

POLOLO factsheet

Functionality paired with ecologically-safe materials and charming designs

POLOLOS are the perfect alternative to healthy barefoot walking, as learn-to-walk shoes for the youngest or as super-soft slippers for kids and adults. **POLOLOS** are unique in combining functionality, the selection of ecologically-safe materials and charming designs. They are like a second skin that snuggles up to your feet comfortably, warming and protecting them. **POLOLOS** have a fine leather sole and give the foot the freedom of movement that it needs. The current collection encompasses 63 styles in sizes 16/17 (for children approximately 0-3 months old) to 44/45 (for adults).

Our production pays particular attention to health and environmental protection

Out of a feeling of responsibility for the environment and future generations, **POLOLO** works as ecologically as possible throughout the whole supply chain, starting with the transportation of the hides, through tanning and processing, to sales. **POLOLO** uses only high-quality, vegetable-tanned leather and no chrome-tanned Nappa leather or sheepskin. Compared to chrome tanning, which is widespread, this tanning process has both health-related and ecological benefits: it protects the environment in the tanning process, during waste-water treatment and in the disposal of the old leather. For the leather, only dyes that are proven to be skin-friendly, environmentally sound and free of heavy metals are used. **POLOLO** avoids unnecessary packaging, and all shoes are compostable. **POLOLO** Managing Director Franziska Kuntze also has a political outlet for her ecological convictions: as a board member of the International Association for Natural Textiles (IVN), she has been commissioned to translate the new ecological guidelines for natural leather into practice. The IVN is the leading institution in the drafting and implementation of ecological standards for textiles and leather. More than 70 companies in Germany with ecological production methods are members of the IVN.

Made in Germany

POLOLOS are manufactured by highly trained specialists, and only in Germany, in cooperation with local suppliers and tanners who share the company's ideals of ecological products and good craftsmanship. The ecological standards upheld at **POLOLO** go beyond what is legally necessary. This consistently ecological approach and their adherence to the complex manufacturing of the shoes in Germany are appreciated both by customers and consumer groups like Ökotest ("good", 1/2005) and Stiftung Warentest. Last year, the company was awarded the Founder's Prize of the periodical Super Illu and the KfW Bank. Three **POLOLO** styles - Moby, Orca and Nelly - have also been honoured by Greenpeace. The company has produced special styles for the much loved German television series, the WDR cult program "Sendung mit der Maus" (The programme with the mouse), the Hollywood film "Where the Wild Things Are", the WWF and Greenpeace. Their most recent collaboration is in a style for the much-loved children's series "Shaun the Sheep" (WDR/ © and TM Aardman Animation Ltd. 2010).

Brought to you by two mothers

POLOLO is Verena Carney, Franziska Kuntze and their teams in Berlin and Oberreichenbach in Germany. The company was founded in Berlin in 2003 by the shoe designer Verena Carney and businesswoman Franziska Kuntze. The idea for their enterprise came during their futile search for good and pretty learn-to-walk shoes for their own children. They began designing shoes themselves, which would protect little children's feet during their first steps and while romping around, and also be functional, well-designed and made from environmentally-friendly leather. After a successful start, the collection was soon expanded to include slippers for the whole family.



POLOLO
SLIPPERS
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Management in Berlin, manufacturing in Oberreichenbach in Bavaria

Now **POLOLO** sells more than 6000 shoes per month. More than 650 stores in Europe and Asia and selected catalogues sell their soft slippers. And the retailer network is growing year by year: last year, **POLOLO**s became available in Poland, in the Czech Republic and in Slovenia. A team of stitchers and press operators manufacture the shoe designs of Verena Carney (Managing Director of Production and Design). The production facilities are located in Oberreichenbach in Bavaria in a former Puma production warehouse. Sales and general management are directed from Berlin by Franziska Kuntze (Managing Director of Marketing and Sales). With manufacturing in Bavaria, sales and management in Berlin, and a network of selected partners in Germany, the owner-managed company has created a system that allows manufacturing to be extremely flexible and creative, whilst always keeping an eye on quality.

More Information on **POLOLO** (its production, leather, collections, list of retailers) can be found at www.pololo.com

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