

Company profile

FOCUSING ON PEOPLE

Ever since it was founded in 1926, Fürth-based family business uvex has been setting standards and trends in “Protecting People”, supplying innovative protective equipment for sports, leisure and work

For over 80 years, people around the world have trusted uvex products to provide safety at work and play, every day. The primary objective of the uvex group is summed up in its motto, “Protecting People”. “We take this principle very seriously. Protecting people is what motivates us and it’s what we aim for,” says managing partner Michael Winter, who heads up the successful and long-established business together with father Rainer and sister Gabriele Grau. Now in the hands of the third generation of the family, the owner-managed and equity-strong company develops, manufactures and markets ski and sports eyewear, bicycle, ski, riding and motorcycle helmets, and personal protective equipment. uvex employs innovative solutions to offer pioneering safety concepts from head to toe. Countless awards, seals of approval from product safety organisation TÜV and consumer safety group Stiftung Warentest and other internationally recognised quality marks bear witness to the company’s capacity for innovation. Most recently, uvex was named “Brand of the Century” in the ski goggles category by an eminent judging panel from Deutsche Standards headed by publisher Dr. Florian Langenscheidt. “We aim to be an innovation leader,” says Michael Winter. “And by that we aim to achieve worldwide value-oriented growth and a leading position in all our markets and areas of activity.”

“Made in Germany” quality

The one-man business from the Bavarian town of Fürth has grown since its foundation in 1926 to become a globally successful family-owned enterprise. Today the uvex Winter Holding group is comprised of three internationally active companies with over 2000 employees and one of Europe’s leading names in winter sports equipment and occupational safety. The uvex group has 41 subsidiaries in 22 countries but consciously chooses to do most of its manufacturing in Germany, where two thirds of uvex employees are based. uvex is synonymous with innovation, stringent safety standards and perpetually pioneering technologies. “We believe in continually developing and investing more than others in innovation,” explains Michael Winter. Because uvex controls the entire value-added chain from R&D to production and distribution, it is optimally positioned to offer speed, flexibility and the very highest quality standards. “We are continually investing in Germany-based R&D in materials and process development,” says Michael Winter. “We have a highly skilled workforce and this, combined with ongoing employee development, continual efficiency improvement and regular quality audits, is what ensures our competitiveness.”

Three companies under the uvex umbrella

UVEX WINTER HOLDING GmbH & Co. KG brings together three globally

active companies under one roof: the uvex safety group, the uvex sports group with uvex sports and Alpina, and Filtral.

Supplying protective equipment for the eyes, head, ears and hands, respiratory equipment, safety shoes and work clothing, the **uvex safety group** with its international network of subsidiaries and distributors ranks among the global market leaders in occupational safety equipment. uvex has the distribution structures at its disposal to cover the requirements of businesses large and small, with most of its customers hailing from the automotive and chemical industries. The uvex safety group can boast that it always has a system solution for any given safety application.

Every day over 1000 sportsmen and -women around the world trust uvex products to protect them as they give their all in their chosen discipline. **uvex sports** manufactures premium products for motorsports, cycling, riding and winter sports and has created a strong profile for itself through extensive sports promotions in winter sports and cycling. uvex athletes include major names such as ski flyers Janne Ahonen, Kazujoshi Funaki and Martin Schmitt, ski racers Lindsey Vonn, Julien Lizeroux, Reinfried Herbst and Ivica Kostelic, luger Georg Hackl, bobsledders Christoph Langen and André Lange, and numerous others. The product range comprises helmets and goggles for winter sports, cycling, riding and motorcycling, plus protector systems and accessories. uvex sports has subsidiaries in Switzerland, Austria, the Netherlands and Japan and distributors in all key world markets.

Alpina markets state-of-the-art cycling and ski helmets and sports goggles in 35 countries around the globe, with a focus on the German, Austrian and Swiss markets. The wholly owned uvex subsidiary sets global trends. All products are distributed exclusively through specialist retailers. In 1982 ALPINA raised the bar with its super-lightweight M1 pure titanium sunglasses and is now one of the leading suppliers of high-quality sunglasses. For winter sports and cycling the company pursues a two-brand strategy with uvex and Alpina. Both brands appeal to athletes of all ages.

FILTRAL is an international sales company for affordable fashion sunglasses, swimming goggles and reading glasses. It ranks among the market leaders for sunglasses and reading glasses in central Europe. The FILTRAL brand is primarily sold through grocery retailers, pharmacies and filling stations. Products are also marketed under a number of private labels for retail partners.

Investing in core locations

In spite of the global economic crisis the uvex group remains strongly committed to its core locations. In line with a growth-based concept it is investing in new premises at the head office on Würzburger Strasse in Fürth. By spring 2010, UVEX SPORTS GmbH & Co. KG will move from its current premises on Fichtenstrasse to a location very near the head office in the Hardhöhe district, in a project involving a total investment of €14.3 million. "By

concentrating the uvex companies in Hardhöhe we intend to strengthen our cohesion and reinforce synergies within the group,” explains Michael Winter.

Despite the recession uvex is also investing in its subsidiary plant in Lederdorn in the Bavarian Forest, which celebrates its 40th anniversary in 2009. In 2006 the production facility was fully refurbished with high-tech equipment and extended by 3200 square metres at a cost of €5 million. In 2009 uvex invested further in technological core competencies such as plastic coating and the paint shop. In August a new plasma system for pre-treating TPU ski goggles went into production.

“In difficult times like the present we have to invest counter to the general economic trend to emerge as a winner on the other side,” Michael Winter explains.

For further information visit www.uvex.de

The uvex group

UVEX WINTER HOLDING GmbH & Co. KG brings together three globally active companies under one roof: the uvex safety group, the uvex sports group with uvex sports and Alpina, and Filtral. The uvex group has 41 subsidiaries in 22 countries but consciously chooses to do most of its manufacturing in Germany. Two thirds of the company's 2100-strong workforce (as at September 2009) is employed in Germany. uvex is a global partner to international elite sport and equips a host of top athletes. uvex is synonymous with top quality, stringent safety standards and cutting-edge technologies. The company's product range includes ski and sports eyewear, bicycle, ski, riding and motorcycle helmets and head-to-toe personal protective clothing. Since the very outset “Protecting People” – the uvex motto – has been at the heart of the company's activities.