

towards sustainability

a more environmentally sound company

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to be continued ...



Creates max speed without
compromising grip: Billy Bonkers
for pump track, dirt jump and
slopestyle.

Billy Bonkers: Schwalbe's new jumping talent

Schwalbe's 'Table Top' successor 'Billy Bonkers' is at the starting gate. The new tread for pump track, dirt jump and slope-style is a winner: At 490 g, (26 inch version, Performance Line), these tires are extremely light, roll really easily, and on top of that, they are fast and agile. At the same time, for riders who might experience the odd mishap during a trick or jump, Billy Bonkers is really forgiving. Its tread is

designed with maximum micro-teeth that mesh on crushed dust and hard surfaces, and forgives even the most egregious mistakes.

It rolls best at the maximum pressure of 5.5 bar to provide extra puncture protection. "Tight blocks act like lots of grippy edges, while the middle supports rolling off from small ramps, which makes the tire even faster," explains Schwalbe

Product Manager MTB Carl Kämper. The result: more air time. "The faster I am, the higher I fly."

This successor of the tried and tested Table Top is available in three versions in size 54-559: As an Active Line clincher with K-Guard and classic skin side wall, and as a Performance Line, light-weight 490 g folding tire and Addix Compound with either black-skin or classic skin.

Schwalbe donates to victims of bushfires in Australia



Photo: Anna Heusler

Schwalbe has donated 6,000 Australian dollars to two Australian organizations, which help people and wild animals suffering from the effects of bushfires. The donation was inspired by cyclist Anna Heusler saving the life of a koala dying from dehydration. Millions of people watched an emotional video of the dehydrated koala in social networks, also Lisa Howard (left) of the Australian Schwalbe importer BikeBox. She quickly managed to win over Schwalbe for a donation. The tire specialist donated 3,000 Australian dollars each to Adelaide Koala Rescue and Bushfire Disaster Appeal, a platform of the State of Victoria, which distributes the funds to 100 percent to communities in need.

Product management team expands

From Marathon to Airless System to a complete range of Schwalbe E-Bike tires: For ten years, René Marks has been Product Manager Touring, responsible for the development of touring, city and e-bike tires at Schwalbe in Germany. With boom-



Now there are three product managers for touring tires: René Marks, Stefan Franken and Felix Jahn (f.r.).

ing interest in e-bikes and cycling, demand has increased considerably. Schwalbe has invested in a new team organization and is ready for the future. Stefan Franken and Felix Jahn have joined the product management team to provide additional support.

Schwalbe starts new insider podcast

Schwalbe sponsors numerous mountain bikers, racing cyclists, triathletes and world travellers. Who are these athletes, what drives them – and what are they doing during these extraordinary times when the competition season has come to a standstill? The new podcast “PUMPED!” has been providing the answers since April 9th.

The episodes, which last around 30 minutes, are uploaded on to Spotify, Apple and Schwalbe’s online channels, alternating weekly in German and English. “We want to give our listeners an inside perspective on professional sports – whether downhill, cross country, road racing or triathlon.

Our intensive cooperation gives us a lot of insight into the life of the athletes, their motivations, their goals, their dreams. This gave rise to the idea of showcasing our athletes and touring cyclists,” says Michael Kull from Schwalbe Marketing. Schwalbe announced well-known mountain biker and blogger Tobias Woggon as the host for the new series.

Schwalbe names the guest on their social media channels in advance of the podcast and invites their community to ask questions that will be included in the podcast.

For the podcast:

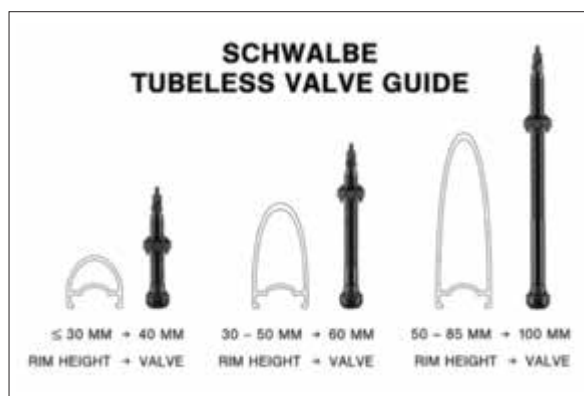
www.schwalbe.com/pumped



Valve trio simplifies tubeless assembly

The correct stem length for all common rim profiles: Schwalbe has released its tubeless valves in 40, 60 and 100 mm. Meaning: No more air loss due to using valve extensions. Other details also simplify Tubeless handling. A valve base that now has a 4 mm (previously 2.4) internal diameter means air and sealing fluid can flow much better through the valve.

In addition, the valve foot can now be installed more securely onto the rim using an Allen key and thus penetrates deeper into the valve hole. The valve fits different rim contours optimally with a large O-ring.



Dear retail partners,

We are all experiencing difficult times. The health of your family, employees and customers is our utmost priority at the moment. At the same time, temporary closures of operations imposed on you and our entire industry have resulted in the biggest challenge we have ever faced.

Especially during these times, Schwalbe will continue to be here for you whatever comes. If you have any questions or concerns, you can reach your contact person by phone and email as you are used to. In addition, we are working hard in making sure that our supply chain remains intact and that supply shortages may be avoided as much as possible.

Together, we will get through this difficult time by looking ahead into the future. And we can also see opportunities: while fitness studios and sports clubs are closed and public transport is associated with some risk, bicycles play a central role for people to stay fit and mobile. Let's hope that this push will drive the bicycle industry forward, once the post-Corona-phase begins.

All the best to you, your families and your employees. Stay healthy!

Kindest regards,

Frank Bohle

Step by step towards sustainability

Following on from Green Compound, GreenGuard and tube recycling (so far available in Germany, Netherlands and Great Britain), Schwalbe has also modified its trade show display as well as printing and paper for its customer magazine with more resource efficient production methods. As of fall 2020, the new company building will set new standards for ecologically sound construction and a sustainable company philosophy.

Year by year, Schwalbe aims to make processes and products more environmentally friendly. "Anyone who offers products for use in emission-free mobility, should make every effort to act sustainably themselves. This is what we consider our responsibility as a company and what gives us credibility," stresses Frank Bohle.

Gearing up a company that is acting on a global level, its products and advertising towards a more sustainable business future, is not a quick and easy job. Instead, it is a lengthy process that takes decades to implement with measurable results and is on-going. To this end, in 2013 Schwalbe started a collaboration with the renowned environmental consulting institute EPEA in Hamburg (Germany) and has been working with them very successfully ever since. According to the cradle to cradle principle, co-developed by EPEA-founder

Prof. Michael Braungart, all materials can be fully reused without producing any waste. Just as in nature, all materials enter an endless cycle and keep turning into a resource for something new. In order to produce healthy and recyclable products capable of a cradle to cradle cycle, all constituents undergo intensive chemical analysis and the entire process chain is reviewed.

NEW EXHIBITION STAND TO LAST MANY YEARS

Visitors to the Schwalbe booth at EUROBIKE may have noticed the slim, five meters high supports made of rubber tree wood – the initial source for all rubber tires. After many years of providing rubber for the tire industry, they have become key elements of the new trade show display. Around 80 columns made of rubber tree wood (Hevea) are not only a real eye-catcher, but also an excellent way of raising awareness of sustainable use of resources. Hevea wood is extremely robust and is only harvested once it no longer provides rubber. Afterwards, the area is reforested. "Both the natural wood from certified forestry as well as additional elements of the trade show stand, such as laminate floors, graphics and tire display racks, may be reused for many years to come," explains Georgios Roussos, general manager of the German trade show company Prisma Plan.

PRINT: NO RESIDUE AND MINIMAL RESOURCE USE

Marketing and communication materials are now also printed using more environmentally conscious methods and increasingly on eco-friendly paper. Our magazine Schwalbe Profil,

Cradle to Cradle

World renowned certification, co-developed by EPEA founder, Prof. Michael Braungart. The cradle to cradle principle works completely waste-free. Just as in nature, all substances remain within a cycle. The opposite "cradle to grave" results in waste products. Since 2013, Schwalbe has been working on many projects with EPEA.



Cradle to Cradle Certified™ is a certification brand licensed by the Cradle to Cradle Products Innovation Institute.

green milestones



We act responsibly.
Our products support the
mobility turnaround
and thus reduce traffic-related
environmental damage

Wir handeln
verantwortungsbewusst.
Unsere Produkte unterstützen
die Mobilitätswende und
reduzieren so verkehrsbedingte
Umweltschäden.

tube
recycling

green
compound

sustainable
booth

green
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durable
products

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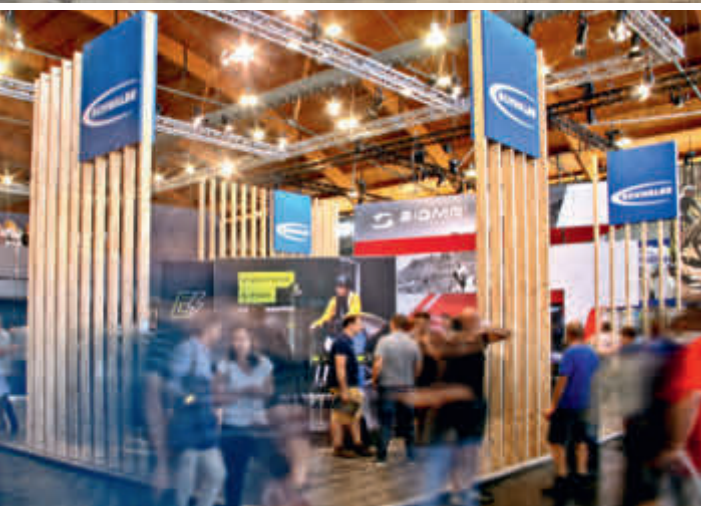
sustainable
booth

Schwalbe's green milestones from GreenGuard to the new building.

Frank Bohle: "As product provider for green mobility, it is our responsibility to act sustainably ourselves."

Reusable and made of renewable, certified materials: The new trade show stand.

Photo: Sabine Kunzer





A strong reflection of the sustainable company culture down to the very last detail: The new Schwalbe headquarters, completion 2020.

which you are holding in your hands, has been produced for the first time by printing company Gugler in Austria. They were the first printers to introduce Cradle to Cradle Certified™ print products to the market. Ink, paper, production methods – all processes in the production chain, even the smallest sub-contractors, were checked and approved for certification and are checked again regularly for recertification. While conventional recycled paper cannot be 100% recycled due to residues from glue, printing ink as well as other substances, certified printing products are fully recyclable and without contaminants. Even the ash from burning printed products can be spread on the vegetable patch without concern. Even CO₂ emissions, including the supply chain, are overcompensated at 110%. Green power, sustainable water management as well as social responsibility and fairness are also parts of the certified concept.

SCHWALBE'S NEW CENTREPIECE: ECOLOGICAL BUILDING CULTURE DOWN TO THE SMALLEST DETAILS

The new company building in Reichshof near Cologne, Germany will be much more than a green milestone. It is going to be Schwalbe's biggest step so far into a sustainable future. In fall 2020, the new centrepiece of the company will be constructed on a foundation of 2,200 square meters. The building will strongly reflect its globally successful brand and its values – technological dynamics, human creativity and responsible use of resources. Even though the buildings themselves may not be

certified in accordance with the cradle to cradle product standard due to their complexity, they will be able to apply these principles.

RECYCLABLE MATERIALS, SOLAR CELLS AND RAINWATER COLLECTION

For the structural work and frontage, Schwalbe will mostly use elements and components that are easily separated and recycled once they are disassembled at end of life. This turns the building also into a material depot. A material registry will store information on all the building component products used, so that in years to come, it will be easy to identify the materials they contain. Both outside and inside, non-toxic materials will be exclusively used. Electricity generation using solar cells, rainwater collection in cisterns, ceiling canopies for temperature regulation, a wholesome internal environment, and a green roof garden are further examples of the ecological concept. All have been well conceived and thoroughly tested.

“Our new company building will be an exceptional ecological statement and an inspiring place to work for our employees,” says Frank Bohle. “And it will represent Schwalbe's new core: Sustainable; a place of identity; future-oriented.” The path towards a fully sustainable company will continue beyond this project and with the most ecological footprint possible. The next projects on recycling, facility management, energy and marketing are already underway in cooperation with EPEA.

Air Plus – the tube with the best air retention

Schwalbe's new Air Plus tube is made of pure butyl rubber and comes with increased wall thickness. The air is retained significantly longer than standard tubes.

The plus in air retention is particularly useful for riders of e- and cargo bikes who are on the move with a higher bike weight. In these cases, the Air Plus tube retains air much longer and better protects against pinch and penetrating punctures. Rental bike providers also benefit from the carefree Plus with longer riding times



Due to the high proportion of pure butyl rubber and a wall thickness of 1.5 mm, the Air Plus tube has significantly more air retention than conventional bicycle tubes.

and less maintenance, just like everyday cyclists who simply want to cycle and inflate less often.

"Our Air Plus tube contains pure butyl rubber, which has a very low air permeability. This along with a wall thickness of 1.5 millimeters – approximately 70% more than a conventional bicycle tube – result in a 50 percent higher air retention depending on the tire size and air pressure," explains Marcus Lambertz, Schwalbe

Product Manager. With normal use, this means more time in between having to inflate the tube again. The increased wall thickness also provides above-average protection against punctures. With these advantages, the additional 120 grams that the Air Plus tube weighs (in tube size 28 inches) should hardly be noticeable to riders. Schwalbe's new Air Plus tubes are available in bike shops in the seven most common sizes from 20 inch.

Ride saver and tubeless helper

Sometimes, small things can make a big difference even determining whether a ride continues or not. Schwalbe offers useful accessories that everyone should know.

They fit into any saddle bag, they only weigh a few grams – and they can save a bike ride from ending prematurely: Glueless Patches are self-adhesive patches that are simply stuck on a puncture like a bandage thus sealing it reliably.

People who enjoy longer tours, should consider a handy Schwalbe saddle bag with a spare tube and

two tire levers just to be on the safe side. They are available for touring bikes, mountain bikes and road bikes. Glueless Patches or tools will also fit inside the bag. For certain ground conditions a mountain bike may need air pressure adjustments or a road bike may need a high pressure tire fitted, in either case the Airmax Pro comes into

its own (up to eleven bar). Aspiring cyclists are always equipped with a Multitool. With 13 tools and functions, it's a handy tool to replace valve inserts (SV, AV) or add valve extensions (SV).

Be ready for rides on Tubeless Easy tires, by using the Tubeless

Easy Kit that has all you'll need: two tubeless valves, two bottles of Doc Blue (60 ml), Easy Fit mounting fluid, tubeless rim tape in 21, 23 or 25 mm as well as three tire levers with a clip function. All accessories are also available individually.



First aid travel pack: Glueless Patches.



One tool, many functions: Schwalbe's Multitool.



Saddle bag with spare tube and tire levers.



All for tubeless conversion: Tubeless Easy Kit.



Photo: Matt Pierce (WBR)

Schwalbe donates 170 bikes to WBR

In many African countries, getting to school and back can also be a race against the sun. Often, the sun has gone down by the time children return home from their lengthy school journey. In the campaign “Racing the sun,” World Bicycle Relief (WBR) distributed bicycles to educational projects worldwide to raise awareness. In 2019, Schwalbe again supported the WBR with a donation. Schwalbe’s EUR 25,000 provided 170 Buffalo Bikes. Frank Bohle: “WBR bicycles give many people a kick-start. They make people more mobile – and therefore faster, safer and more independent.” Since 2005, WBR has distributed about 500,000 bicycles.
worldbicyclerelief.org/

Top triathletes rely on tubeless tires

This season, 20 international top triathletes ride Schwalbe Pro One in competition and training. “This is four times as many athletes as a year ago! Working together with former Hawaii World Champion Patrick Lange and Sebastian Kienle as well as Laura Philipp last year has drawn much attention within the triathlon scene,” says Doris Klytta Head of Marketing and PR. Now, more and more triathlon pros want to benefit from the superior performance of Schwalbe’s top model Pro One TT. The technical advantages of Pro One Tubeless Tires perfectly suit the requirements of triathlon, as Patrick Lange already found out in 2018: “The bike component is the biggest portion of a triathlon by time. Tubeless tires roll easily and save my energy, which I can later use during the run to go even faster.” And on top of that, tubeless systems come with much greater puncture protection and more comfort.

These top athletes from all over the world want to use the technical benefits for their performance in 2020: Josh Amberger, Florian Angert, Cameron Brown, Maurice Clavel, James Cunnam, Marc Dülsen, Nils Frommhold, Ben Hoffman, Sebastian Kienle, Philipp Koutny, Patrick Lange, Franz Löschke, Henri Schoeman, Boris Stein and Casper Stornes. Of the top five women in Germany, almost all are represented. Next to reigning European Champion Imogen Simmonds and Laura Philipp, now the Hawaii winner of 2019, Anne Haug as well as Daniela Bleymehl and Laura Zimmermann join the Schwalbe Athletes’ Program.

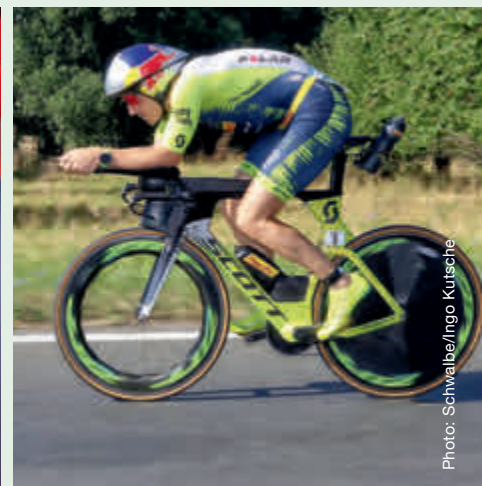


Photo: Schwalbe/Ingo Kutsche

Tire choice makes all the difference: World class triathletes Anne Haug and Sebastian Kienle use Schwalbe Pro One TT.