, but also winter sports, for example at the Winter Olympics in Oslo. **1956 // The uvex brand is born:** after a period abroad in the USA, Rainer Winter realised that the name "Winter" was unsuitable for sunglasses. He proceeded to register the global brand, derived from "UltraVioletEXcluded". **1965 // Production site on Wuerzburger Straße, Fuerth:** expansion into different business areas, in particular plastic injection moulding production, at the Würzburger Straße site which was to become the company's headquarters. **1970 // Onset of the most successful growth years:** The newly formed management presses ahead with strategies to internationalise and diversify the company. uvex champion are the first anti-fog ski goggles – fashionable sunglasses are sold under the Filtral brand – uvex product range supplemented by inclusion of safety shoes. **1987/88 // Cycling helmets "made in Germany":** The Airtech cycling helmet is extremely light and safe on account of a combination of EPS and ABS materials never before seen on the market. **1990 // Elite sport is in our DNA:** uvex supplies the world's best skiers, ski jumpers, luge athletes, cyclists and motorcyclists. The winner's podium is a symbol for uvex and still part of today's company's vision. **2005 // Founding of the uvex academy:** the first private sector educational establishment in the field of industrial health and safety and personal protective equipment (PPE). **2012 // Leader of innovation:** uvex safety and uvex sports continue to innovate with products such as the uvex variotronic, uvex take off ski goggles, uvex pheos eyewear and helmet and the uvex phynomic safety glove. **2014 // uvex celebrates its most successful Winter Olympics ever in Sochi:** 450 athletes, including Felix Neureuther, Marlies Schild, Felix Loch and Anna Schaffelhuber for Alpina, won a total of 62 medals. **2016 // Award:** Brand of the Century in the industrial safety spectacles category.



90
years

Dear journalists,

uvex will celebrate its 90th birthday in 2016: 90 years of the uvex group means 90 years of innovation in line with our philosophy of "protecting people" reliably at work, in sports and during leisure pursuits. Our path from small craft workshop to international brand has allowed us to make a telling and successful contribution to the history of German industry. uvex has been an established name as specialists in the fields of sport and industrial health and safety for many decades. Today, uvex stands for the highest possible reliability and quality as well as for new, pioneering innovations. Also for this reason, more than 1,000 elite athletes around the world place their trust in uvex products, including many German sporting stars from the worlds of winter sports, cycling and equestrian pursuits.

Despite our global positioning, uvex is a family company whose headquarters remain in Germany today. We feel an obligation to our headquarters in Fuerth and, even after 90 years, the majority of our own manufacturing plants are in Germany and Europe.

In this press kit, you will learn more than just about the uvex brand's beginnings and which technologies and innovations we are known for. You will also gain an insight into the people behind our success – our employees – and how much we value close collaboration with international elite athletes. As a third-generation family company which operates independently of banks, we intend to continue value-oriented growth, thereby laying the foundations for a successful future.

The topics covered here should serve as inspiration for your research. I warmly invite you to discover the uvex brand in greater depth. Alternatively, you can also contact me directly so that together we can devise fascinating topics for your readers.

Michael Winter
Managing Partner
uvex group

Family Governance

“We have a lot planned out”

1

The first generation

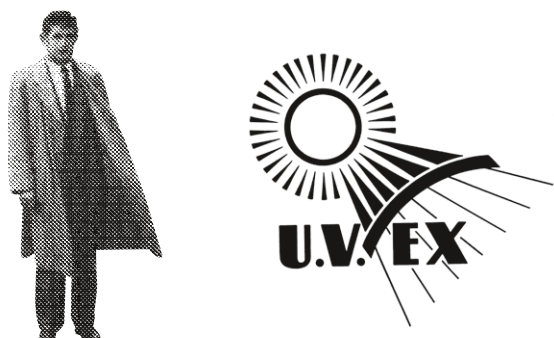
uvex's success story begins in a small building in Poppenreuth on the outskirts of Fürth: Philipp M. Winter makes the first safety spectacles here in 1926, which are elaborately crafted by hand. Demand for his products soon extends beyond just labourers and craftsmen: by the 1930s, he was also equipping athletes with goggles produced in Fürth.



2

The second generation

In 1962, Rainer Winter, Philipp M. Winter's son, is appointed Managing Director alongside his father. Rainer Winter develops the uvex brand, an abbreviation of the quality seal for lenses “UltraViolet EXcluded”. From this moment on, all sports and leisure products are, and continue to be, sold under the uvex brand. Under his leadership, the internationalisation and diversification of the group is successfully driven forward.



3

The third generation

Even while still at school, Michael Winter begins to work in the company during his holidays. Rainer Winter's son gradually takes on greater responsibility for business functions. At the age of 26, he is sent to the USA to work on the development and expansion of the North American market. After his return to Germany in 1992, he assumes responsibility for marketing at uvex sports, then management of the motorsport and cycling segments. In 1999, he becomes Managing Director of the uvex group. This means that he holds overall responsibility for a turnover of EUR 387 million (2014/15 Financial Year) and 2,300 employees all around the world.

Michael Winter's particular interest has always been in how strong brands invoke fascination and desire. His conclusion: “You have to know what matters to people in order to matter to them.” Within the framework of a sophisticated brand strategy and with a revamped corporate design, he is devoting his time to successfully leading the uvex brand into this era of globalisation and digitisation. “Brands need to move with the times and repeatedly question their own motives”, says Michael Winter, when asked about his responsibility to the brand. “This doesn't only affect the brand identity, but also the substance of the company from its products, to the range, management culture and – of course – the employees.”

In 2014, he establishes the uvex group as an employer brand with its own logo. While the long-standing uvex product brand remains for customers and end consumers, the employer brand is aimed at both potential and existing employees. In the future, it will be responsible for communicating the attractiveness of the family owned company from Fuerth as a globally positioned employer.



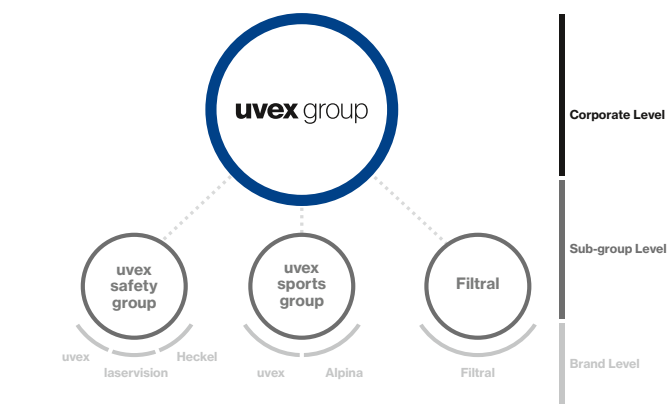
90
years

4

The fourth generation

...is in the starting blocks. By gradually transferring ownership of the company from the second to the third generation – and now even from the third to the fourth – we are making provisions for the future. Michael Winter explains: “We have a lot planned out and are laying the foundations for uvex to remain a family-owned company as the fourth generation takes the reins. “It was important for us to make the right decisions today with regard to succession planning in order to ensure the company's long-term future.”

A family constitution which enshrines the most important company rules and standards has been jointly signed with the aim of bringing the family owned company safely and securely into the future. Among other aspects, this family governance regulates interaction between shareholders themselves and with the business.



The umbrella brand uvex group ist he shared basis.
The product brands uvex are further developed and defined.
Each has its own identity and aims for a different target group.



In order to have satisfied employees, various actions and activities
in the area of work life integration as well as family and health policy
following the idea of “business is people” were introduced.

Those who identify with a trusted brand bring these values to life on a day-to-day basis in their work. In turn, they make a valuable contribution to the corporate success of a company. After the introduction of a new corporate design and a sophisticated brand philosophy process consultation, Michael Winter has prioritised the topic of Brand Governance, with brand training introduced for all employees. The outcomes of the brand philosophy will then be incorporated into a concrete set of guidelines. Employees will subsequently be coached in this through brand training covering company philosophy and values. Michael Winter: “One of our brand values, for example, is enthusiasm. We want to be sure that our employees also know what this means for them as they go about their everyday work.”



The pioneer of the uvex brand – An interview with Rainer Winter

Rainer Winter joined “Optische Industrie-Anstalt Philipp M. Winter” 60 years ago, a date which now marks the birth of the uvex brand. The company founder’s son realised that the success of a product is dependent on an incisive brand and effective brand management.

You joined your father in the company in 1955, at the age of 20. How did this come to pass?

After attending grammar school, I initially studied at the Business School in Nuremberg. My father, Philipp M. Winter, wasn’t all that impressed. He wanted me to join the company as soon as possible. I studied for two semesters before he told me: “You can give up now!” I should add that my father was not in good health at the time and just wanted the best for the company.

So in the end, you complied with his request?

Yes, but under one condition: I could spend a year in the USA before joining the company.

Why the USA?

In many ways, the USA was ahead of Germany at that time, above all with regard to corporate strategy. I simply wanted to learn from the Americans. My ticket to the USA was secured via a trainee programme for young talent run by Carl Duisberg Society, a foundation of Bayer Chemie. The programme consisted of three months at college followed by a six month internship.

Where did you work?

At Helene Curtis hair and cosmetics. This company made shampoo and a range of other hair care products. I wanted to find out how brands are developed and about modern marketing strategies. I learned a great deal from the marketing manager and together with him, launched a shampoo brand in Mexico. That was obviously a fantastic experience.

Let’s bring it back to Germany.

What happened when you joined your father’s company?

I initially asked him to let me take charge of one of the five sectors of the company, which I could then manage autonomously. I assumed responsibility for the sunglasses segment to begin with. First, I looked in detail at everything, with a particular focus on how the sales organisation was structured and the ways in which we tried to appeal to customers.

„It is only by being aware of our past that we can successfully shape our future.”

Rainer Winter

How was the brand name uvex developed?

Our sales manager at that time was unable to explain to me why our sunglasses did not have a name. Our products were simply sold as Winter sunglasses, which didn’t make much sense. So we set about developing a name which would reflect the distinguishing feature of our glasses: “ultraviolet excluded” – UV protection. We decided on the abbreviation uvex. This name was then step by step adopted for all the products we were selling.

You not only changed the name, but also restructured the sales organisation.

Yes, because in comparison with other companies, we lacked a structured sales organisation for our sunglasses. We simply sold our sunglasses to anyone who wanted them. Alongside the introduction of the brand, we also focussed our sales efforts, which proved to be a successful move. Sales increased substantially, which actually surprised my father. He didn’t think that was possible.

uvex quickly developed from a German company to a global group. How did you manage that?

Above all, by focusing on cost and the market. We started with the countries we could serve well from our base in Fürth, such as Austria and Switzerland, and then gradually continued to expand.

However, despite now being strong internationally, we have maintained our headquarters in Fürth and continue to generate 50% of sales here in Germany. The domestic market has always been of particular importance to us and that will remain the case in the future.

In its 90 years, uvex has never been reliant on a single product. What do you think are the reasons for its ongoing success over such a long period?

There are several cornerstones to the success of uvex. uvex safety group has been performing really well for decades, while the uvex sports group is also extremely important to the group. We must not forget that there is great competition in our industry. Our advantage is that we have established our position as a specialist for certain products. Today, uvex stands for the highest possible reliability and quality as well as for new, pioneering innovations. I am proud to see my son, Michael, and his team continuing to promote these brand values and to work towards the brand’s success.

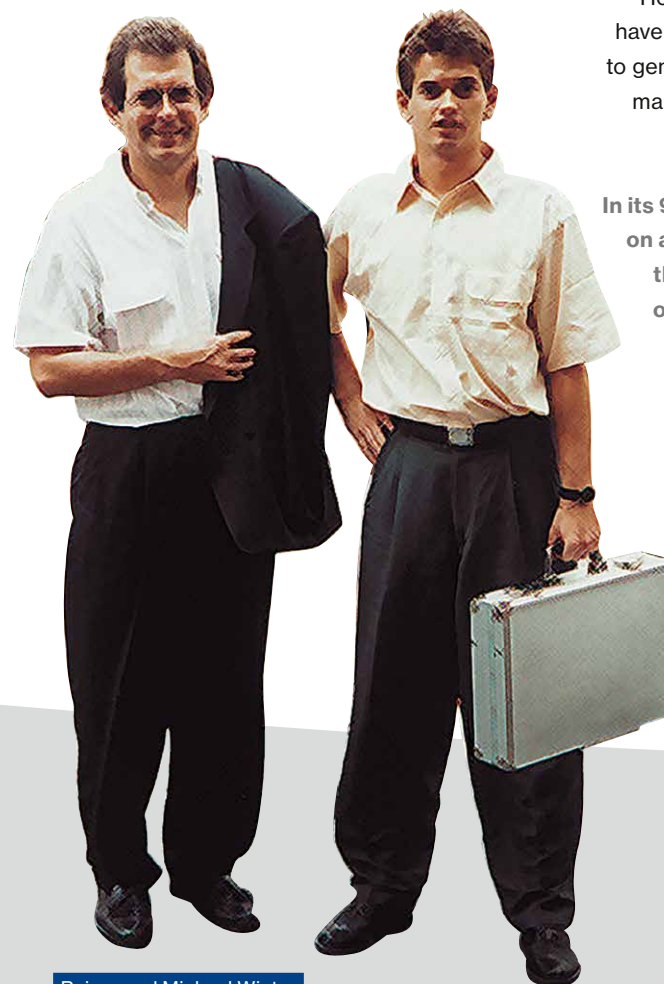
90
years



1956: The first logo



Rainer Winter's first
advertising photo



Rainer and Michael Winter
travelling on business in 1988

Coating expertise “Made in uvex”

Temperature, air humidity or pollution: regardless of which external factors are present in a particular working environment, uvex's innovative coatings provide a suitable solution. With a total of 90 years' experience in the areas of industrial health and safety and sport, the Fürth-based family-owned company has gained comprehensive expertise. uvex uses this know-how to develop a wide range of coatings, primarily in Fürth, via sophisticated manufacturing processes. These deliver unobstructed vision, be it on snowy ski slopes or oil and gas platforms in Siberian temperatures, as demonstrated in our practical example.

“Continuous research and development (R&D) activities in the field of modern coating technologies are the basis of what we do,” explains Harald Frank, Eyewear Product Group Management at uvex safety group. The fundamental research division is responsible for the development of functional coatings, from lenses to to developments which are ready for production. Whether scratch-resistant or anti-fog, all coatings produced at uvex are developed and tested in-house by a team of nine employees before they are added to lenses at our plant in Fürth.

Coating systems

Harald Frank: “We do not use any prepared varnishes. Instead, we source selected raw materials which we then optimise. Often, these are produced exclusively for uvex. This means that they cannot be bought freely on the market.” The same applies to the coating systems for which the entire application technology is “made in uvex”. Individual components such as raw materials, formulae and machinery are brought together by uvex employees to form an ingenious and unparalleled system. In the event that

a machine must be repaired, an internal technical service is available. The secret behind the coating lies in the varnish, which ensures that uvex coated lenses are both durable and feature the required characteristics. Four chemical experts in the fundamental research division are responsible day in, day out for developing the optimal composition of the varnish. Varnishes must be durable and perform well in terms of scratch resistance and anti-fog properties. Once developed, uvex does not only rely on the results of tests conducted in internal laboratories, but also subjects the coating to tests worldwide in the relevant climate zone.

Clear vision at -30 degrees

Harald Frank also travels far and wide, for example to regions such as West Siberia, in order to put ambient temperatures to the test first-hand. It was in various locations here that the uvex supravision plus coating, which was first announced in Autumn 2015, underwent the ultimate acid test. Among these was an oil platform which extracts hot drilling mud from the ground in temperatures of -30 degrees. “When the hot mud comes into contact with the extreme

cold, a lot of fog and smoke is produced,” explains Harald Frank. Platform workers are caught in the middle of these as they attempt to control the filter which separates drilling water from the mud. “The uvex supravision plus coating allows workers to go into the steamy area and work with unobstructed vision even in extremely cold temperatures.” All previously tested products fogged up straight away, meaning that the platform workers had to remove the glasses to be able to see anything at all. Frank: “That’s exactly what we wanted to avoid. After all, only eyewear which employees actively enjoy wearing and is suitable for all application scenarios actually offers real protection.” The uvex supravision plus coating has now been implemented across an entire product range, which is particularly well-suited to being used in the oil and gas industry.

This solution allows Harald Frank and his team to fulfil special customer requirements from around the world. “Customers often come to us when they have special requirements,” he explains. “Together, we then work on briefings with a view to developing solutions for customers or particular industries.” They know that they can fully rely on uvex's coating expertise: from the initial idea, across the R&D process to manufacturing using the latest manufacturing techniques. “Made in uvex” means that the entire value chain is controlled by the family-owned company. This approach also applies within the sports division. Here, it is not international customers but rather elite sportsmen and women. Their special requirements are the focus of our work. They also put our ski goggles to the acid test. The feedback from this is then incorporated in the work of product managers and coating specialists in the sports division, who are constantly communicating with each other to ensure that uvex products are continually optimised.

Coating systems, perfectly adapted to the respective working environment:

uvex supravision sapphire:

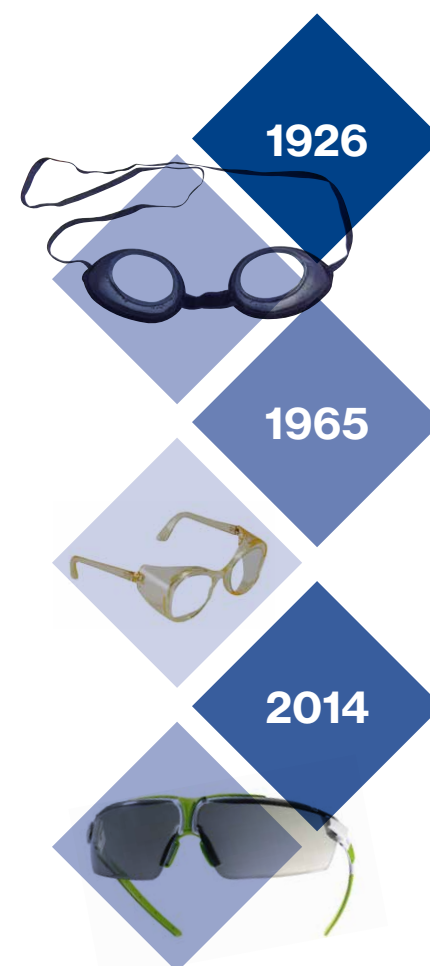
- Extremely scratch-resistant on both sides
- Highly resistant to chemicals
- Lenses easy to clean thanks to nano clean effect
- Dry, temperate environments with a high degree of pollution e.g. quarries

uvex supravision excellence – the “classic” uvex coating

- Scratch-resistant on the outside
- Anti-fog on the inside (more than 18 seconds)
- Highly resistant to chemicals
- Lenses easy to clean thanks to nano clean effect

uvex supravision plus

- Non-fogging on both sides (more than 30 seconds)
- Suitable for application in extreme ambient temperatures and conditions e.g. food industry, cold stores



A glimpse back in time

The first hand-made safety spectacle lenses were manufactured by company founder Philipp M. Winter in 1926 and were made of glass.

Polycarbonate safety spectacles began to dominate the market at the end of the 1970s with the advent of the “age of plastic”. Polycarbonate is light, shock-resistant and protects the wearer equally well against liquids and mechanical impacts. It also allows far thinner safety eyewear lenses to be manufactured. However, polycarbonate does have one major disadvantage when compared with glass: it scratches quickly, which adversely impacts visibility for the wearer.

uvex confronted this challenge back in the early 1980s when it was developing scratch-resistant coatings. Since then, the Fuerth-based family-owned company has constantly revolutionized coating technologies, with its high-performance coatings and advanced expertise.



Rosi Mittermaier, 1976



Felix Neureuther, 2016



Christian Neureuther, 1980

90
years

Partner of international elite sport

Lars Birnbaum interviews the Neureuther family of skiers

Worldwide, more than 1,000 elite athletes place their trust in uvex's latest technologies. uvex has always greatly valued the experience of elite athletes and integrates this directly into the development process of new products. The success speaks for itself. At the 2014 Winter Olympics in Sochi, 62 medals were won by athletes using uvex products. On the occasion of the company's 90th anniversary, Lars Birnbaum, Head of Sports Marketing, met with Rosi Mittermaier and Christian and Felix Neureuther to talk about equipment, safety standards and innovation in skiing.

Lars Birnbaum: To us, uvex is about "protecting people". Today, it is unthinkable to compete in technical disciplines such as the slalom without protective equipment. Rosi, was this the case when you won gold at the 1976 Winter Olympics?

Rosi Mittermaier: In those days, nobody wore a helmet to compete in the slalom or the giant slalom. It was only compulsory for the downhill. In Innsbruck, I wore a hat which I'd knitted myself, a jumper and a pair of uvex ski goggles. The goggles were a must, because the slope was very dark. Back then, we were already

experimenting with different lenses. Polarised lenses with anti-fog coating were a hit. In the giant slalom, I also wore a very particular cap, which those of us in the DSV (German Ski Association) team had developed especially for this race. It was a plastic cap made of particularly thin material, which was not permeable to air. We hoped that it would help us gain precious hundredths of a second.

Lars Birnbaum: What would you say if Felix were to ski down the Gudiberg wearing the protective equipment used back then?

Christian Neureuther: He would simply not be able to manage modern slalom courses using our skies from back then. The turns would just be too difficult. Slalom gates would also be out of the question without wearing shin pads because your shins just become too sore. Our ski poles would also cause injuries to the hands. The pullover worn back then would leave blue patches at every gate. Without a helmet, the unprotected head would be left mercilessly exposed to impacts against the slalom gates, which on account of a whipping sensation as skiers pass them, snap into the ground at speeds of over 200 kph. As before, it's only the goggles which you could do without – and even then only in good weather and warm temperatures.

Lars Birnbaum: Felix, which equipment could you not do without when racing?

Felix Neureuther: I am glad that we as athletes are now far better protected than before. Competing without a helmet and back protection is out of the question for me. Essentially, I need everything when skiing – from my skis to gloves, shin pads and ski goggles. At such high speeds, if I didn't have any goggles I would be in tears. What's more, the different lens tints help me to identify the contours of the piste more quickly and more clearly.

Lars Birnbaum: Collaboration with elite athletes has always been, and remains, particularly important to us. We can learn a great

deal from you and about the high demands you place upon your equipment, and apply this to our products. What are your main requirements for helmets, ski goggles and protectors?

Felix Neureuther: The requirements placed upon a helmet vary between the slalom and other disciplines. In the slalom, the helmet is predominantly there to protect the wearer against the slalom gates. It's different for speed disciplines and the giant slalom: Because of serious injuries which have occurred in the past, it is now compulsory to wear a helmet conforming to FIS standards. For me, a helmet must be light. The head is subject to strong centrifugal forces and vibrations, and a heavier helmet would only hamper me. When it comes to ski goggles, I particularly appreciate an extended field of vision. They should also come with at least four interchangeable lenses for differing visibility conditions. A decisive factor is the fit: it should be perfect, whether for the back, forearms or shins.

Lars Birnbaum: These days, (professional) sport is impossible to imagine without innovation and technology. Rosi, was that always the case?

Rosi Mittermaier: In our day, the development of ski and above all racing equipment was much more applicable to the general public than it is the case today. Racers were trendsetters, and developments being made in this area could quite easily be transferred to normal skiers. That's also the case today for ski helmets, goggles and protectors – but not for ski racing, since the top products, even for excellent skiers, are hardly controllable now.

Lars Birnbaum: How will things develop? Which innovations do you expect to see in the coming years?

Felix Neureuther: Helmets are definitely becoming even more lighter and safer. I think that current developments in motorcycling

will also be applied to ski racing as well. The topic of airbags is currently on everybody's lips, and I expect that innovative developments will soon become the norm in ski racing.

Lars Birnbaum: uvex produces the vast majority of its products in Germany or working with European partners. "Think global – act local" is one of our guiding principles. When we say "made in uvex", this is a symbol for our responsibility and reliability. What role do aspects such as sustainability and local production facilities play for you? Do they influence your decision to buy (or not buy) a product?

Felix Neureuther: For ski racers, the priority is speed. That's how our success is measured. But obviously we are also responsible for keeping in mind who we represent and the values these companies stand for when choosing our sponsors. At uvex, the whole package feels right. Not only do I feel comfortable and safe when wearing the equipment, but I also know what uvex stands for and where the products come from. As a result, I always head into a race in the right state of mind.

Liquid crystal coating
Liquid crystals are activated via electrochromic technology and darken the lens.

Light sensor
The integrated sensor reacts automatically to the light intensity.



High-tech eye protection

If you want to be at the top of the winner's podium, you need both the will to win and the right technology. That applies equally to skiing and cycling. For decades, uvex has been an expert in lens technology, having already revolutionised ski goggles with its variotronic® technology and will this year bring a counterpart for cycling to the market. The highlight: unlike traditional, self-tinting sports goggles, variotronic® models feature lenses which lighten and darken in less than 0.1 seconds and thus guarantee perfect vision regardless of the surrounding light levels.

All it takes is the push of a button, and Matthias Adler, Brand Portfolio Manager at the uvex sports group, disappears in a flash behind the lens of his tinted uvex variotronic® cycling glasses. After switching back manually, his eyes reappear behind the now-clear lens. He smiles proudly and announces: "The variotronic® lens tint adapts in the blink of an eye." In actual fact, the latest high-tech innovation from uvex requires just one tenth of a second to change tint. Not only is this

record-breaking, but it has also already been awarded the highly prestigious Ispo Gold Award 2016/2017 prize for outstanding product innovation by an independent jury. Falk Pewestorf, Managing Director, uvex sports group, is delighted with this industry accolade: "The Gold Award underlines our claim to be a leader of innovation. We want to inspire and satisfy our customers with excellent products time and time again."

There have been many success stories in uvex's 90 year history. These include the first anti-fog ski goggles, the lightest industrial safety spectacles in the world and the unparalleled coating technologies featured in current models. In developing new products, the Fürth-based family-owned company has a sense of duty to its "protecting people" philosophy and the uvex brand's commitment to quality. Matthias Adler: "By focusing on the essentials, bring our products to perfection. At uvex, product design is based on three fundamental principles: clarity of form, use of appropriate materials and ease of use."

Liquid crystal laminate ensures the correct lens tinting

The concept of self-tinting sports eyewear which reacts automatically or at the touch of a button, was first conceived in 2007 in the form of variotronic® technology. Since then, it has been consistently further developed. Adler: "Our goal was to produce a pair of ski goggles which offers perfect vision in all light conditions." Unlike traditional, self-tinting glasses where the tinting is controlled by a chemical process, variotronic® technology consists of an extremely thin liquid crystal laminate layer, which is activated electrochromically by a light-reactive photoelectric cell. "Simply put, looking through our variotronic® glasses is like looking through a transparent LCD screen, where the tint is controlled by an integrated light sensor or manually at the touch of a button," explains Adler. The benefit is clear: unlike other self-tinting technologies, variotronic® regulates the lens tinting in just 0.1 seconds. And in fast-paced sports such as skiing and cycling, this can make all the difference. Adler: "After the immediate success of the variotronic® technology for ski goggles, receiving the Ispo Award almost immediately, we naturally wanted to offer this innovation to cyclists too." The challenge was to further reduce the weight of the technology used for ski goggles and implement it in a far smaller frame. uvex developers also had to rethink the positioning of the light sensor. While the ski goggles are a closed system, meaning that no light penetrates the back of the product, cycling glasses are an open system with light entering from all angles. For this reason, the light sensor isn't on the outside as with ski goggles, but instead on the inside of the side arms. As Matthias Adler explains, "We had to be sure that our cycling eyewear doesn't just react to individual sun rays, but rather to the ambient brightness instead. This is the only way to guarantee that the glasses don't, for example, automatically darken in an area of woodland. This would confuse the cyclist and restrict their sight." uvex variotronic® cycling eyewear passes this test with flying colours. In automatic mode, the light sensor controls the light conductivity of the lens between S1 (55%) and S3 (11%) so precisely that sudden blind spots as you enter the dark tunnel at the start of a cycling race are now finally a thing of the past. If that does not suffice, the user is always able to control the lens tinting individually by pressing the button. This means that cyclists always have full control of their glasses. This important safety feature has been specifically praised in numerous tests with elite athletes. Falk Pewestorf confirms this: "In line with our "protecting people" claim, we place user safety above everything else. Wherever possible, we include elite athletes in the product development process to ensure that we gain experience and expertise from professional sports and that this has a direct influence on our products. Furthermore, we have our own in-house testing department where we carefully examine all of our products in great detail."

A brand with team spirit

People are behind uvex's products. These people place their trust in uvex products in their free time too, and bring this enthusiasm from their sports, hobbies and passions to their work.



Frank Proksch, Director Research & Development, uvex sports group



Rolf Eberhard, Key Account Manager
Business Development, uvex safety group



Ann-Kathrin Greller, National Sales, uvex safety group,
with her horse, Cajetan

For Frank Proksch, Director Research & Development at uvex sports group, holding a new prototype in his hands is like Christmas coming early. Some innovations have actually occurred to him while practising sport: "When running, cycling or swimming, you have the chance to clear your head, which sometimes brings about the weirdest of ideas." The passionate triathlete has fulfilled one of his dreams in the last year, by taking part in the legendary Challenge Roth. While he prepared for the event, his colleagues also caught the bug for running: some began to go for the occasional run during their lunch break, while other participated in the corporate run in Fürth. This obviously had a positive impact on the atmosphere at work as well. "Our dealings with each other are very direct and fair, but also respectful and professional," says Proksch, who has a particularly special memory of uvex from his childhood: his first ski goggles. "They were pink uvex racer goggles, with a white spot on the nose and pink-blue strap. I inherited them from my grandfather as a child."

Successful together

Success can only be achieved together. As is the case for a sporting team, medium-sized companies such as uvex need to have a strong sense of togetherness and a common direction to be successful in the long term. To achieve this, uvex has defined a set of values which are anchored in the corporate culture. These include trusting, open communication and a collaborative, responsible management style. All employees should be given appealing tasks within their respective department, yet at the same time be supported through individual measures.

Rolf Eberhard is one person who particularly challenges himself. The Key Account Manager in the Business Development team at uvex safety group isn't just aiming for the top in his career. In his free time, Rolf frequently undertakes expeditions at an altitude of more than 8,000 metres. In 2010, he even climbed Mount Everest. This is why the company claim, "protecting people", is very close

to his heart. "It is entirely relevant to my discipline. For me, the key is returning to the bottom of the mountain in good health, while still enjoying the experience of taking on such expeditions in these areas." In environments at such life-threatening altitudes, with steep glaciers and rugged rock faces, Rolf Eberhard finds that he doesn't just need a well-trained body, but also to be in a fit state of mind. He feels this applies equally to the world of work: "If I tackle a task with all the might and energy that I can muster, 99% of the success is guaranteed."

Striving for more

Demanding tasks allow uvex employees continually develop further in their professional roles. Even when still in training at

uvex safety, Ann-Kathrin Greller was able to bring her passion for equestrian sports to the workplace. "When uvex first bought riding helmets to the market in 2009, I was very excited. I was able to support my colleagues at two equestrian sport trade fairs. That was my personal highlight." Since then, Ann-Kathrin, who works in the National System Sales department of uvex safety group has enjoyed great success – not just in the office, but also at equestrian events. When competing, Ann-Kathrin obviously wears a uvex riding helmet. "For me, safety is of course paramount, but I also think it's important to have an appealing design." I am proud to wear the newest uvex products at my horse riding tournaments and, as such, to act as an ambassador for them," she says.

90
years



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Corporate Branding und Marketing
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