

REFINED GEAR  
FOR ADVENTURE

EXPED

# **Vom ökologischen Anspruch zur konkreten Massnahme – Nachhaltigkeit bei EXPED**

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Webinar: Umweltkommunikation ohne Greenwashing  
November 2025

# WER IST EXPED



Schweizer Marke

innovative, hochwertige  
Outdoor Ausrüstung

seit 1983

Zürich und Seattle  
global tätig

>  
Swissnes  
Innovation  
Sustainability

# KLEIN – UND KOMPLEX



Globale  
Wertschöpfungskette

Produktion  
in spezialisierten  
Grossfabriken

Vertrieb in 28 Länder

Compliance:  
EU, USA, international

Grosskunden mit ESG  
Reporting Verpflichtungen

# SORGFALTSPFLICHT UND COMPLIANCE



**Bluesign®** is the world's strictest textile standard for environmental and consumer protection in the textile industry. All materials of a product which are accordingly labelled are manufactured and approved according to the bluesign® standard.



## OEKO-TEX® CERTIFIED MATERIAL

**Oeko-Tex®** is a testing and certification system for raw materials and finished products. All materials which are accordingly labelled are tested and certified according to the Oeko-Tex® standard.



## MADE WITHOUT PFAS

Since 2025, all EXPED textile products have been manufactured without intentionally adding PFAS. We work closely with our suppliers and conduct independent tests to ensure our products do not contain PFAS.



## RECYCLED MATERIALS

More and more EXPED products are made from recycled materials. Materials gained from previously made materials such as PET-bottles or waste from the production of textiles.



## ANIMAL WELFARE

**RDS:** The Responsible Down Standard is the strictest standard for animal welfare in the production of down. EXPED uses 100% certified down in all down products.  
**RWS:** EXPED commits to source 100% of our wool from RWS certified farmers and suppliers. The Responsible Wool Standard aims to improve the welfare of sheep and prohibits mulesing.

## EXPED

### Season:

Topic	Question	Response	Unit
+ Company Information			
+ Target Setting			
Target Setting	Are your targets accredited to the Science Based Targets Initiative (SBTi)?	Yes	
+ SBTi			
SBTi	What is the status of your Science-based Target Initiative Near Term Target (1.5°C by 2030)	Validated	
SBTi	Do you have a Science-based Target Initiative - Net Zero Target	Validated	
SBTi	if yes, by when (please indicate year only)?	2050	

Article Name	Select material 1. If blended, additional materials can be added in columns "Outer - Material 2/3"	%	Certification 1	Certification / Licence Number / bluesign GUIDE ID 1	Verification body / testing institute 1	Expiry date / audit date 1	Certification 2	Certification / Licence Number / bluesign GUIDE ID 2
Dura 8R LW	RM8-Recycled Polyester (PET)	48%	MC16-Global Recycled Standard (GRS - Textile Exchange)	CU1303414GRS-2024-00103998	Control Union Certifications B.V.	19.05.2025	MC6-bluesign® APPROVED article	GA0108474
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Versa 5R MiniMat	RM8-Recycled Polyester (PET)	40%	MC16-Global Recycled Standard (GRS - Textile Exchange)	CU1303414GRS-2024-00103998	Control Union Certifications B.V.	19.05.2025	MC6-bluesign® APPROVED article	GA0108467
Versa 1R M	RM8-Recycled Polyester (PET)	40%	MC16-Global Recycled Standard (GRS - Textile Exchange)	CU1303414GRS-2024-00103998	Control Union Certifications B.V.	19.05.2025	MC6-bluesign® APPROVED article	GA0108467
Versa 1R LW	RM8-Recycled Polyester (PET)	40%	MC16-Global Recycled Standard (GRS - Textile Exchange)	CU1303414GRS-2024-00103998	Control Union Certifications B.V.	19.05.2025	MC6-bluesign® APPROVED article	GA0108467
Versa 2R M	RM8-Recycled Polyester (PET)	40%	MC16-Global Recycled Standard (GRS - Textile Exchange)	CU1303414GRS-2024-00103998	Control Union Certifications B.V.	19.05.2025	MC6-bluesign® APPROVED article	GA0108467
Versa 2R LW	RM8-Recycled Polyester (PET)	40%	MC16-Global Recycled Standard (GRS - Textile Exchange)	CU1303414GRS-2024-00103998	Control Union Certifications B.V.	19.05.2025	MC6-bluesign® APPROVED article	GA0108467
Versa 4R M	RM8-Recycled Polyester (PET)	40%	MC16-Global Recycled Standard (GRS - Textile Exchange)	CU1303414GRS-2024-00103998	Control Union Certifications B.V.	19.05.2025	MC6-bluesign® APPROVED article	GA0108467

## HOTSPOTS

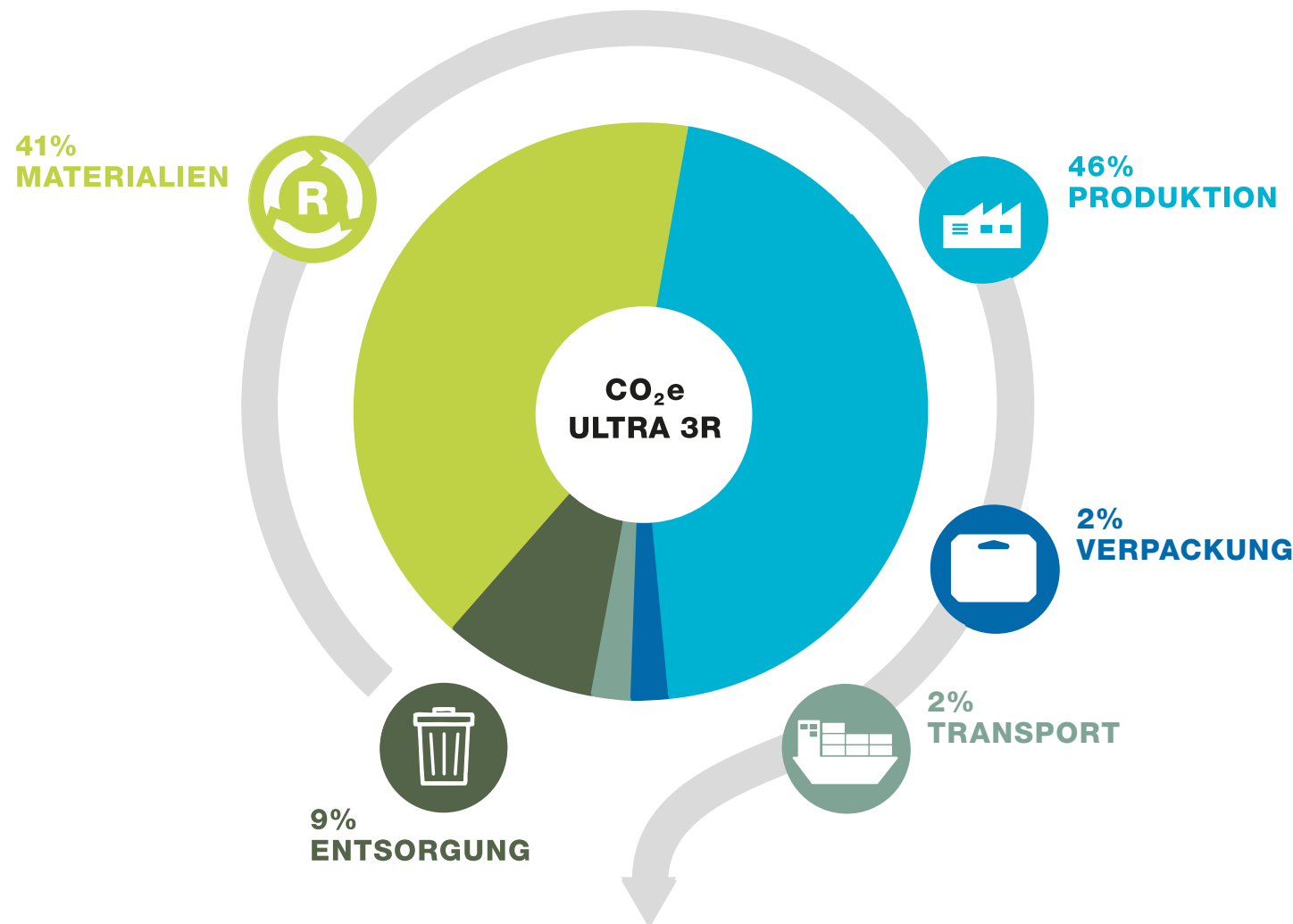


## FUSSABDRUCK

- > Analyse und Kalkulation mit myclimate

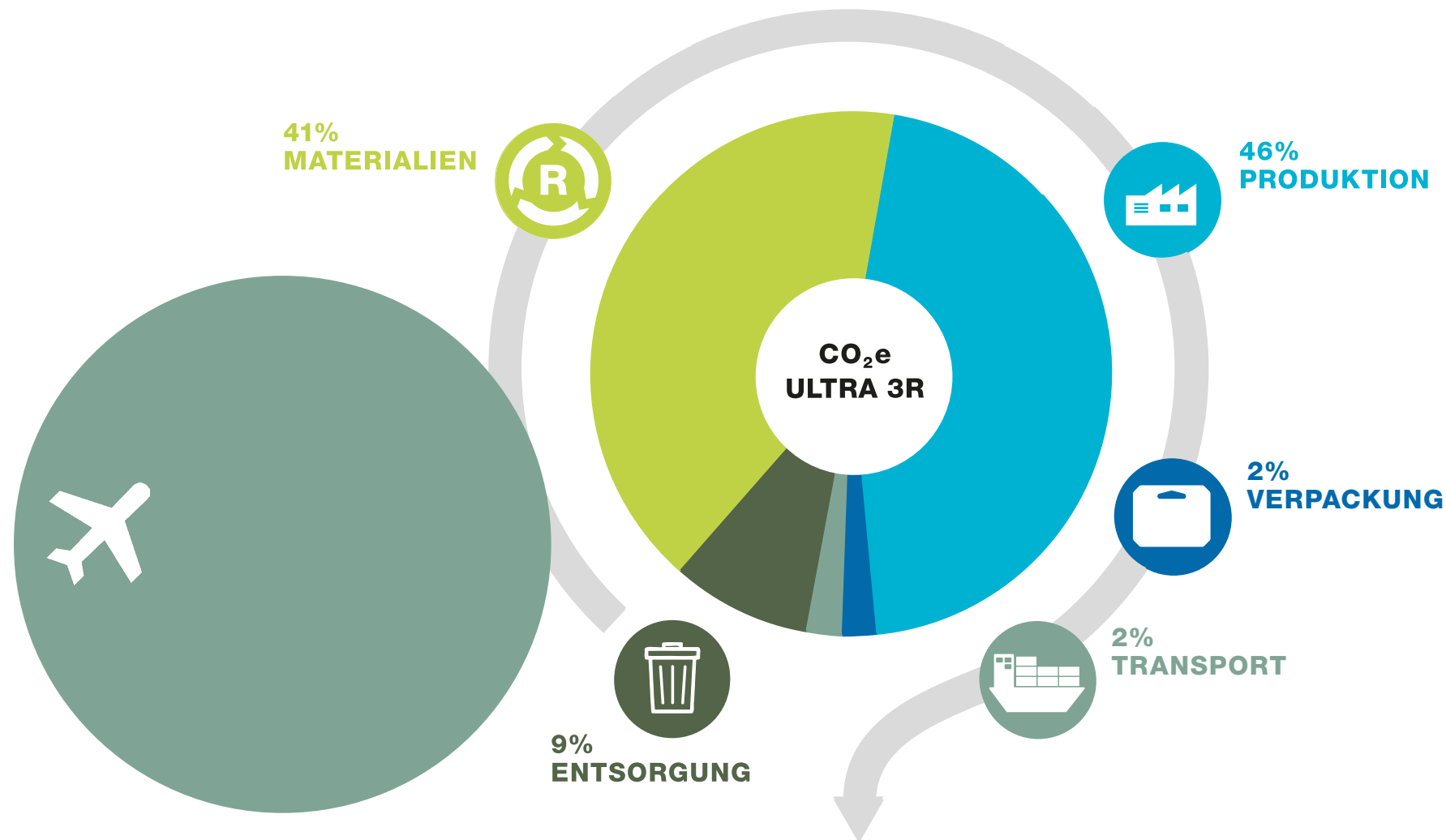


- > Product Carbon Footprint  
Corporate Carbon Footprint
- > Finanzierung von zertifizierten Klimaschutzprojekten ausserhalb der eigenen Lieferkette



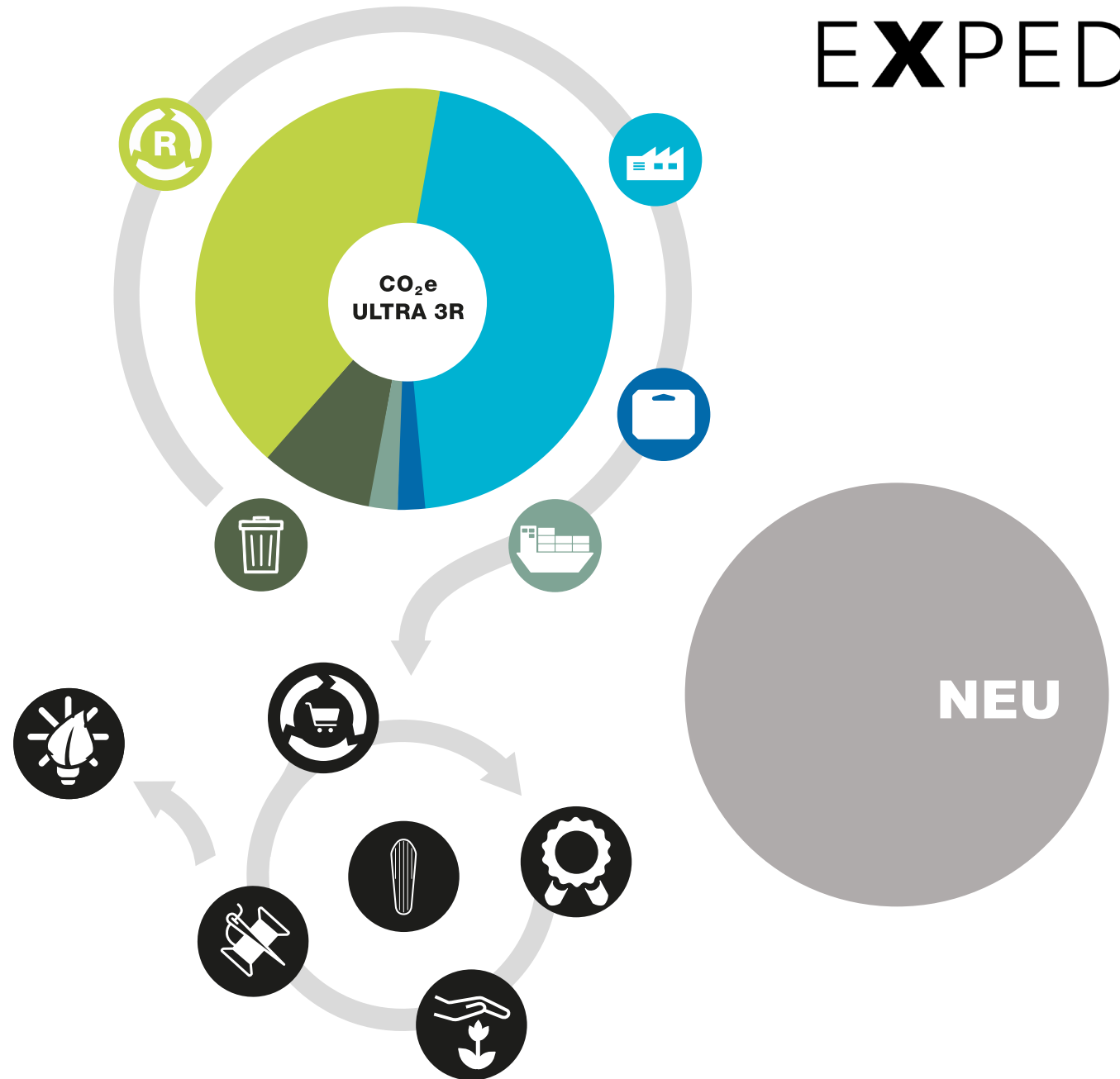
# EMISSIONEN

- > Recycelte Materialien
- > Erneuerbare Energie
- > Kein Flugtransport

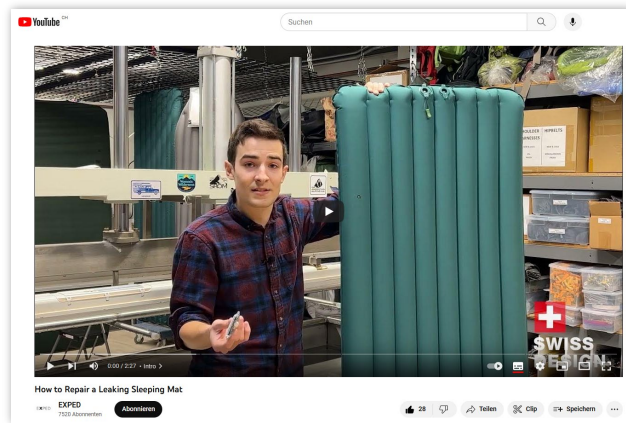


# ZIRKULARITÄT

> Produkte möglichst  
lange im Gebrauch halten



## PFLEGE UND REPARATUR

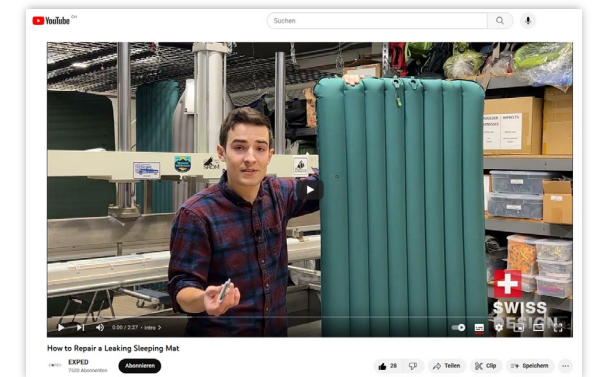


# KOMMUNIKATION

> Aktualität

Mikroplastik, PFAS, BPA, SBTi, POW, vegan...

> Substanzielle Schwerpunkte

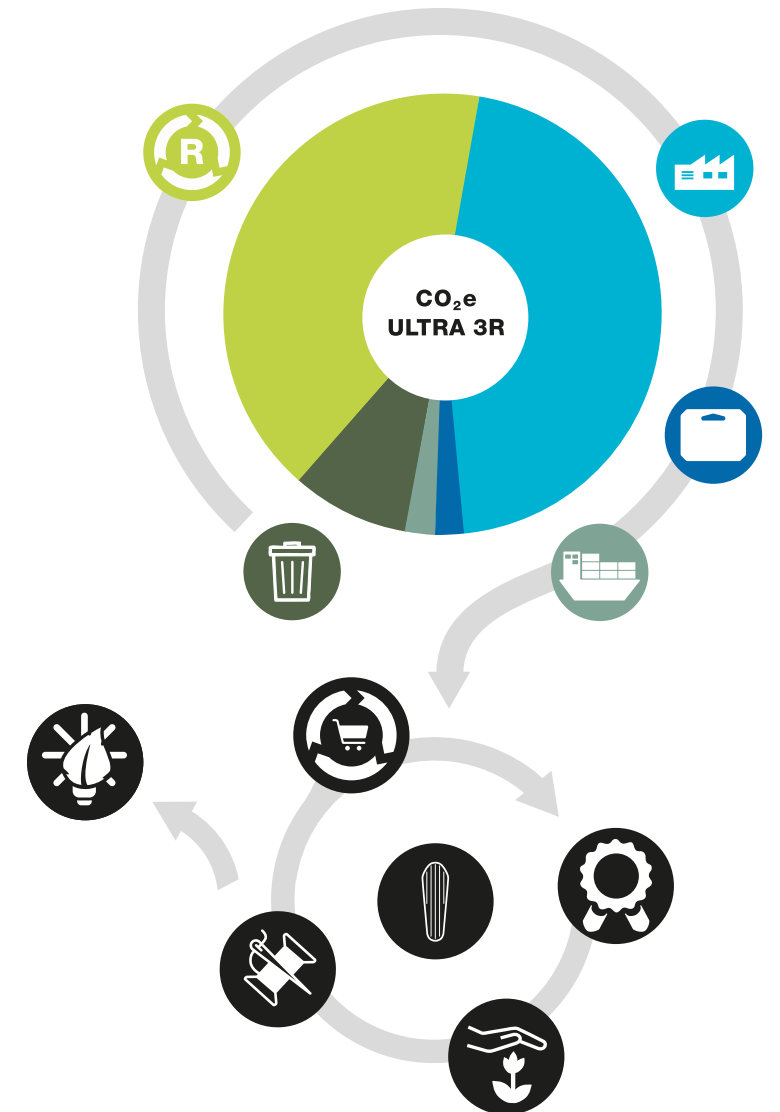


> Belegbarkeit / Glaubwürdigkeit



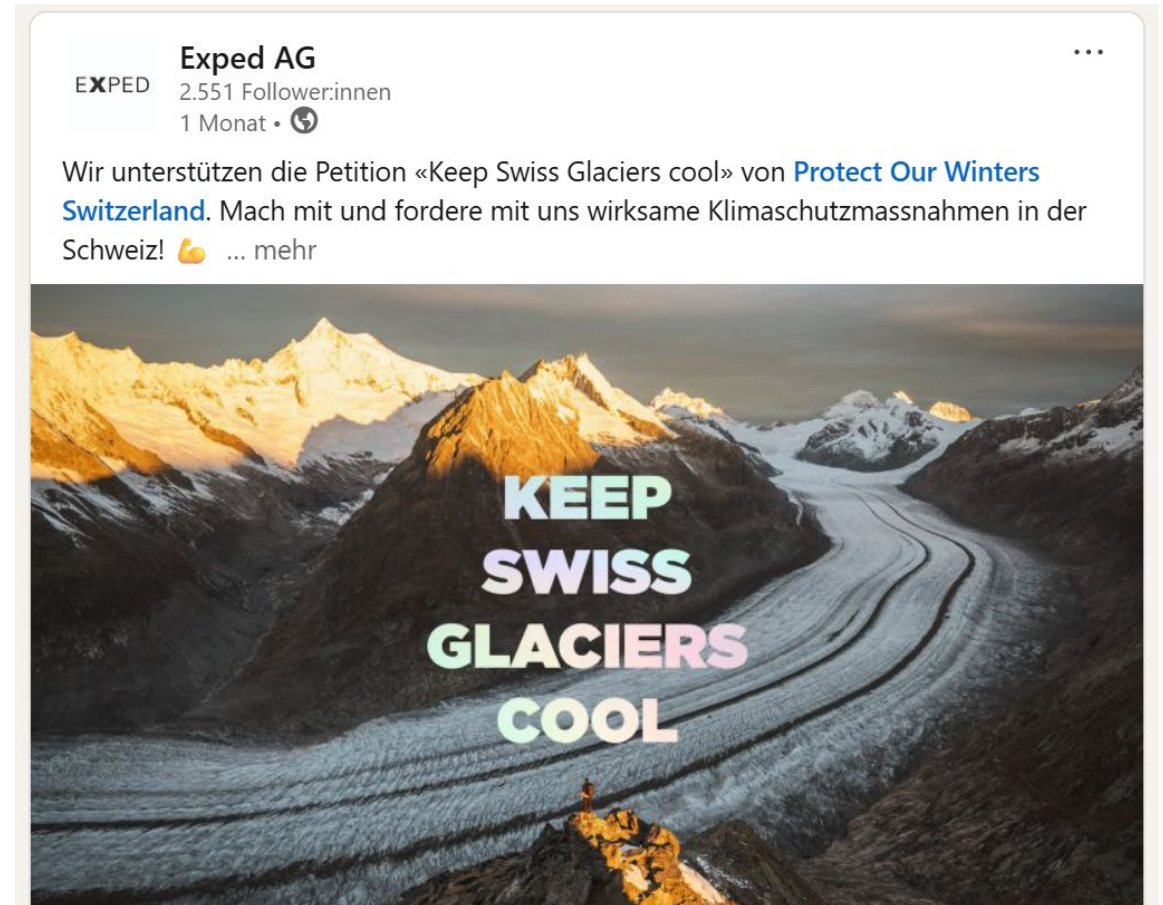
## KANÄLE

- > Intern:  
monatliche Updates  
Schulungen, Events
- > Extern: B2B  
B2B-Plattform mit Hintergrundinfos  
Verkaufsmaterialien, Masterdata  
Messeauftritte, Events, Schulungen
- > Extern: B2C  
Schulung Fachhandel, Verpackungen,  
Webseite, Newsletter, Social Media,  
Printpublikationen, PR, Messen



# HERAUSFORDERUNGEN UND SYNERGIEN

- > Komplexität – Verbesserung hört nie auf
- > Blind spots – suchen und aufdecken
- > Synergien beflügeln





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