

Press release

## POLOLO presents its first ecological leather children's shoe collection

Berlin, 25 August 2011 - Initially presented to the public at the Innatex trade fair, and now available on the market is the first children's shoe collection by POLOLO, the manufacturer of ecological leather shoes. They have great designs, a perfect fit and are made, of course, from 100% vegetable-tanned natural leather, free from harmful substances, breathable and particularly skin-friendly. The shoes are protected by a robust outer sole, which adjusts flexibly to the child's movements when playing, jumping and running. All POLOLO children's shoes are equipped with two inner soles: a leather insole and a warming yet moisture-absorbent felt sole.

"For years, our customers have wanted us to produce ecological and healthy children's shoes with solid soles, because there are very few suppliers in this field. Most children's shoes are produced relatively cheaply, and accordingly fall short when it comes to quality and fit. However, for an increasing number of parents, it is important that shoes for their little ones are made from 100 % breathable leather and produced to a high quality, and if they are ecological, then so much the better!" explained Verena Carney, CEO of POLOLO.

The new line of POLOLO children's shoes currently includes six models in various colours in sizes 19 to 32. All the new models can be seen at: [www.pololo.com/de/schuhe\\_kinder.html](http://www.pololo.com/de/schuhe_kinder.html)

**POLOLO:** The company was founded in Berlin in 2003 by the shoe designer Verena Carney and the management expert Franziska Kuntze. The idea came to the two mothers during their fruitless search for pretty yet good shoes when their own children were learning to walk. They began to design their own shoes that offered small children's feet good protection during their first steps and in addition were functional, well designed and produced from ecologically-sound leather. After a successful start, the collection was rapidly expanded to include slippers for the whole family. The first collection of children's shoes followed in the summer of 2011. Since then, POLOLO has been selling 6,000 pairs of shoes per month through more than 650 specialist shops in Europe and Asia.

Out of responsibility to the environment and to coming generations, POLOLO works in a strictly ecological manner throughout the whole production chain, from the transportation of the animal skins, through tanning and processing, to sales. POLOLO only uses high-quality vegetable-tanned nappa leather and lambskin, none of which has been chrome-tanned. Compared to widespread chrome tanning, vegetable tanning not only has health benefits but ecological benefits too: it protects the environment during the tanning process, during waste-water treatment and the disposal of old leather. For the leather, only dyestuffs free of heavy metals and proven to be safe for both health and the environment are used. POLOLO avoids unnecessary packaging; all shoes are compostable. POLOLO CEO Franziska Kuntze also puts her ecological convictions into political practice: as a committee member of the International Association of Natural Textile Industries (IVN), she was commissioned to put the new ecological directives for the IVN natural leather certificate into practice.

POLOLO children's shoes are manufactured by trained specialists in their own production facilities in Oberreichenbach in Bavaria (slippers and first shoes) and by their collaborative partner in Alicante in Spain (children's shoes). POLOLO works exclusively with suppliers and tanners that share the high standards and the vision of the company when it comes to products that are both ecologically and technically perfect.

This consistent ecological position and the way the company has kept its complex shoe production in Germany and Spain has been acknowledged by customers such as Hess Natur, Jako-O, the Swiss WWF as well as authorities such as Stiftung Warentest. Three POLOLO models - Moby, Orca and Nelly - have already been honoured by Greenpeace. In 2009, POLOLO received the Founder's Prize awarded by the periodical Super Illu and KfW Bank.

More information on POLOLO (production, leather, collection, list of retailers) and printable photos for downloading are available at [www.pololo.de](http://www.pololo.de)

Press contact at POLOLO: Franziska Kuntze: +49 (0) 30-79709866 or by e-mail at [presse@pololo.de](mailto:presse@pololo.de)