



Styleguide protecting planet

May 2024

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The components of the protecting planet toolbox

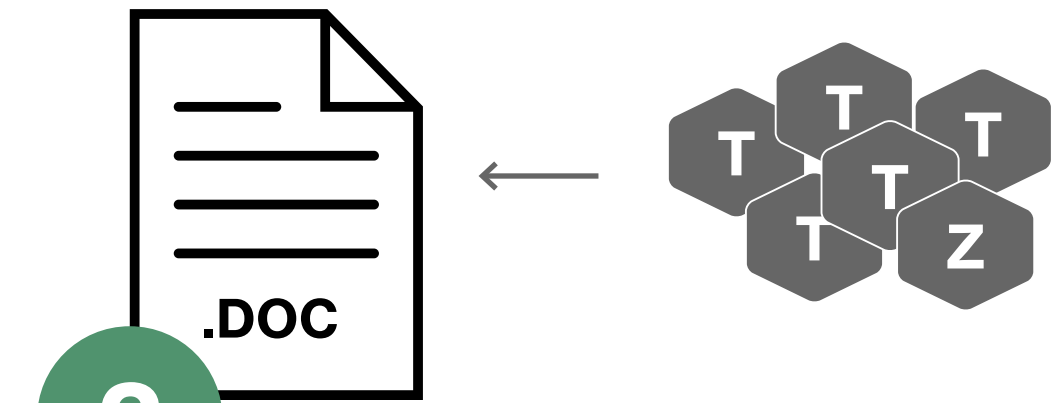
These elements are available for uvex group sustainability communications:



1

Styleguide

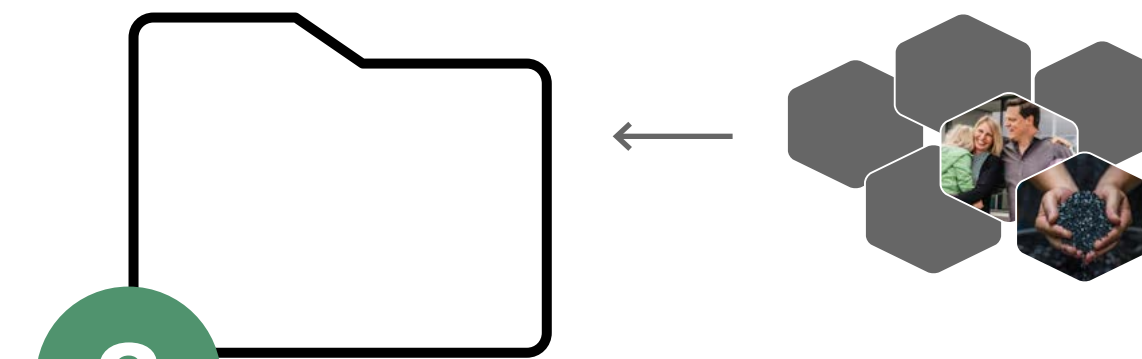
The Styleguide contains all the info, tips and best practice examples you might need.
[uvex_protecting_planet_styleguide_V01.pdf](#)



2

Texts & quotes

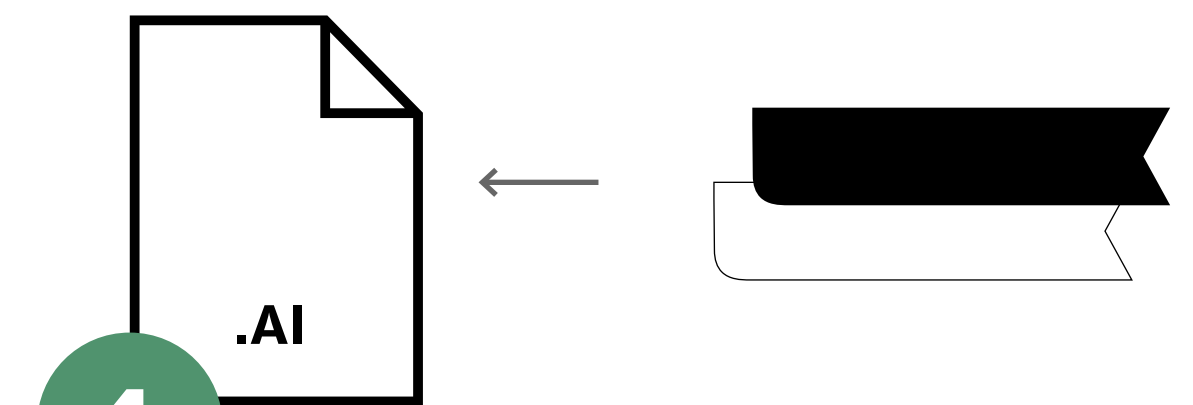
All texts and quotes pertaining to protecting planet have been conveniently grouped together in a Word file:
[uvex_protecting_planet_textbausteine.docx](#)



3

Image & graphic pool

Images, infographics, icons and the key visual variants for both screen (rgb) and print (cmyk) can be accessed via this folder:
[protecting_planet_toolbox / 03_bild-grafik_pool](#)



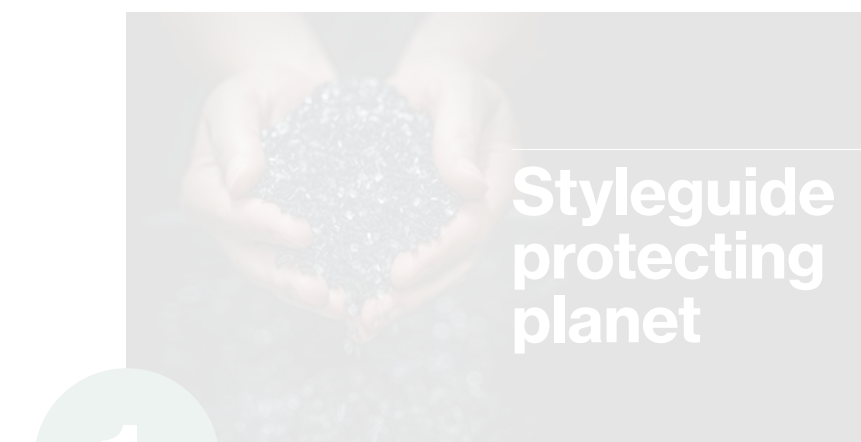
4

Template label

For communications at product level, an Adobe Illustrator template has been made available:
[uvex_protecting_planet_label-template_cmyk.ai](#)
[uvex_protecting_planet_label-template_rgb.ai](#)

Using the various components: Texts & quotes

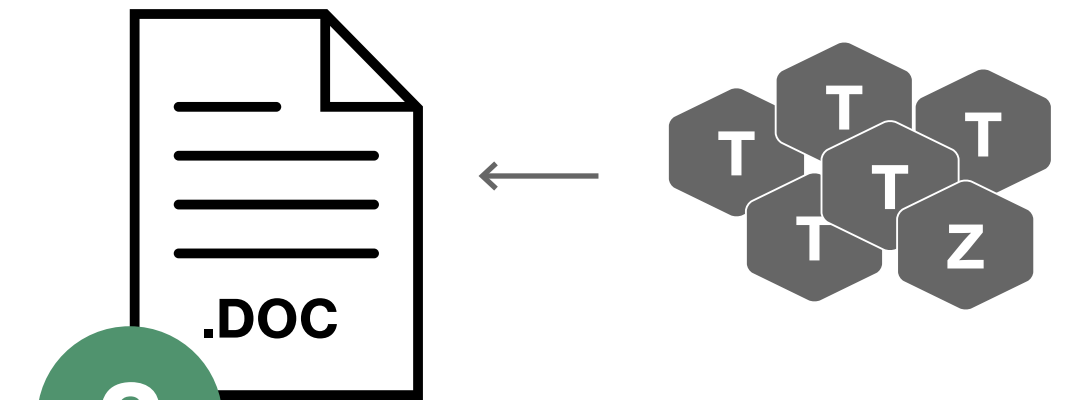
Text modules are available for all relevant areas of content, which can be individually selected depending on the focus of the topic. To ensure flexibility across various channels, short and long versions of some text modules are available. The aforementioned Word document is available for optimal copy/paste.



1

Styleguide

The Styleguide contains all the info, tips and best practice examples you might need.
[uvex_protecting_planet_styleguide_V01.pdf](#)



2

Texts & quotes

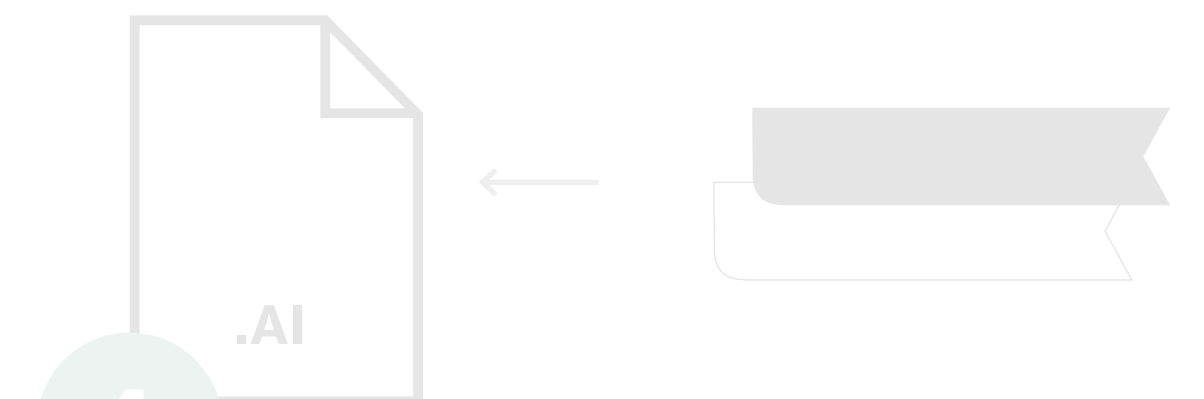
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3

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[protecting_planet_toolbox / 03_bild-grafik_pool](#)



4

Template label

For communications at product level, an Adobe Illustrator template has been made available:
[uvex_protecting_planet_label-template_cmyk.ai](#)
[uvex_protecting_planet_label-template_rgb.ai](#)

Using the various components: Image & graphic pool

As with the text modules, much of the image and graphic pool is optional and can be expanded depending on the scope of the report. Depending on the space available, the key images or key icons of the four focus areas should preferably be used in the form of the key visual (page 34).



1

Styleguide

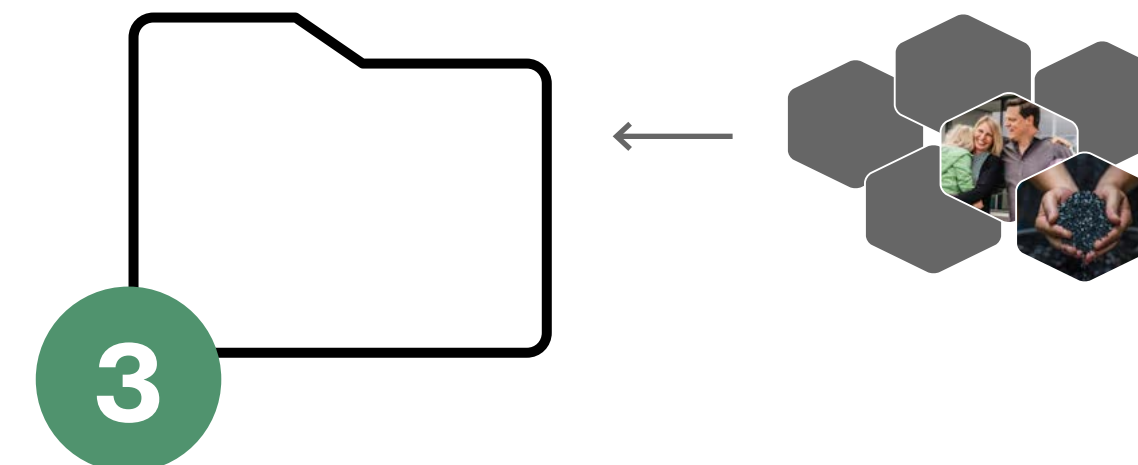
The Styleguide contains all the info, tips and best practice examples you might need.
[uvex_protecting_planet_styleguide_V01.pdf](#)



2

Texts & quotes

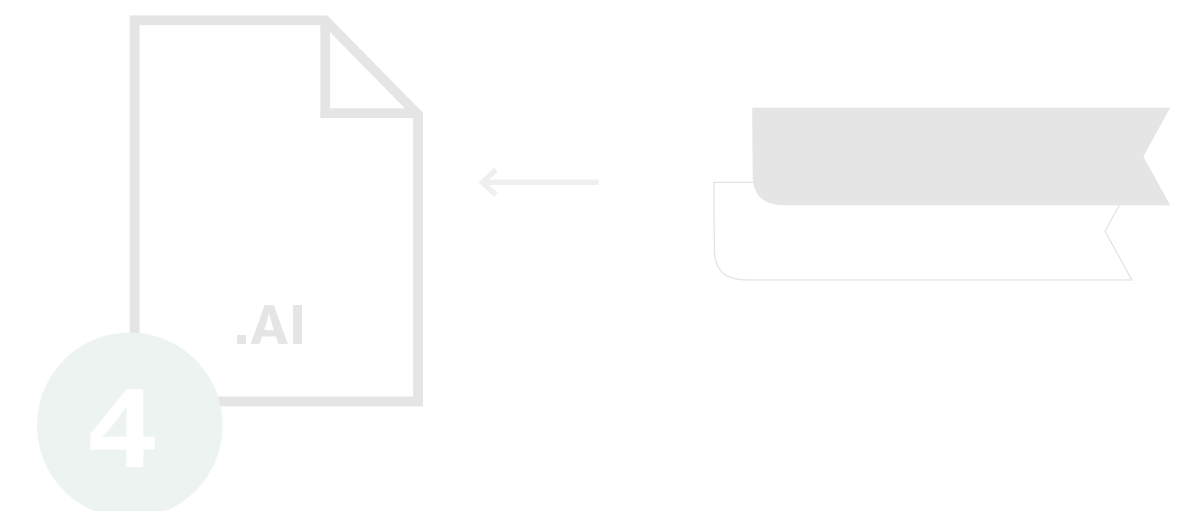
All texts and quotes pertaining to protecting planet have been conveniently grouped together in a Word file:
[uvex_protecting_planet_textbausteine.docx](#)



3

Image & graphic pool

Images, infographics, icons and the key visual variants for both screen (rgb) and print (cmyk) can be accessed via this folder:
[protecting_planet_toolbox / 03_bild-grafik_pool](#)



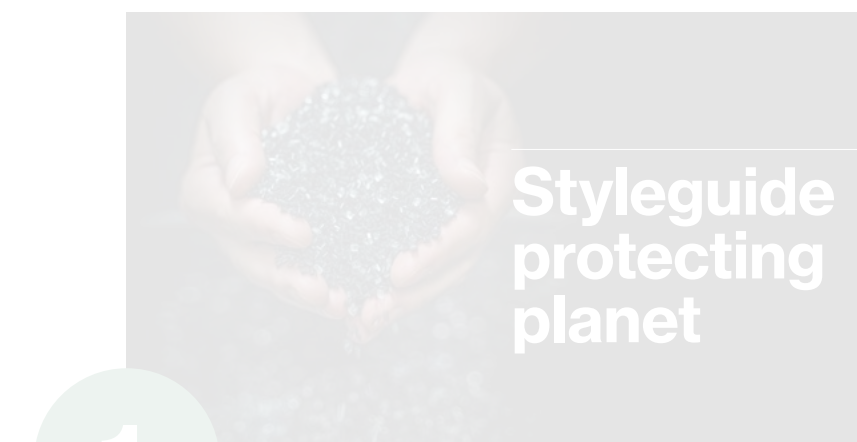
4

Template label

For communications at product level, an Adobe Illustrator template has been made available:
[uvex_protecting_planet_label-template_cmyk.ai](#)
[uvex_protecting_planet_label-template_rgb.ai](#)

Using the various components: Template label

For label creation at product level, an Adobe Illustrator template has been made available. The design of the label (page 58) and links to the Sustainability Hub are supported and approved by the MAB Board (cf. page 84).



1

Styleguide

The Styleguide contains all the info, tips and best practice examples you might need.
[uvex_protecting_planet_styleguide_V01.pdf](#)



2

Texts & quotes

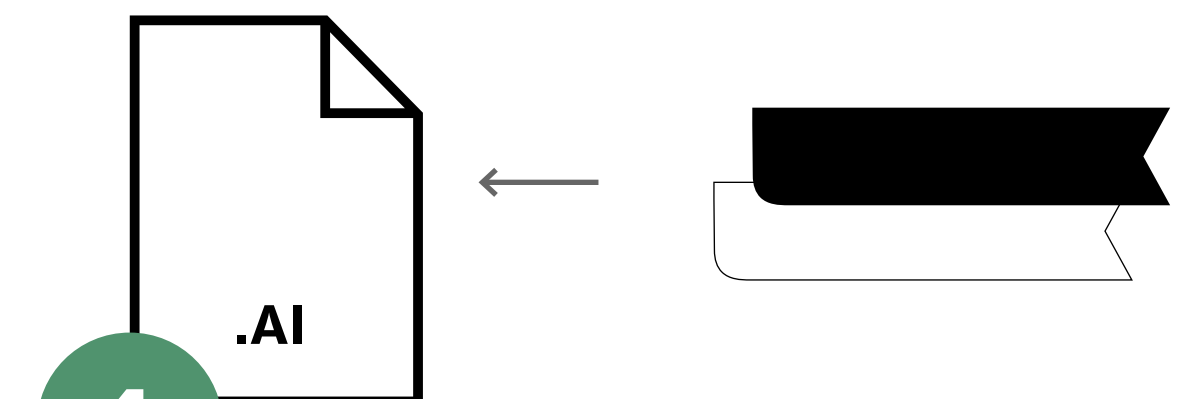
All texts and quotes pertaining to protecting planet have been conveniently grouped together in a Word file:
[uvex_protecting_planet_textbausteine.docx](#)



3

Image & graphic pool

Images, infographics, icons and the key visual variants for both screen (rgb) and print (cmyk) can be accessed via this folder:
[protecting_planet_toolbox / 03_bild-grafik_pool](#)



4

Template label

For communications at product level, an Adobe Illustrator template has been made available:
[uvex_protecting_planet_label-template_cmyk.ai](#)
[uvex_protecting_planet_label-template_rgb.ai](#)

Why sustainability is so important to the uvex group

The success of a business comes down to its people all sharing common values. All uvex group employees are united by the desire to safeguard a future in which life is worth living – especially during the uncertain and challenging times that we are currently facing. By thinking and acting sustainably now, we can shape a sustainable future and continue our mission of protecting people at work, in sport and during leisure pursuits. By improving the conditions for both people and the environment, we can secure our long-term business success.

We are carrying on with our mission that we first embarked on back in 1926 by assuming responsibility and doing the right thing. Not for ourselves, but for future generations. Because by operating sustainably and in a socially responsible manner and by developing innovative products and services, we not only strengthen the uvex group with our shared values, but also help to inspire people around the world.

Established Sustainability

The management of the uvex group has been structuring the sustainable commitment of all brands internally and externally since as early as 2010. What we have already achieved has been standard practice at the uvex group for many years and plays into a concept we like to call Established Sustainability.

Green electricity and green gas

Our green electricity is obtained from sources such as biomass, in addition to hydroelectric, wind and solar power. This makes an important contribution to our climate protection ambitions. The green electricity sourced by uvex locations since 2014 is 100% TÜV-certified, renewable electricity from hydro-power and also promotes new facilities across the region. The

uvex group has been procuring green gas since 2016, with the emissions generated on the basis of gas combustion offset by projects that first contribute to CO₂ reduction, and second, support sustainable development and job creation, in addition to improving social, ecological and sanitary conditions in the respective country.

Rainer Winter Foundation

The Rainer Winter Foundation has been helping children and young people in need in a rapid, straightforward, non-bureaucratic manner for many years now. For the uvex group this is the embodiment of social sustainability – from one generation to the next.

Established Sustainability

Code of Conduct

Common, sustainable values are the basis of our sustainable decisions and corporate culture. The Code of Conduct serves as a sustainable framework for the responsible conduct of each and every uvex group employee.

Social Standard

The Social Standard regulates the ethical principles upon which cooperations with business partners and their employees, suppliers, representatives and sub-contractors are based. The uvex group's Social Standard, which establishes guidelines for responsible collaborations, has been in place since 2006. We perform due diligence right along our supply chains in addition to carrying out regular audits to ensure that all

business partners are complying with the uvex group's Social Standard, which is based on agreements ratified by the International Labour Organization (ILO) and United Nations (UN), in addition to the Organisation for Economic Co-operation and Development (OECD) principles for multinational enterprises.

Packaging made from recycled paper

All product packaging and secondary packaging of the uvex group predominantly consists of recycled paper. Procurement, CSR, the SBUs, Marketing and Logistics are currently engaged in dialogue with the aim of making our packaging solutions even more sustainable.

**protecting planet –
the sustainability
claim.**



Link to corporate mission

The sustainability claim is secondary to the protecting people claim and is to be exclusively used in relation to the uvex group's sustainability activities. It should only be used to draw attention to these sustainability activities. The protecting people corporate mission always takes priority.



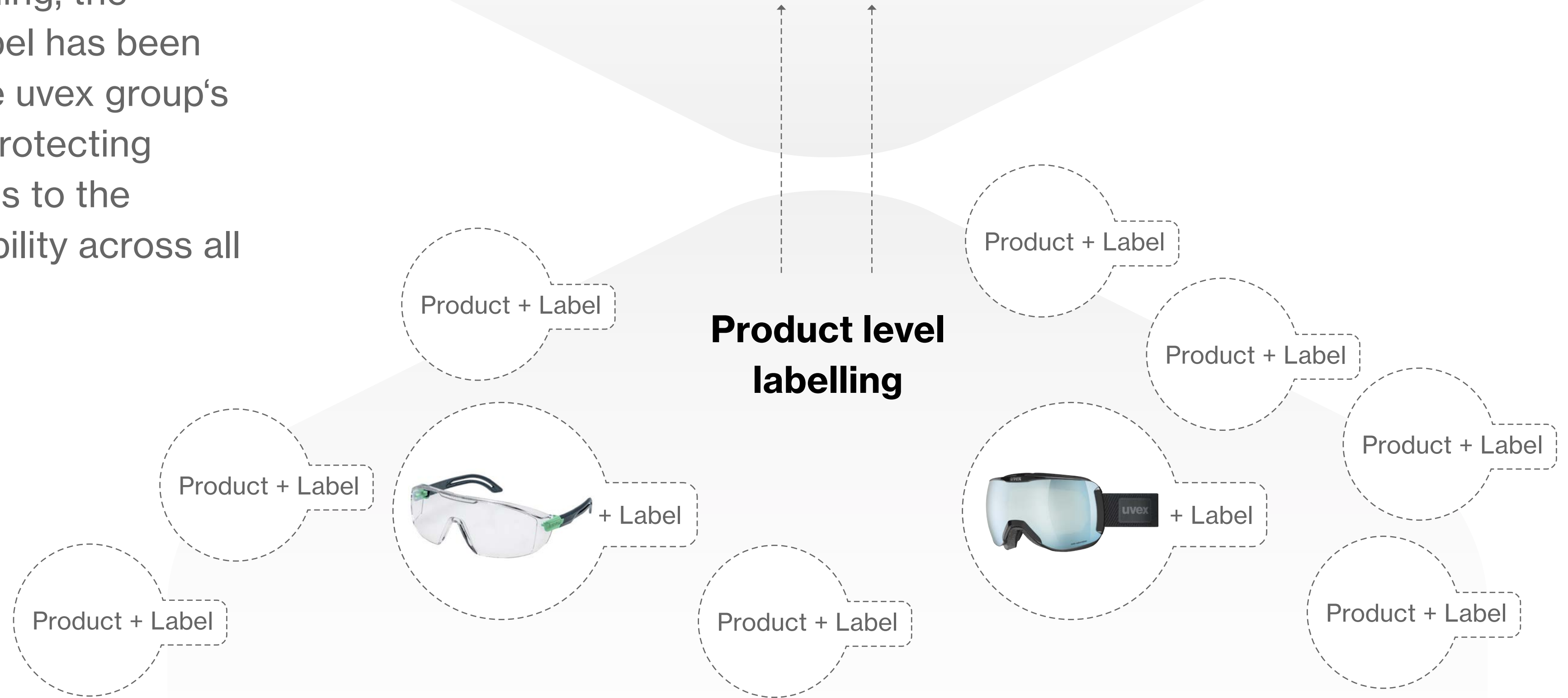
Claim evolution

Evolving out of the product level labelling, the wording of the already established label has been transformed into the main claim of the uvex group's sustainability communications. The "protecting planet" sustainability claim now applies to the uvex group's commitment to sustainability across all of the diverse subgroups.

protecting planet

uvex group

Complete overview of sustainability communications



Lettering



uvex_protecting_planet_claim_1-line_green



uvex_protecting_planet_claim_2-line_green

The lettering of the sustainability claim can be used on a single line or over two lines (left-aligned). As shown above, it should preferably be positioned directly in connection with the uvex logo.

uvex

protecting planet

uvex_protecting_planet_claim_1-line_green

The background can either be white or black, with the uvex logo switched between the two colours as required to provide a direct contrast.

uvex

**protecting
planet**

uvex_protecting_planet_claim_2-line_green



The claim can also be optionally positioned in the print space (see DINA4 example above) and therefore be detached from the uvex logo. The existing CI rules apply to the uvex logo; the claim can be flexibly used proportionally, as is the case with the headlines.

[To the CI portal](#)

Special rule: protecting planet as corporate font

The protecting planet claim can either be used in the defined lettering of the logo or as a headline in the corporate font “Neue Haas Grotesk”. The latter option can be useful in cases where several aspects of the uvex group are being highlighted and the visual comparability can offer a degree of clarity. In such cases, the same rules apply to protecting planet as to all elements within the uvex CD, such as the minimum distance to the logo, lines and other elements.



Example of a trade fair stand with a focus on sustainable products: protecting planet is integrated into the headline system of the entire stand. The corporate font can be used for labels splashed across all walls and counters.

**Special rule:
protecting planet as corporate font**

The following rules apply:



- protecting planet is not to be translated – stays in English for all other languages.
- The logo is not to be highlighted in quotation marks or any other punctuation marks.
- protecting planet is always written in lower case letters.
- protecting planet can be used in the corporate font in either black or white and is subject to the general CI guidelines on typography.

Colour climate

The primary colour “uvex green” is the focus of our sustainability communications and forms part of the main claim and the focus areas. Secondary colours are only used when additional colours are needed for differentiation, for example in infographics.

uvex green (primary colour)

50936e
rgb 80/147/110
cmyk 80/0/70/0

uvex grey

666666
rgb 102/102/102
cmyk 0/0/0/70

Blue

0075be
rgb 0/117/190
cmyk 80/45/0/0

Petrol

339da3
rgb 51/157/163
cmyk 70/10/30/10

Azur

66cfe5
rgb 102/207/229
cmyk 55/0/10/0

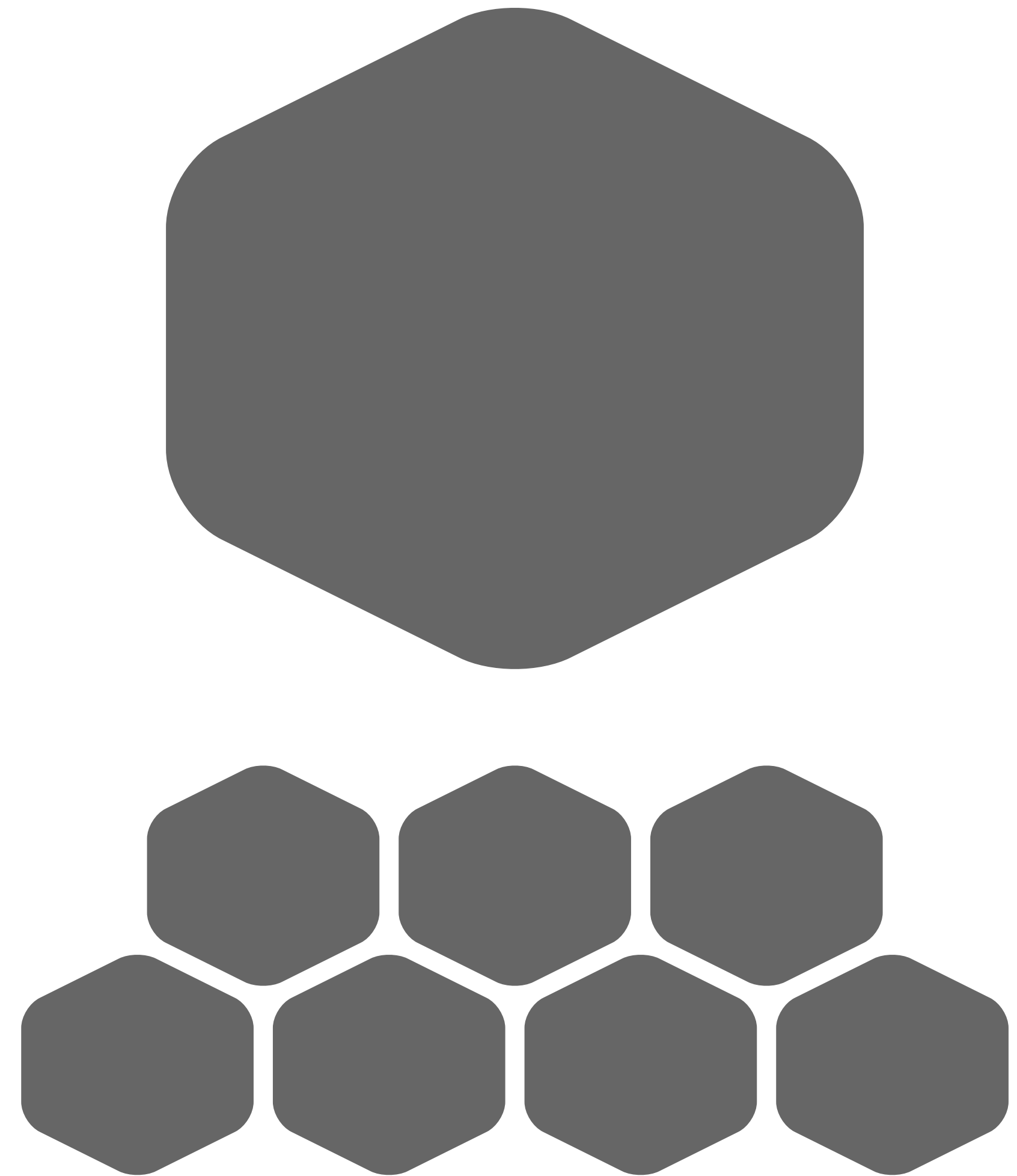
Lime

b6d67a
rgb 182/214/122
cmyk 30/0/60/0

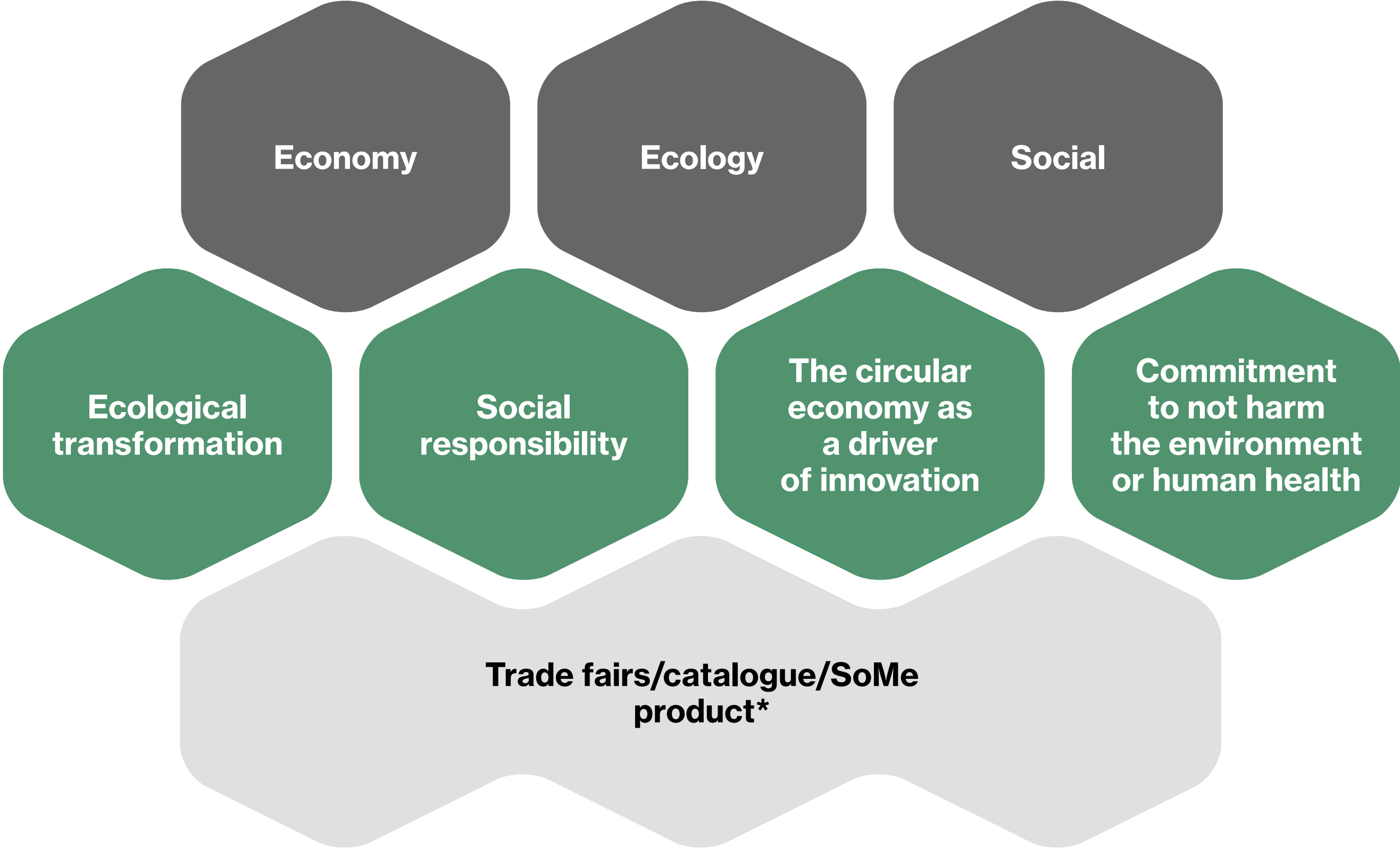
Design language and infographics

Honeycomb shapes, taken as inspiration from the natural world, are important symbols for our sustainability communications as well. These are not only used as part of the key visual platform for the four focus areas (see page 34), but can additionally be used in infographics – individually or in a group.

The infographics must be transferred as supplied. The colours are not interchangeable.



protecting planet



Three pillars

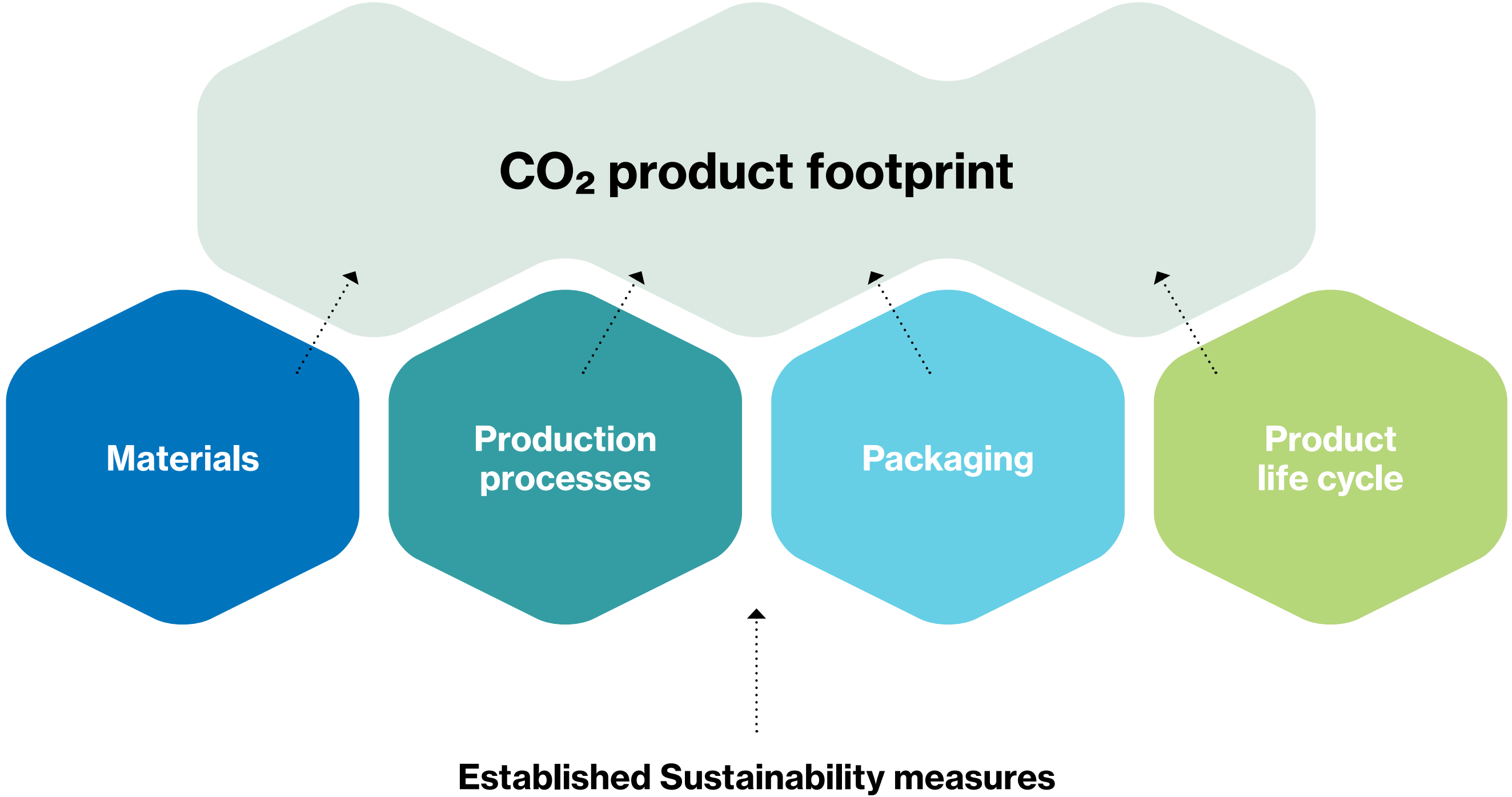
Four focus areas

Product/event level

*
Dimensions at product level:
Materials
Production processes
Product life cycle
Packaging

protecting planet

Dimensions



Dimensions

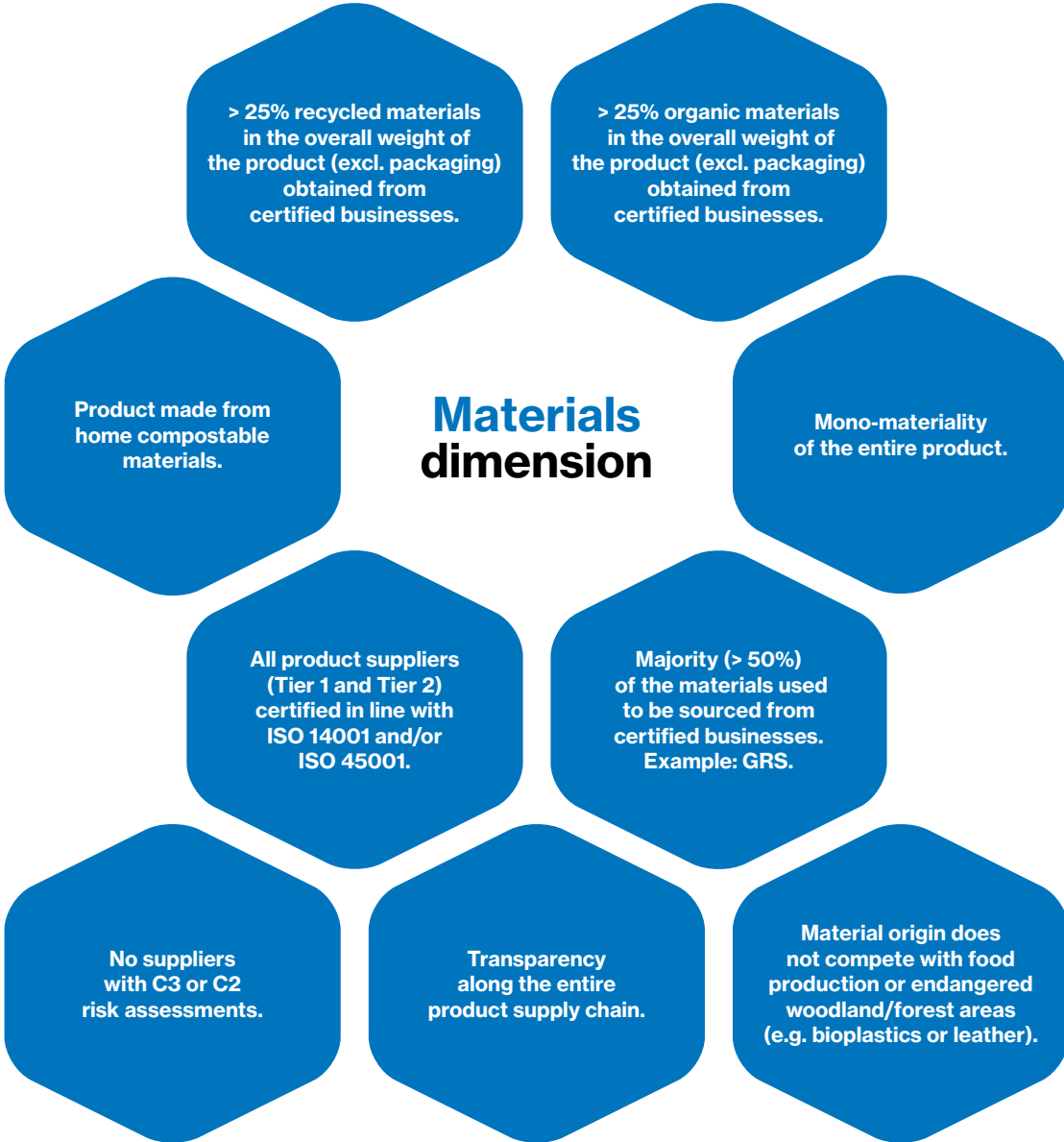


Dimensions



protecting planet

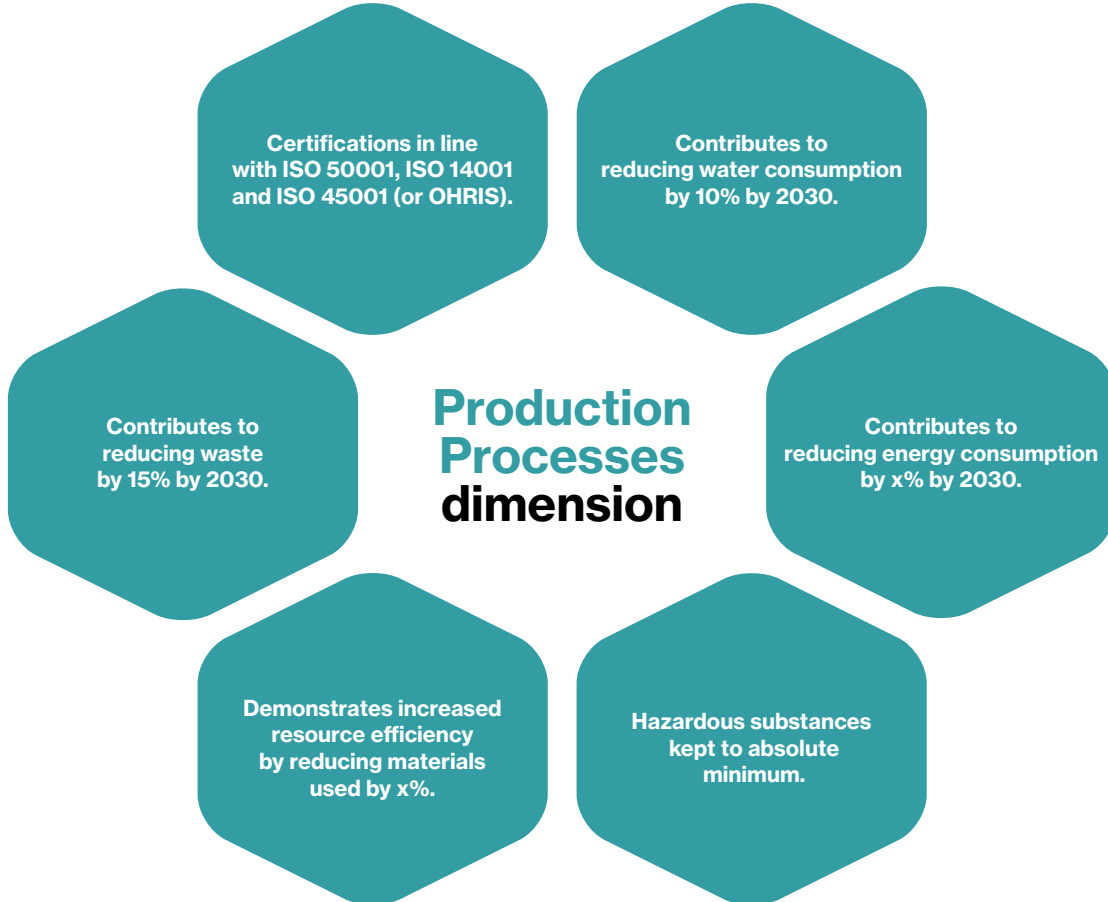
Criteria



uvex_protecting_planet_infografik_kriterien_01

protecting planet

Criteria



uvex_protecting_planet_infografik_kriterien_02

protecting planet

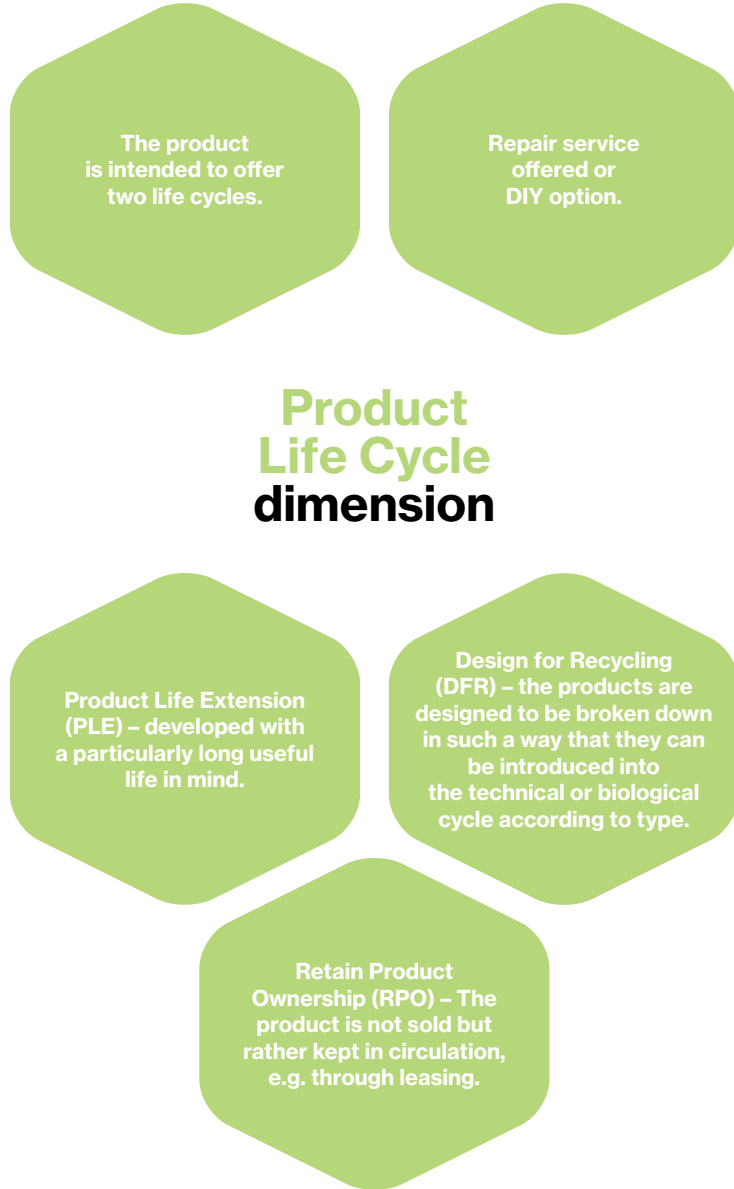
Criteria



uvex_protecting_planet_infografik_kriterien_03

protecting planet

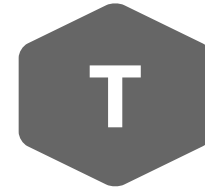
Criteria



uvex_protecting_planet_infografik_kriterien_04

Introductory texts and general icon

Depending on the scope of the respective medium, two introductory texts are available to choose from. The short text module is particularly suitable to being used as a concise, striking teaser directly beneath the claim.



protecting planet

Long text:

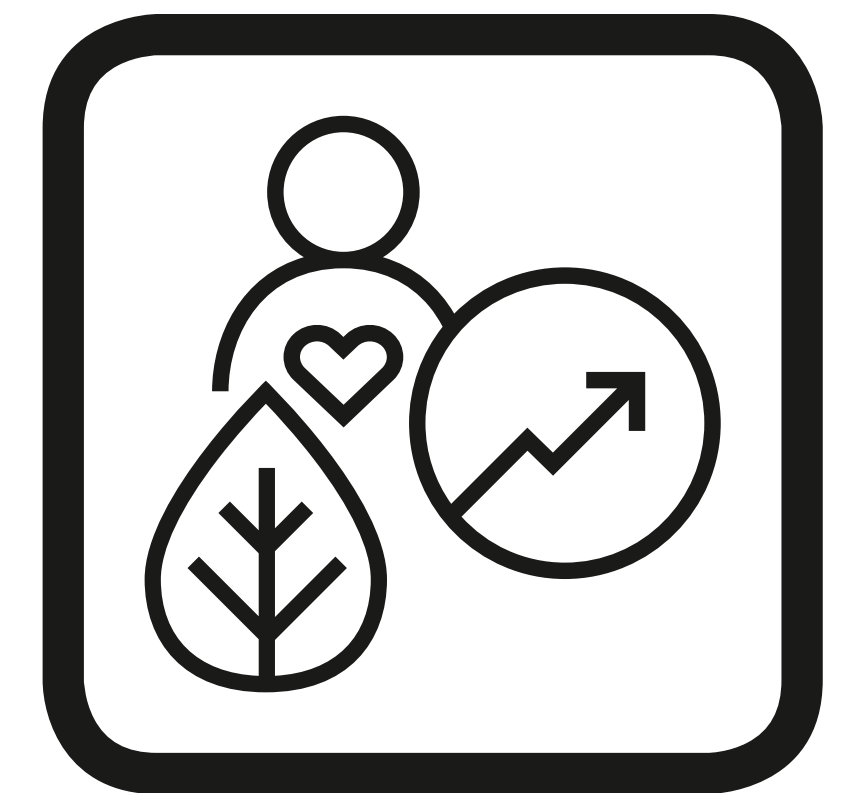
The protecting people philosophy obliges the uvex group to operate sustainably and with social responsibility – towards employees and trainees, as well as customers, business partners, suppliers and athletes. This responsibility is our promise to people and the environment. We call this promise protecting planet.

The uvex group has been protecting people at work, in sport and during leisure pursuits since 1926. We therefore see it as our obligation to also protect our planet and natural resources. With our protecting planet promise, we are anchoring these conservation aspects in the uvex group by checking, evaluating and optimising all business areas and processes along the value chain in terms of ecological, economic and social sustainability. Our aim is to create sustainable product solutions that carry the protecting planet label. This applies to both innovative occupational safety and high-performance designs for leisure pursuits and sport, in addition to extending across uvex safety, uvex sports, ALPINA, Filtral and other brands of the uvex group.

Short text:

Every solution begins with the responsibility of protecting both people and the natural world. protecting planet is therefore our promise to people and the environment and is the label we use for our most sustainable products.

Associated icon
[uvex_Icon_Nachhaltigkeit](#)





Quote from Michael Winter:

At present, sustainability is becoming a hot topic on the back of radical social and technological changes. We are aware of our responsibilities and will seek to meet this social and technological transformation process head on. Our mission protecting people obliges us to protect the environment as well. We are holistically integrating sustainability in our business processes. For this, we identified four specific focus areas and supplemented these with quantifiable, group-wide goals that are to be implemented at plant level: ecological transformation, social responsibility, the circular economy as a driver of innovation and finally, a commitment to not harm the environment or human health.



uvex_protecting_planet_bild_zitat_winter-michael.jpg



Quote from Georg Höfler:

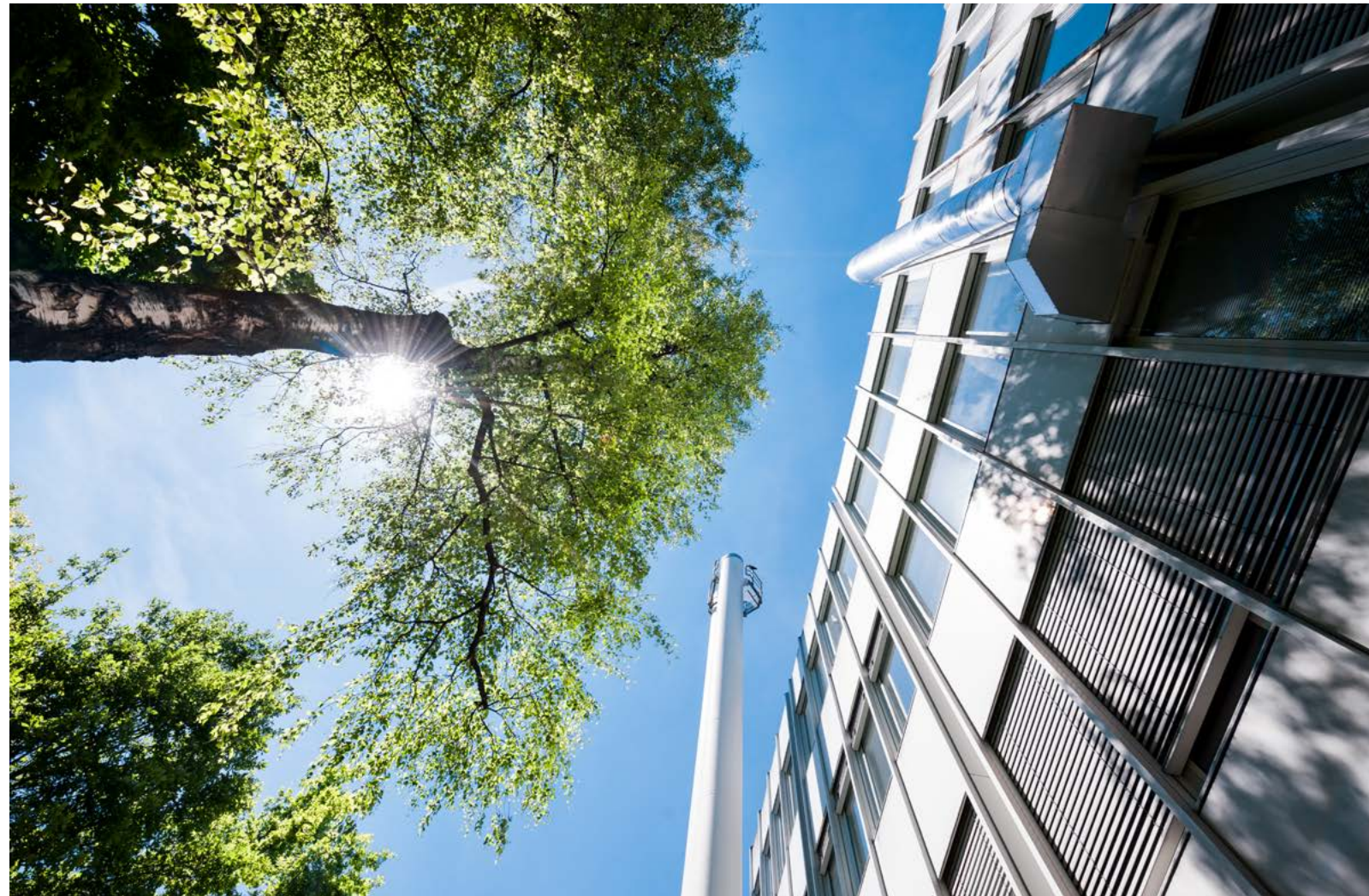
When it comes to achieving our climate protection targets, we have established a clear hierarchy: the top priority is the avoidance of greenhouse gases. Where it proves impossible to avoid greenhouse gas emissions, it is important to ensure that these are kept to an absolute minimum. Moreover, any emissions that are ultimately unavoidable should be offset by way of certified climate protection projects. We have set ourselves the goal of achieving climate neutrality for the uvex group, including the upstream and downstream value chain, by 2045. Additional targets are centred on steadily increasing the use of recycled materials and bioplastics in addition to implementing sustainable supplier management arrangements with an emphasis on climate compatibility, social aspects and transparency.



uvex_protecting_planet_bild_zitat_hoefler-georg.jpg

General image material

General image material is available as required:

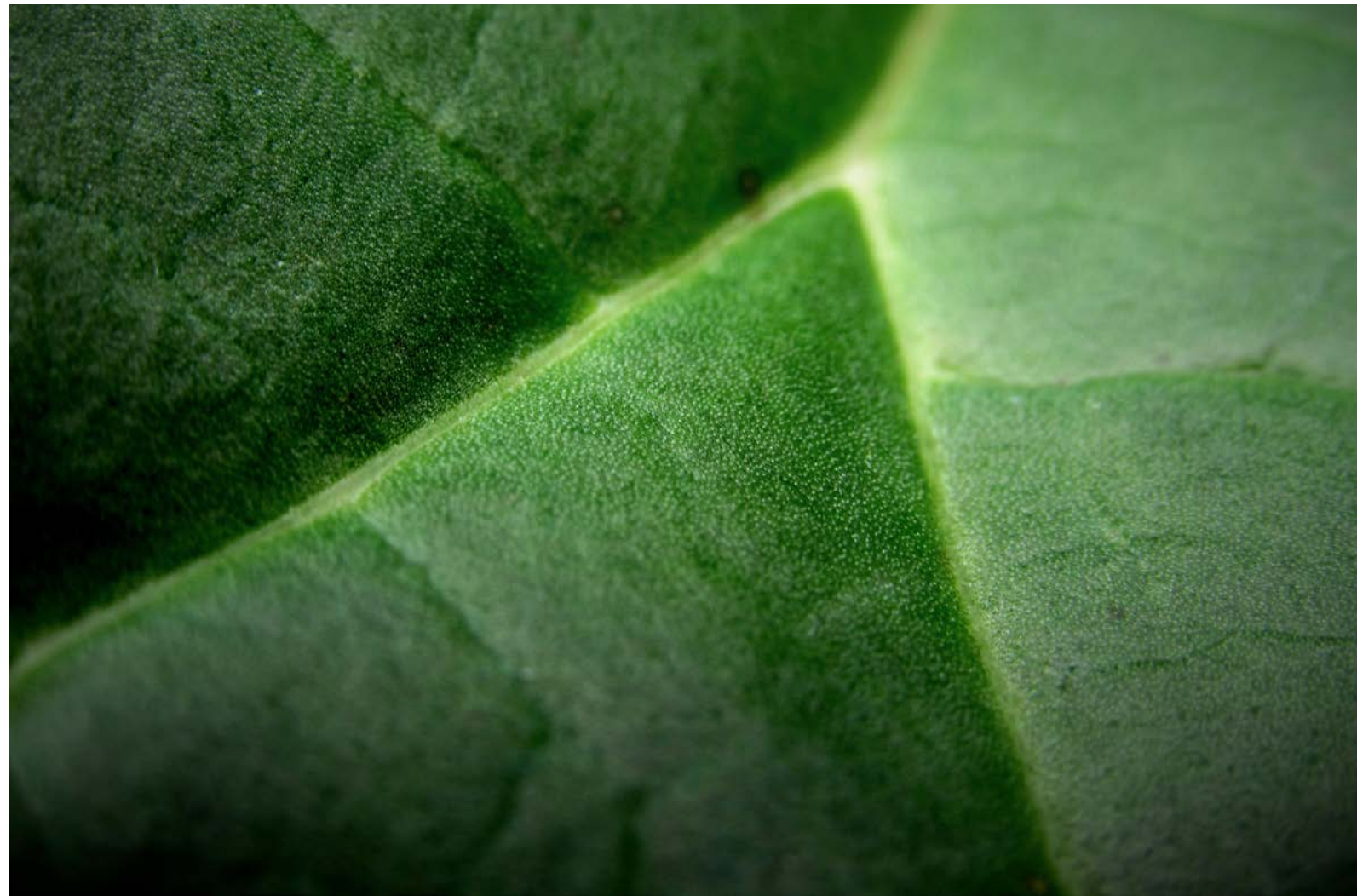


uvex_protecting_planet_bild_allgemein_01.jpg



uvex_protecting_planet_bild_allgemein_02.jpg

uvex_protecting_planet_bild_allgemein_03.jpg



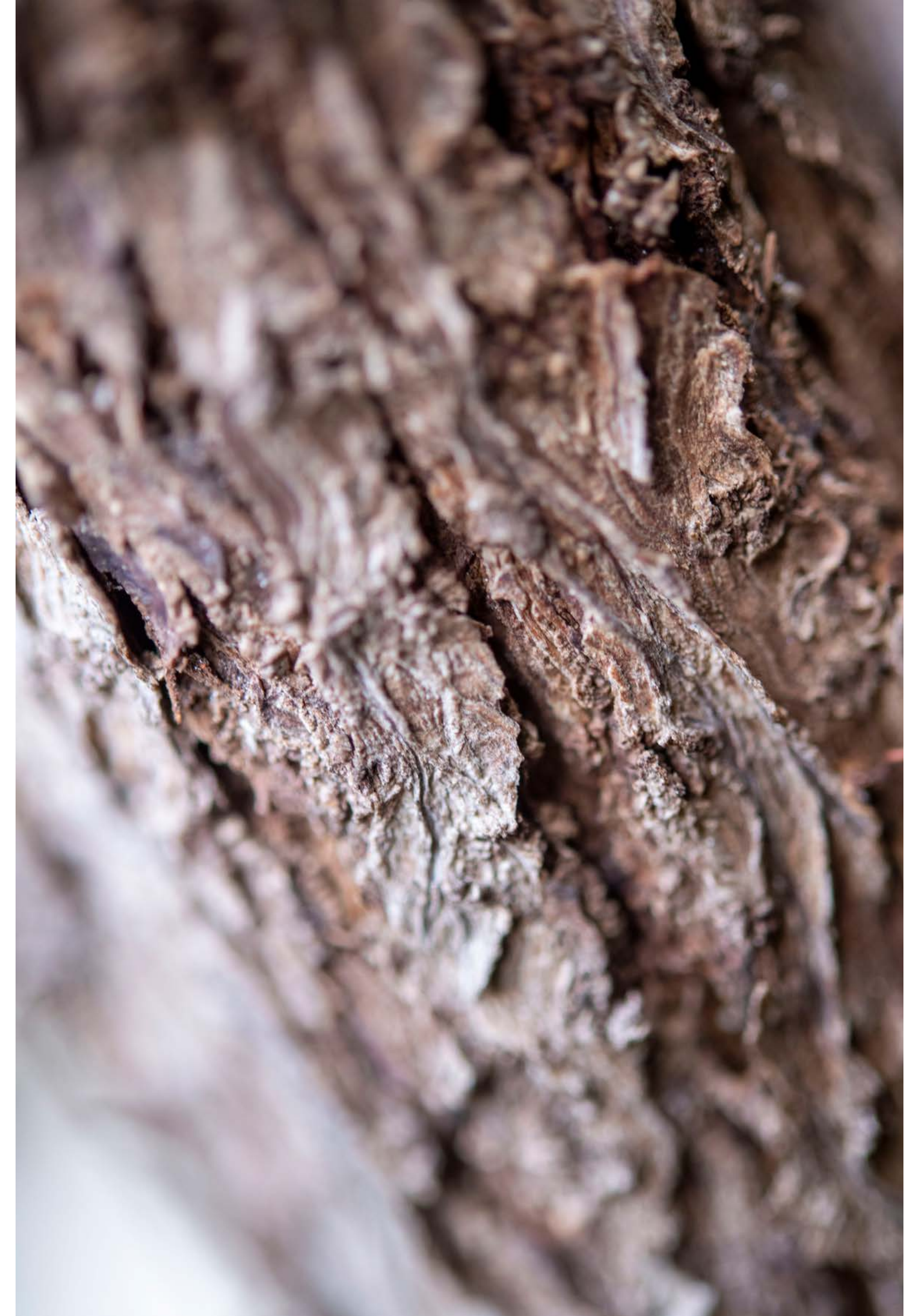
uvex_protecting_planet_bild_allgemein_04.jpg



uvex_protecting_planet_bild_allgemein_05.jpg



uvex_protecting_planet_bild_allgemein_06.jpg



uvex_protecting_planet_bild_allgemein_07.jpg



uvex_protecting_planet_bild_allgemein_08.jpg



uvex_protecting_planet_bild_allgemein_09.jpg

**The three pillars –
Economic.
Ecological. Social.**

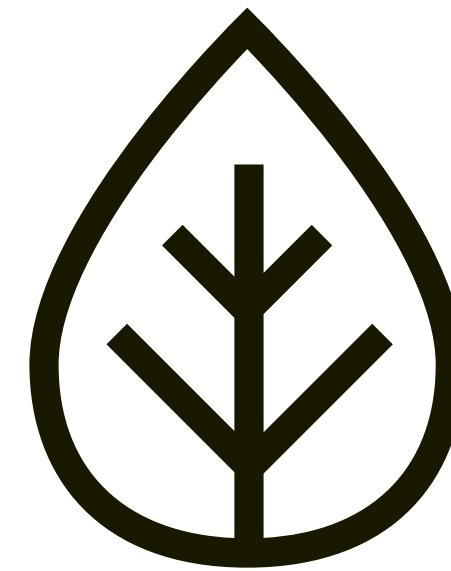
The three pillars – icons

The icons can be used in either black or white. The white icons should be placed on black backgrounds or homogenous, contrasting images.

Example use of white icons:

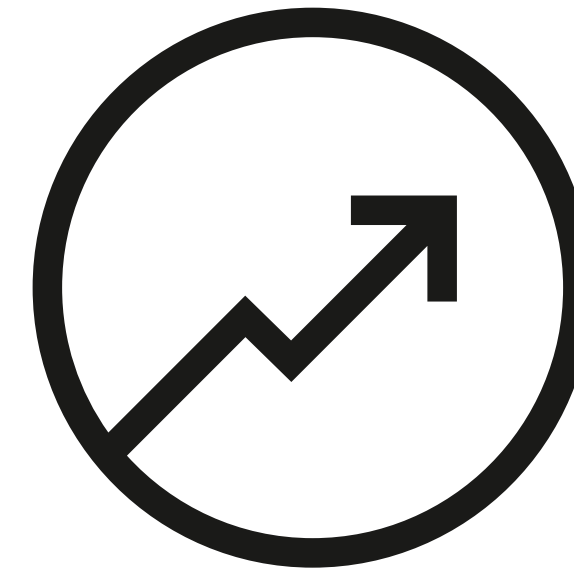


Ecological



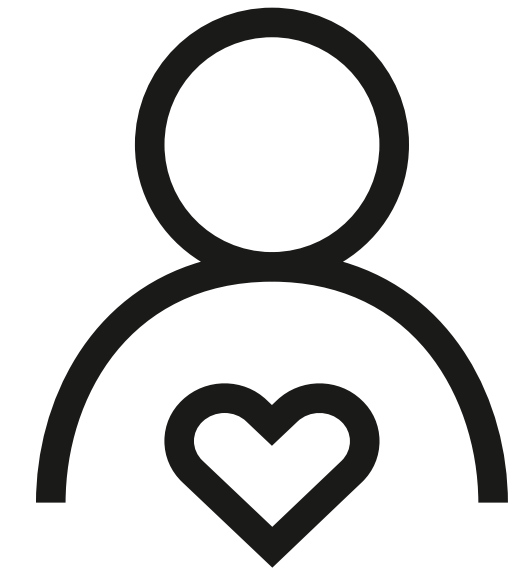
Associated icon
uvex_Icon_Oekologie

Economic



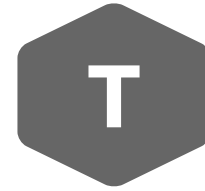
Associated icon
uvex_Icon_Oekonomie

Social



Associated icon
uvex_Icon_Soziales

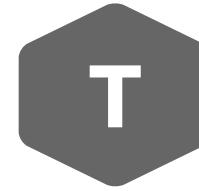
The three pillars – text content



Text passage

Ecological. Sustainable manufacturing.

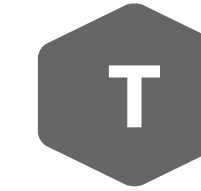
We implement sustainable ecological measures by consistently checking and improving our plants and working processes, in addition to the composition of our products. Both direct and indirect environmental impacts along the value chain are avoided or reduced as far as possible, with uvex group ultimately seeking to generate the smallest possible carbon footprint. To this end, we have implemented internationally recognised and certified energy, environmental and quality management systems at many of our locations. In fact, the uvex safety group already calculates its carbon footprint. Our customers can see at first glance exactly how much CO₂ they can save by purchasing a more sustainable product. Using the data from the CO₂ equivalence calculation, we can further optimise the lifecycle of our products, compare materials and drive the adoption of new design and manufacturing processes.



Text passage

Economic. Sustainable business operations.

Sustainable business operations for the uvex group means value-oriented growth. This is an attitude that has always shaped our family company's approach to doing business. As such, we are expanding our sustainable commitment across all areas of the business and striving to further cut our carbon footprint in order to achieve climate neutrality by 2045. Remaining independent from banks enables us to achieve value-oriented, qualitative growth at both national and international level. In this context, the aim is not to maximise profits, but rather to offer our employees long-term, secure jobs at a stable company.



Text passage

Social. Acting with social sustainability.

Sustainability means acting with respect for people and nature, in addition to taking responsibility for the most disadvantaged members of society. Through the Rainer Winter Foundation, which was founded in 1980, the uvex group is in the fortunate position of being able to help sick or disabled children and young people in need around the world, in a rapid, straightforward, non-bureaucratic manner. The uvex group embodies this responsibility in all work and business relationships, as well as in relation to its employees, customers and partners along the entire supply chain.



Quote from Michael Winter:

As a family company, we stand for continuity and the responsible use of social, ecological and economic resources. These three pillars of sustainability are the vital building blocks of our DNA. Sustainably shaping the future alongside our employees is a matter that is very close to the heart of both myself and my family.

The four focus areas – the key visual.

The four focus areas – key icons

The icons can be used in either black or white. The white icons should be placed on black backgrounds or homogenous, contrasting images.

Example use of white icons:

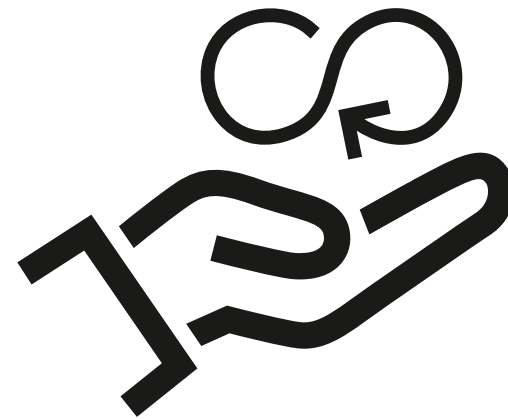


Ecological transformation



Associated icon
uvex_Icon_FB_Kreislauf

The circular economy as a driver of innovation



Associated icon
uvex_Icon_FB_Transformation

Social responsibility



Associated icon
uvex_Icon_FB_Verantwortung

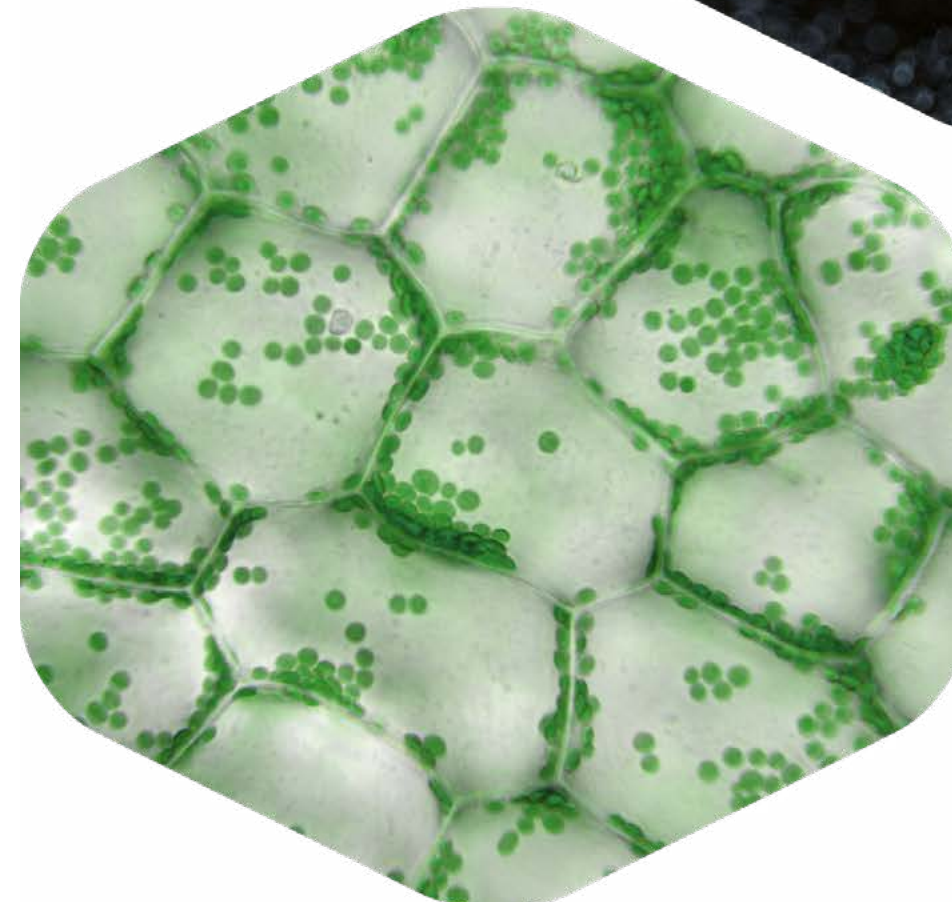
Commitment to not harm the environment or human health



Associated icon
uvex_Icon_FB_Unbedenklichkeit

The four focus areas – key visual (images)

The four focus areas form the key visual of our sustainability communications. An exemplary key image for each focus area illustrates the core message in an intuitive way. These key visuals are an integral part of communications across every channel.



uvex_protecting_planet_keyimage_2-line

The four focus areas – key visual (icons)

Alternatively, the icons can be placed in the honeycombs. When used in this format, the icons must exclusively be white against the background of a honeycomb shape in the primary green colour.

The distance between the honeycombs must be shown in the same proportion as in the data supplied. Changes to this representation are not permitted.



uvex_protecting_planet_keyicon_2-line

The four focus areas – key visual

All variants also work against a black background. For horizontal formats such as banners, the honeycomb shapes with key visual images/icons can also be arranged in a line.

uvex_protecting_planet_keyimage_2-line



uvex_protecting_planet_keyimage_1-line



uvex_protecting_planet_keyicon_2-line



uvex_protecting_planet_keyicon_1-line

Combination



+

Ecological transformation



Associated icon
uvex_Icon_FB_Kreislauf

The circular economy as a driver of innovation



Associated icon
uvex_Icon_FB_Transformation

Social responsibility



Associated icon
uvex_Icon_FB_Verantwortung

Commitment to not harm the environment or human health

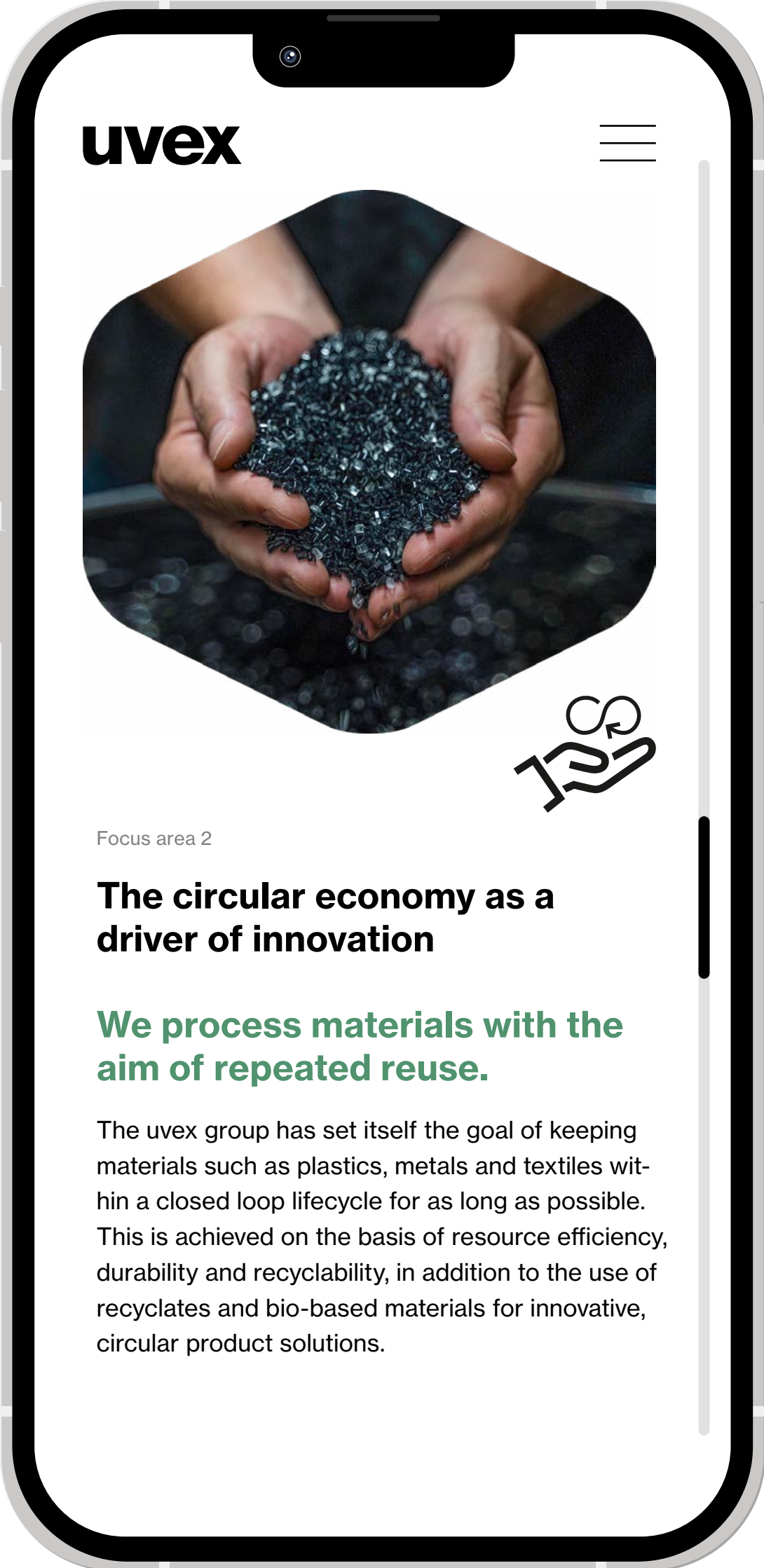
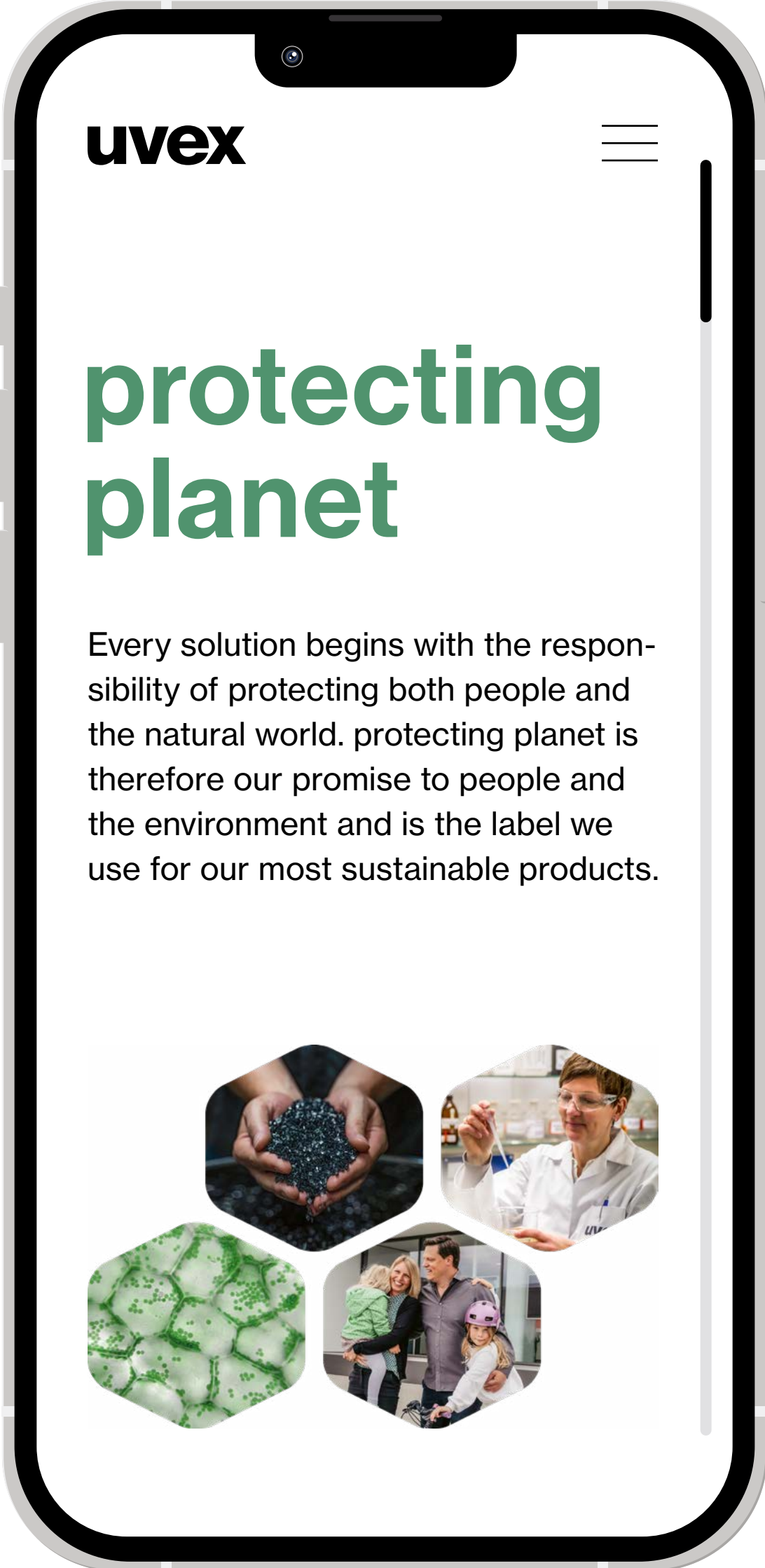


Associated icon
uvex_Icon_FB_Unbedenklichkeit

Make sure to avoid a mix of key images and key icons in the honeycomb shapes. However, the key image honeycombs can be combined with the free-standing icons, as shown by the Best Practices (see page 40 onwards).

Example use case:
The key visual with images can be combined with the respective icons (without the honeycomb shape).

Where branding is already in place, the uvex logo is not used directly above the claim.



Example use case:
DIN A4 double-page spread with
uvex logo in the print space.



protecting planet

The protecting people philosophy obliges the uvex group to operate sustainably and with social responsibility – towards employees and trainees, as well as customers, business partners, suppliers and athletes. This responsibility is our promise to people and the environment. We call this promise protecting planet.

The uvex group has been protecting people at work, in sport and during leisure pursuits since 1926. We therefore see it as our obligation to also protect our planet and natural resources. With our protecting planet promise, we are anchoring these conservation aspects in the uvex group by checking, evaluating and optimising all business areas and processes along the value chain in terms of ecological, economic and social sustainability. Our aim is to create sustainable product solutions that carry the protecting planet label. This applies to both innovative occupational safety and high-performance designs for leisure pursuits and sport, in addition to extending across uvex safety, uvex sports, ALPINA, Filtral and other brands of the uvex group.



Four focus areas for the greatest sustainability impact



Ecological transformation

We will save on CO₂ emissions, waste and water to expand our climate targets.

CO₂ is to be cut by 42% by the year 2030, with the company also striving to significantly reduce water consumption, waste and reject rates. The uvex group has set itself ambitious goals and will achieve climate-neutrality by 2045.



The circular economy as a driver of innovation

We process materials with the aim of repeated reuse.

The uvex group has set itself the goal of keeping materials such as plastics, metals and textiles within a closed loop lifecycle for as long as possible. This is achieved on the basis of resource efficiency, durability and recyclability, in addition to the use of recyclates and bio-based materials for innovative, circular product solutions.



Social responsibility

Those who take responsibility are able to inspire others.

For this reason, the uvex group is continually ramping up its engagement in the area of social responsibility. Here, the focus is on trained employees, fair working conditions, climate-friendly and socially responsible supplier management arrangements, as well as children and young people who can expect a brighter future thanks to the work of the Rainer Winter Foundation.



Commitment to not harm the environment or human health

Fewer harmful substances through more rigorous controls.

The uvex group strives to reduce the use of harmful substances as far as possible, which is achieved through systematic supplier controls around the world, production activities primarily located in Germany and audits focused on environmental compatibility during the product development phase. The uvex group also places stricter demands on itself than the applicable regulatory requirements. This is safety – made in uvex.

“At present, sustainability is becoming a hot topic on the back of radical social and technological changes. We are aware of our responsibilities and will seek to meet this social and technological transformation process head on. Our mission protecting people obliges us to protect the environment as well. We are holistically integrating sustainability in our business processes. For this, we identified four specific focus areas and supplemented these with quantifiable, group-wide goals that are to be implemented at plant level: ecological transformation, social responsibility, the circular economy as a driver of innovation and finally, a commitment to not harm the environment or human health.”

Michael Winter

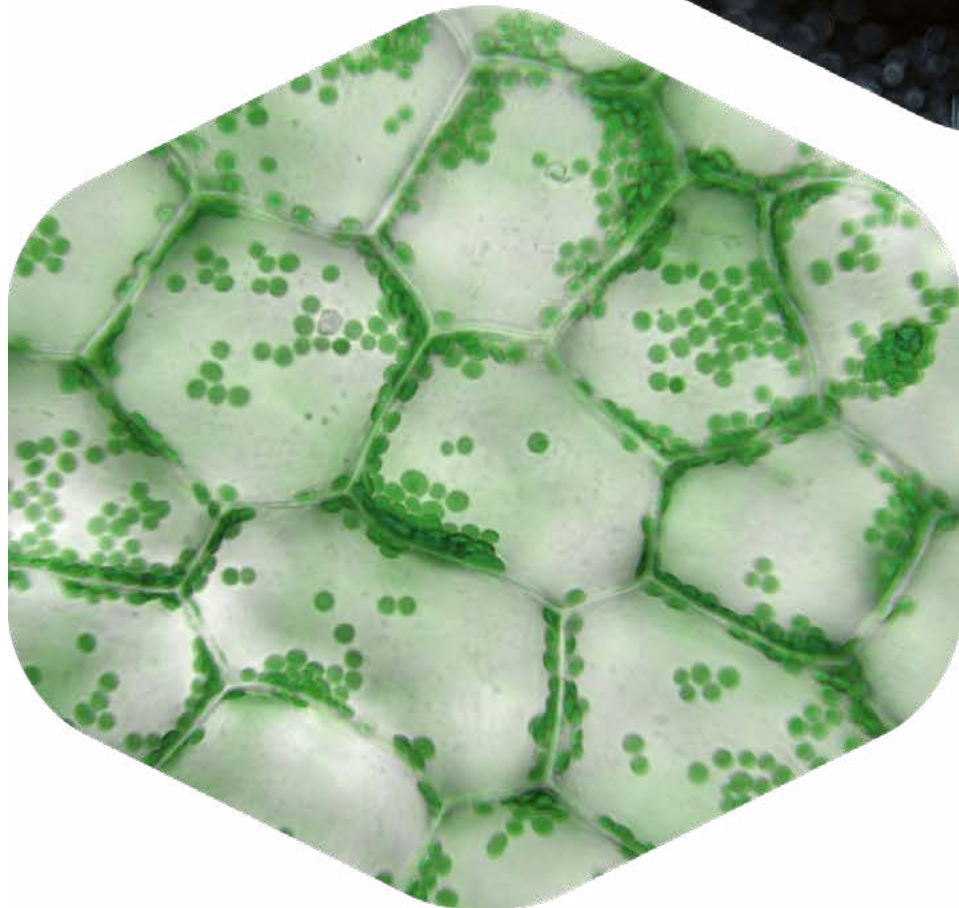


uvex

protecting planet

Every solution begins with the responsibility of protecting both people and the natural world. protecting planet is therefore our promise to people and the environment and is the label we use for our most sustainable products.

Example use case:
For optimal usage of space, the honeycomb shapes are placed next to each other.



1,5 Y

Y

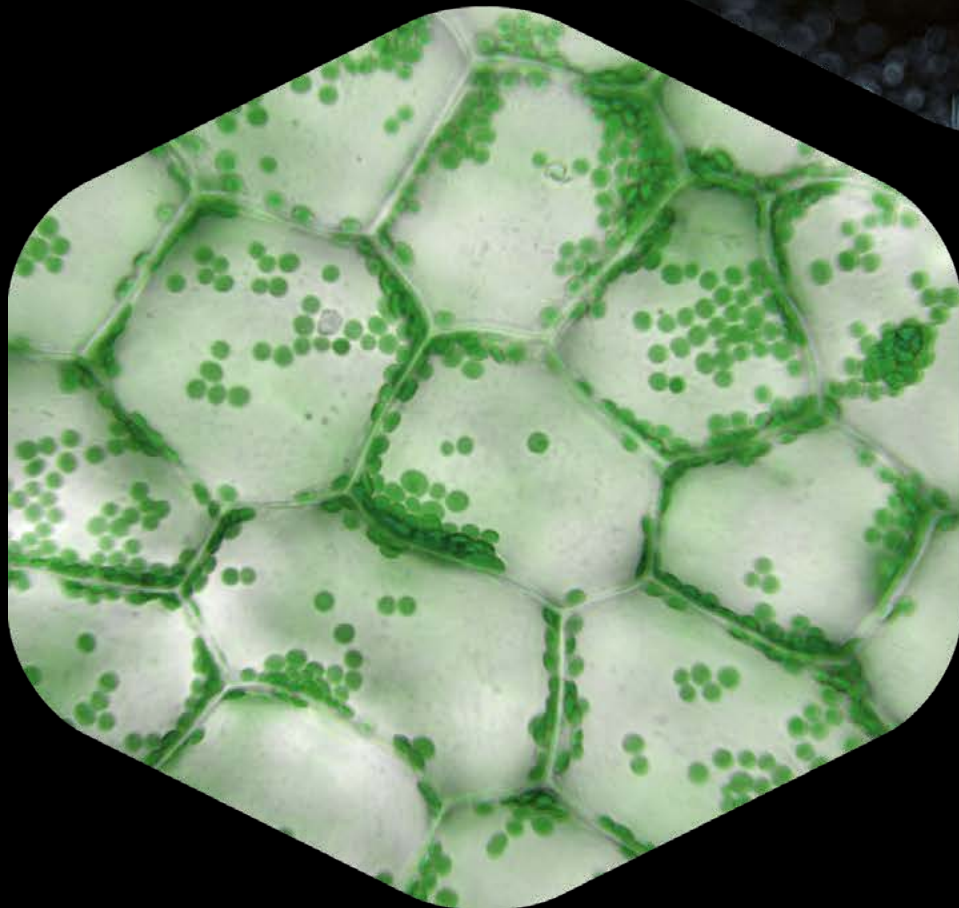
1,5 Y

1,5 Y

uvex

**protecting
planet**

Example combination of the claim / key visual:
Area equal to 1.5x the height of the logo is not to be
infringed beneath the logo.



1,5 Y

Y

1,5 Y

1,5 Y

uvex

protecting planet

Layout on a black background.

Ecological transformation

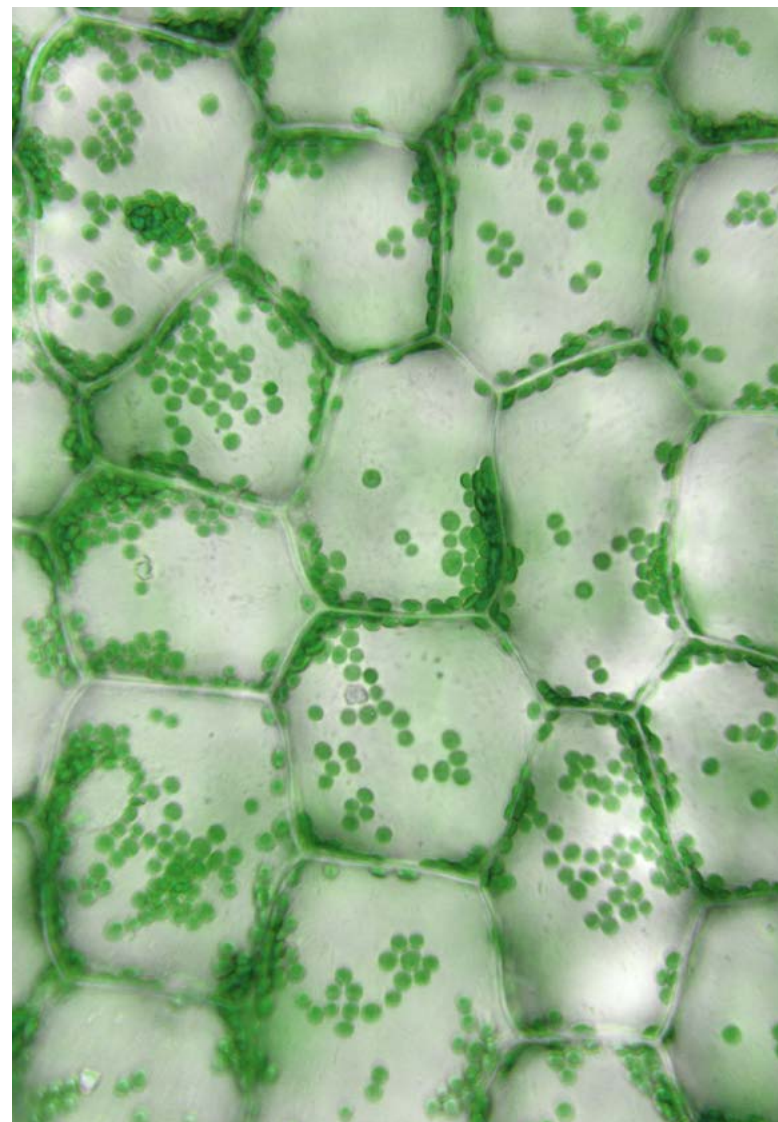
Associated icon

[uvex_Icon_FB_Kreislauf](#)



Associated key image

[uvex_protecting_planet_bild_keyimage_transformation.jpg](#)



We will save on CO₂ emissions, waste and water to expand our climate targets.

Long text:

Our work is focused on saving 42% of the greenhouse gases directly caused by our company by 2030 and to minimise the remaining carbon footprint as far as possible. The aim is for the uvex group's products, production processes and manufacturing facilities to have as little impact on the environment as possible. In this context, we are aiming to achieve further reductions in water consumption, waste and reject rates. We are consistently following this path and investing in our products and production processes in order to operate with climate-neutrality across the entire value chain by 2045.

Short text:

CO₂ is to be cut by 42% by the year 2030, with the company also striving to significantly reduce water consumption, waste and reject rates. The uvex group has set itself ambitious goals and will achieve climate-neutrality by 2045.

Ecological transformation



uvex_protecting_planet_bild_transformation_01.jpg

uvex_protecting_planet_bild_transformation_03.jpg

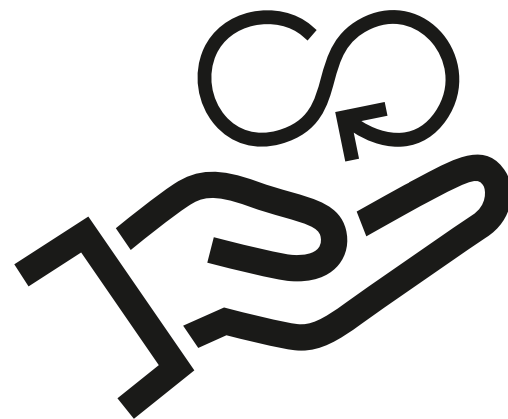


uvex_protecting_planet_bild_transformation_02.jpg



The circular economy as a driver of innovation

Associated icon
[uvex_Icon_FB_Transformation](#)



Associated key image
[uvex_protecting_planet_bild_keyimage_kreislauf.jpg](#)



We process materials with the aim of repeated reuse.

Long text:

The uvex group processes plastics, metals and textiles to manufacture its products, with the aim of keeping these materials in a closed loop lifecycle. For this reason, the uvex group is manufacturing ever more products on the basis of recyclates and bio-based materials. Moreover, we are increasingly using recyclable materials in our packaging solutions. In line with the principles of the circular economy, our focus is on launching innovative, circular products that help to save on the use of raw materials and energy consumption. We are making sustainable interventions across the entire product lifecycle – from initial development through to material use and recycling – and design our products with an emphasis on recyclability, durability and resource efficiency.

Short text:

The uvex group has set itself the goal of keeping materials such as plastics, metals and textiles within a closed loop lifecycle for as long as possible. This is achieved on the basis of resource efficiency, durability and recyclability, in addition to the use of recyclates and bio-based materials for innovative, circular product solutions.

The circular economy as a driver of innovation



uvex_protecting_planet_bild_kreislauf_03.jpg

uvex_protecting_planet_bild_kreislauf_01.jpg

uvex_protecting_planet_bild_kreislauf_02.jpg

Social responsibility

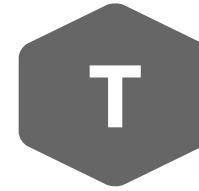
Associated icon

[uvex_Icon_FB_Verantwortung](#)



Associated key image

[uvex_protecting_planet_bild_keyimage_verantwortung.jpg](#)



Those who take responsibility are able to inspire others.

Long text:

Those who seek to act responsibly require the right mindset. This opens up new pathways and can inspire people around the world. With our sustainable thinking and actions, our aim is to set the right example for society as a whole. It is for this reason that we seek to help children and young people in need around the world through the Rainer Winter Foundation and are continually ramping up our sustainable engagement across the uvex group. We not only establish safe working standards and fair working conditions along the entire supply chain, but also reach supplier management arrangements with an emphasis on sustainability, climate-compatibility, social aspects and transparency. Our employees are also trained on the sustainable transformation. To change the world for the better, each and every one of us will need to play our part.

Short text:

For this reason, the uvex group is continually ramping up its engagement in the area of social responsibility. Here, the focus is on trained employees, fair working conditions, climate-friendly and socially responsible supplier management arrangements, as well as children and young people who can expect a brighter future thanks to the work of the Rainer Winter Foundation.

Social responsibility

uvex_protecting_planet_bild_verantwortung_04.jpg



uvex_protecting_planet_bild_verantwortung_02.jpg



uvex_protecting_planet_bild_verantwortung_01.jpg



uvex_protecting_planet_bild_verantwortung_03.jpg



uvex_protecting_planet_bild_
verantwortung_05.jpg



uvex_protecting_planet_bild_
verantwortung_06.jpg



uvex_protecting_planet_bild_
verantwortung_07.jpg

Commitment to not harm the environment or human health

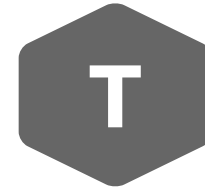
Associated icon

[uvex_Icon_FB_Unbedenklichkeit](#)



Associated key image

[uvex_protecting_planet_bild_keyimage_unbedenklichkeit.jpg](#)



Fewer harmful substances through more rigorous supply chain controls.

Long text:

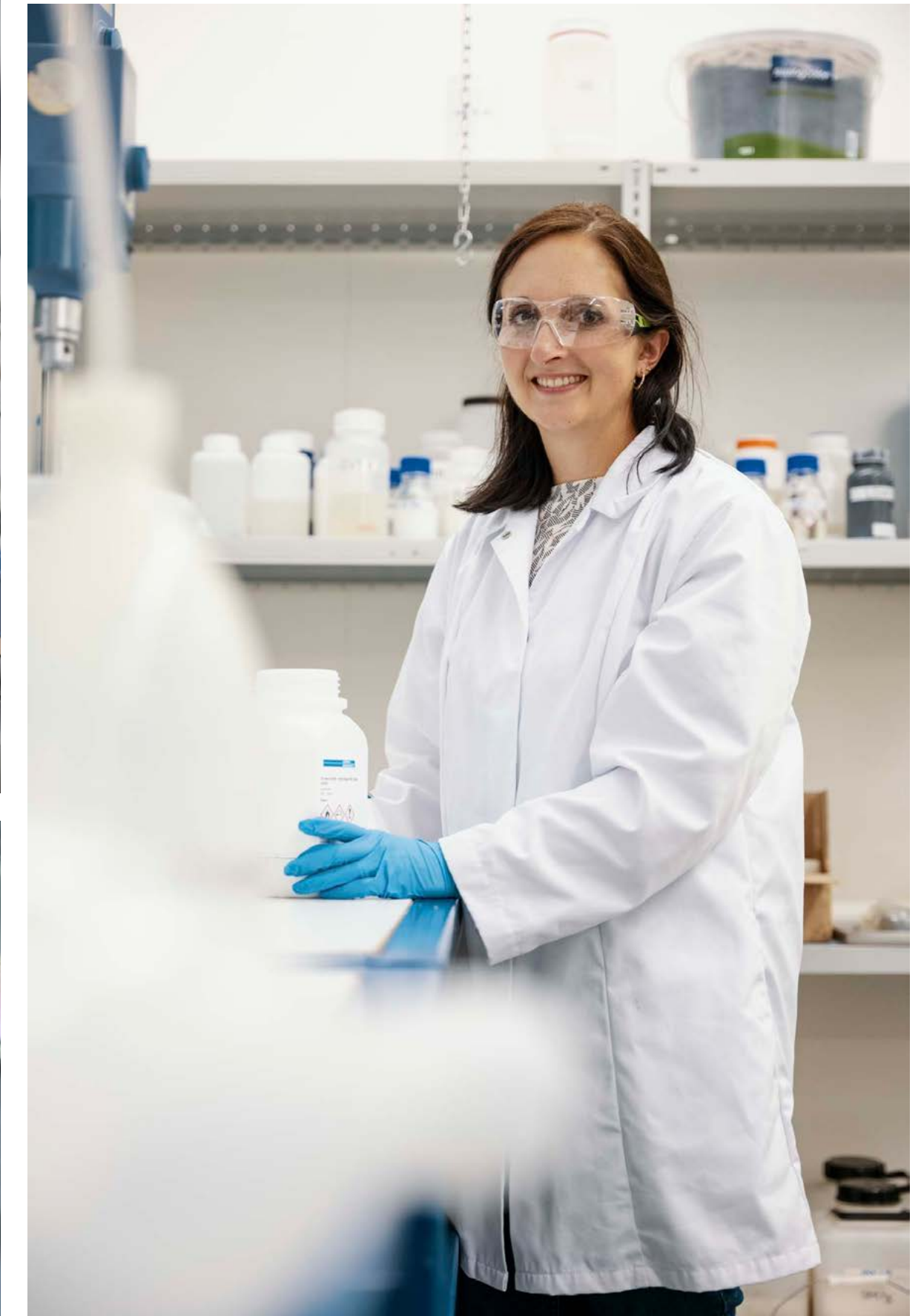
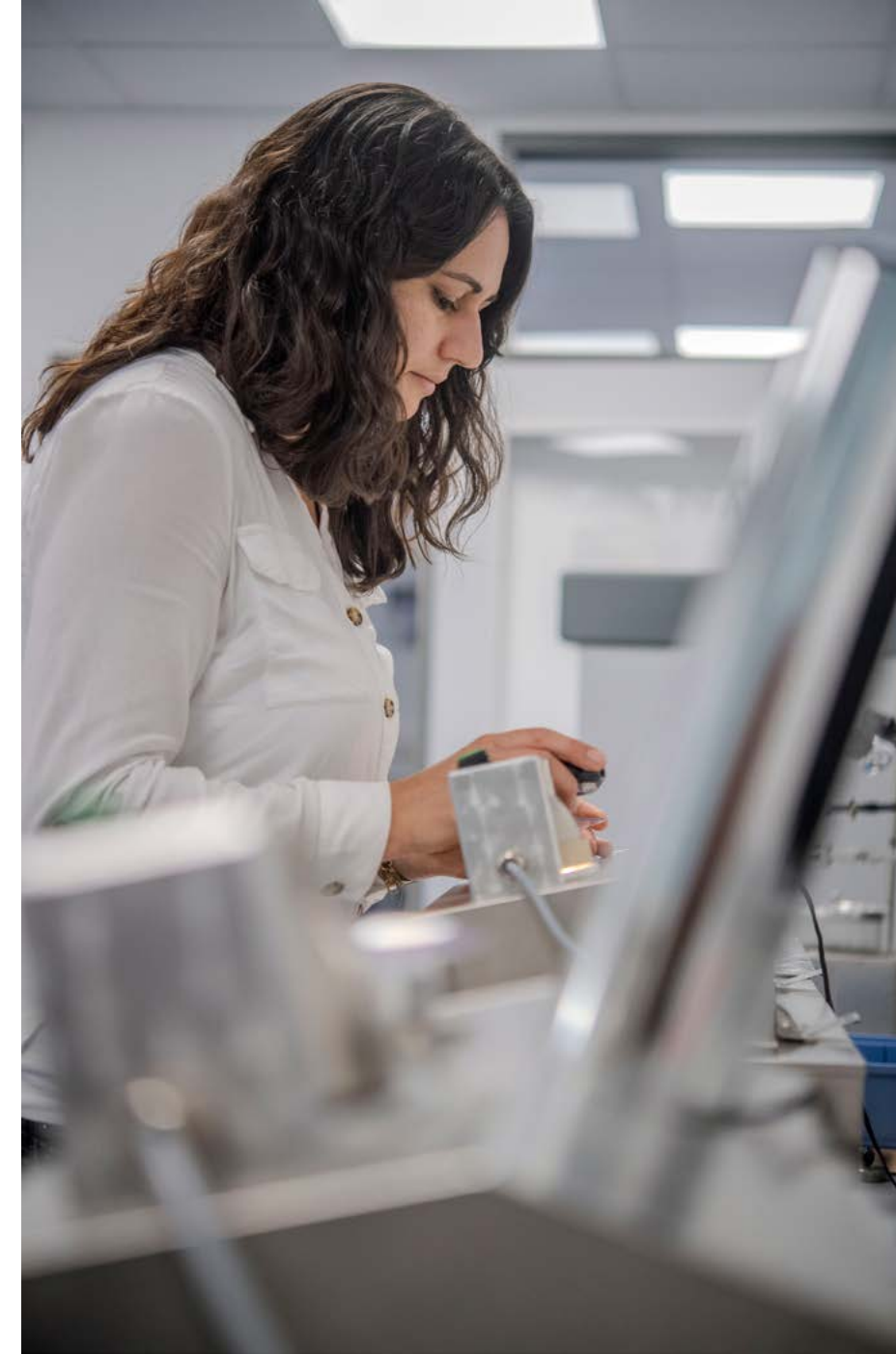
The majority of uvex group products are manufactured in either Germany or Europe – on the basis of self-developed standards that aim to ensure the use of particularly safe materials and production conditions that do minimum harm. Thanks to systematic supplier controls, we can minimise the use of potentially harmful substances. When new processes are introduced or new products are launched, the uvex group ensures that aspects such as environmental compatibility and the potential impacts on people and nature are factored into the development process right from the very beginning. This is safety that you can rely on – made in uvex.

Short text:

The uvex group strives to reduce the use of harmful substances as far as possible, which is achieved through systematic supplier controls around the world, production activities primarily located in Germany and audits on environmental compatibility during the product development phase. The uvex group also places stricter demands on itself than the applicable regulatory requirements. This is safety – made in uvex.

Commitment to not harm the environment or human health

uvex_protecting_planet_bild_unbedenklichkeit_03.jpg



uvex_protecting_planet_bild_unbedenklichkeit_02.jpg

uvex_protecting_planet_bild_unbedenklichkeit_01.jpg





uvex_protecting_planet_bild_
unbedenklichkeit_04.jpg

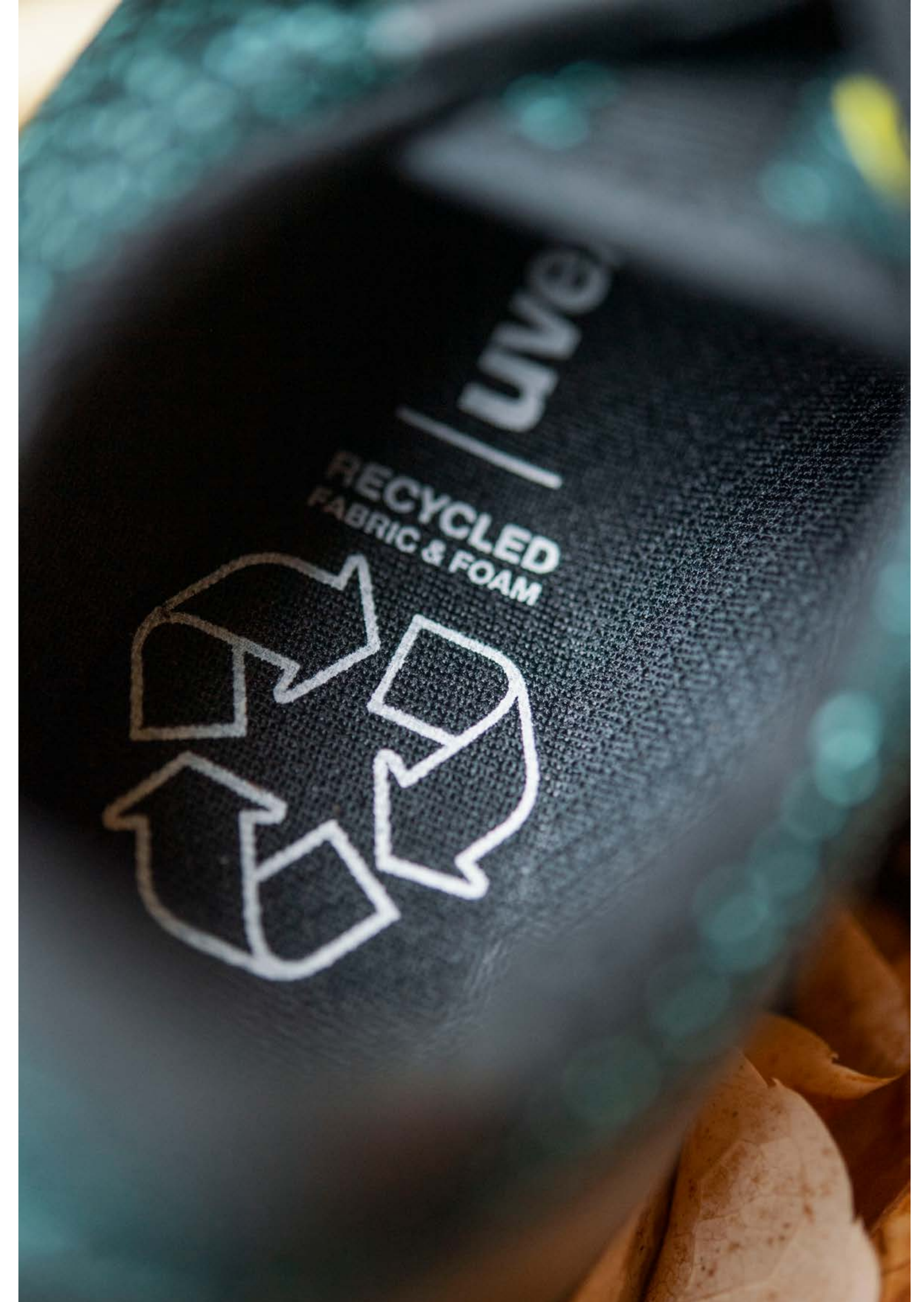


uvex_protecting_planet_bild_
unbedenklichkeit_05.jpg

uvex_protecting_planet_bild_
unbedenklichkeit_09.jpg



uvex_protecting_planet_bild_
unbedenklichkeit_07.jpg



uvex_protecting_planet_bild_
unbedenklichkeit_08.jpg

uvex

**uvex
urban
planet**

Product proximity – the label.

General information on the label

The protecting planet label (incl. variants) is to be used exclusively for uvex group sustainability activities. The use of the label is designed to make clear the product's contribution to sustainability. In this way, an accurate and specific statement about exactly „how“ this is achieved must be explicitly emphasised, while general statements about “protecting the planet” are not to be used so as to avoid accusations of “greenwashing”.

Basically, this means that the protecting planet label may only be used in conjunction with “specific statements” in order to demonstrate how the product or activity in question makes a contribution to protecting the planet.

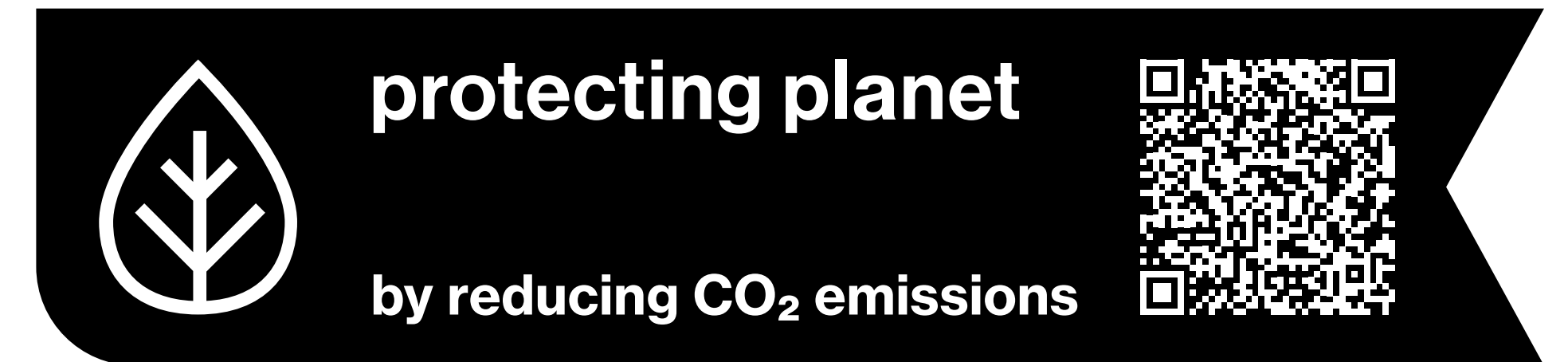


The planet series

All products that are allocated a protecting planet label are part of the planet series.

All of the products that carry the label are given the suffix “planet” after the actual name of the product.

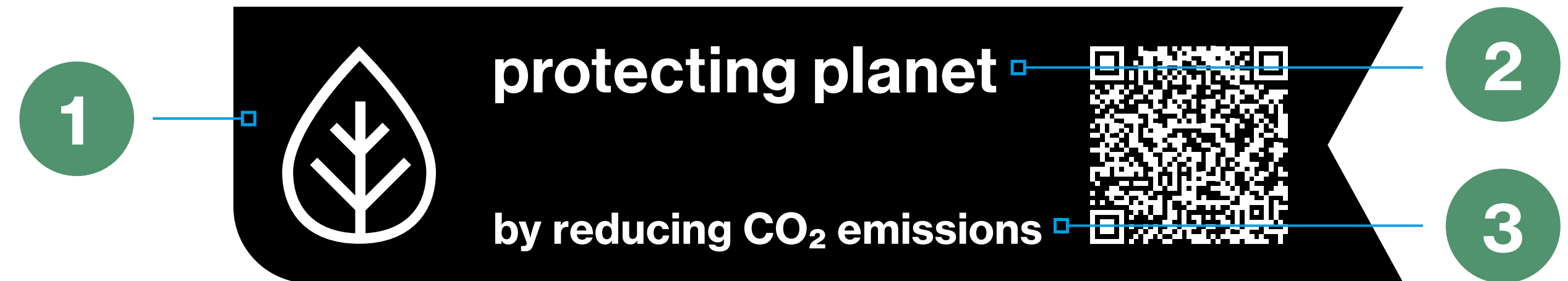
For example, the “uvex downhill 2100 planet”.



Construction of the label

The label comprises three fixed components:

- 1 Area of responsibility**
- 2 Sustainability claim**
- 3 Specific statement**



Labels without a QR code are only used if the precise explanation for the statement is in close proximity to it. For example in the catalogue, internet etc.

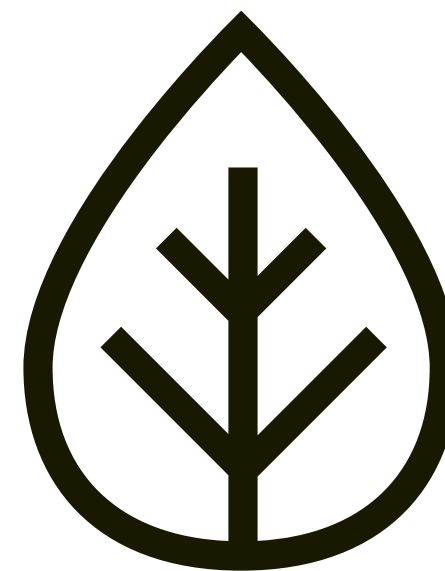
Construction of the label

The label comprises three fixed components:

- 1 Area of responsibility**
- 2 Sustainability claim
- 3 Specific statement

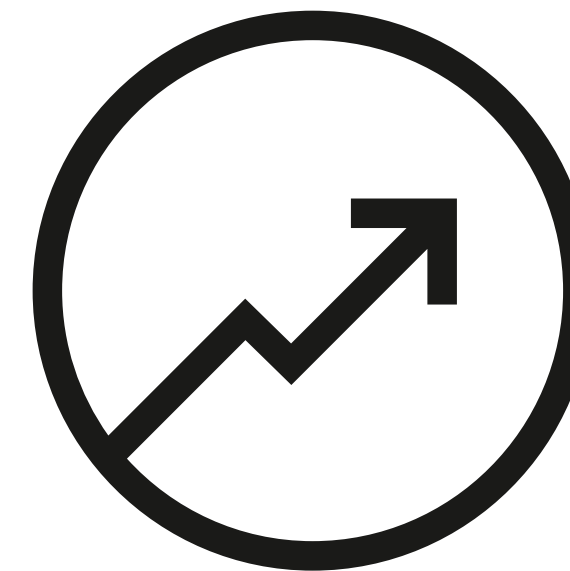
There are individual icons to represent the ecological, economic and social areas of responsibility.

Ecological



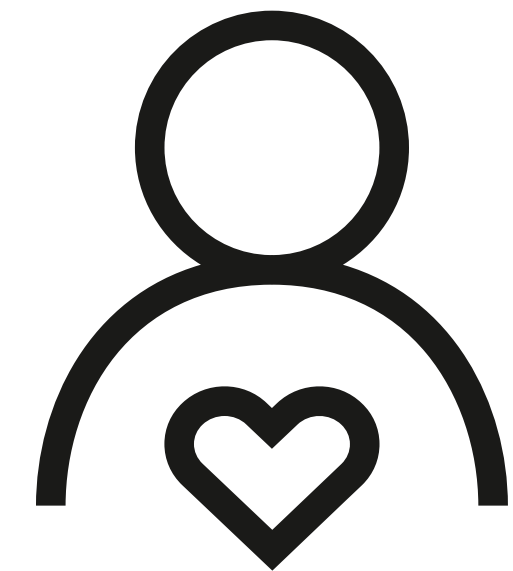
Associated icon
uvex_Icon_Oekologie

Economic



Associated icon
uvex_Icon_Oekonomie

Social



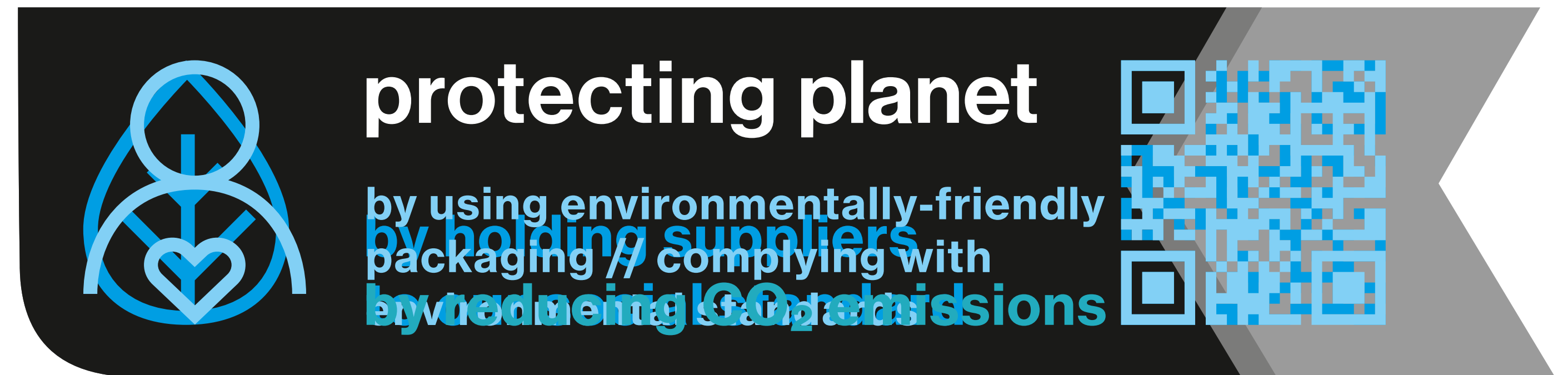
Associated icon
uvex_Icon_Soziales

Construction of the label

The label comprises three fixed components:

- 1 Area of responsibility
- 2 **Sustainability claim**
- 3 Specific statement

The sustainability claim is the sole fixed, immutable component of the label.



Construction of the label

The label comprises three fixed components:

- 1 Area of responsibility
- 2 Sustainability claim
- 3 Specific statement

- Specific statements are generally in English.
- New wordings need to be approved (see page 82 for contact points).
- For individual statements, an optional QR code can link directly to the respective subpage.
- If the label contains several statements, the QR code links to the Sustainability Hub landing page.

List of existing specific statements:



Examples – Ecological issues:

- by reducing CO₂ emissions
- by using bio-based material
- by using recycled material
- by creating recyclable products
- by maximum reduction of pollutants
- by creating durable products
- by creating carbon neutral products through CO₂ offset
- by using environmentally-friendly packaging
- by complying with environmental standards
- by becoming climate-neutral
- by reducing waste
- by saving energy
- by saving water



Examples – Social issues:

- by complying with safety standards
- by protecting human rights in every area of our business
- by holding suppliers to our social standard



Examples – Economic issues:

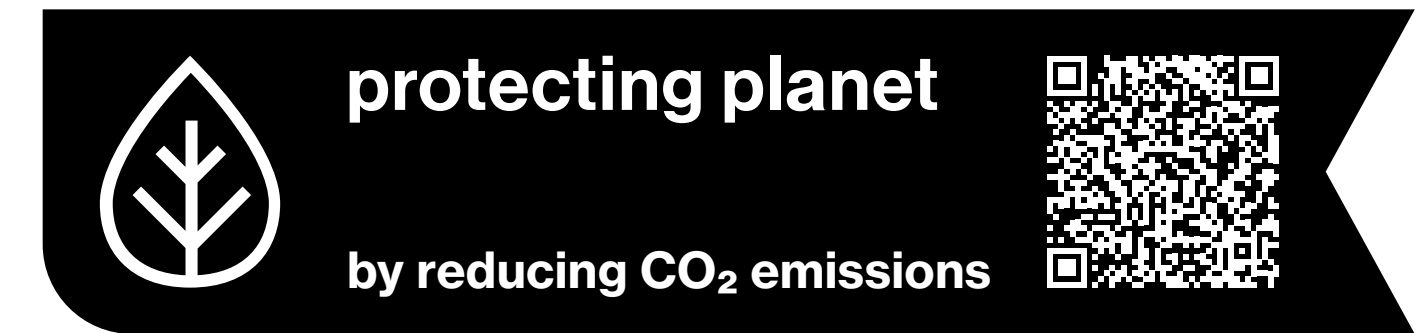
- by ensuring value-oriented and qualitative growth by staying a family business independent of banks
- by being a secure and attractive employer
- by keeping the triangle of forces “growth-return-risk” in balance

SUSTAINABILITY HUB >

Label colours

The label is displayed in either black or white. In cases where several labels are displayed together, they must all be in the same colour. A clear contrast must be ensured against a homogenous background.

Old versions of labels in uvex blue are no longer permitted.



Standard sizing and minimal dimensions

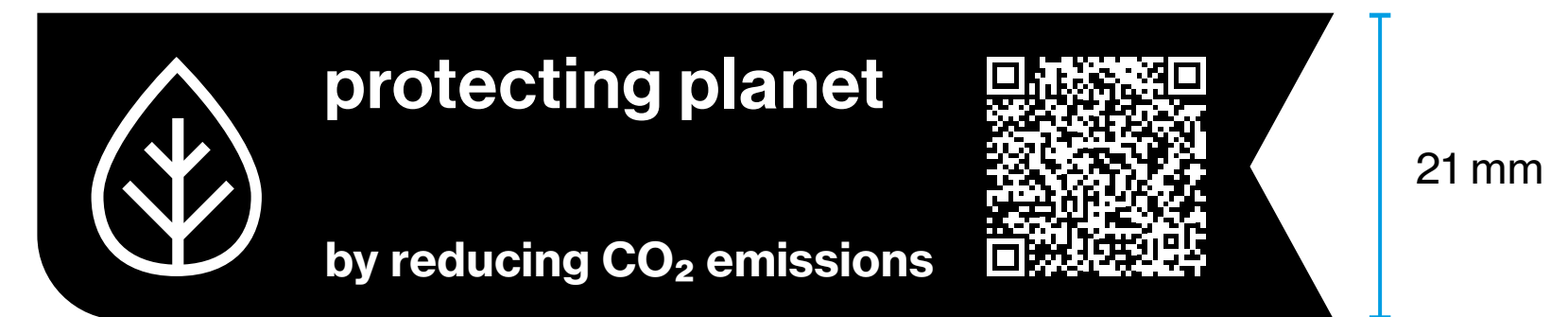
The size of the protecting planet label is reduced to a height of 21 mm for DIN A4 formats and can be sized up or down depending on the use case, albeit the sizes for the common formats are pre-defined.

Special cases are to be discussed with CBM or the Marketing subgroup.

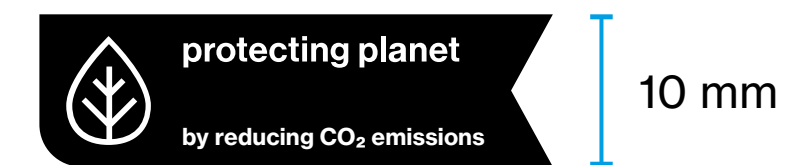
Downsizing the logo should generally be avoided for reasons of legibility.

Minimum height in version with a QR code: 21 mm.

Minimum height without QR code: 10 mm.



Minimum height with QR code



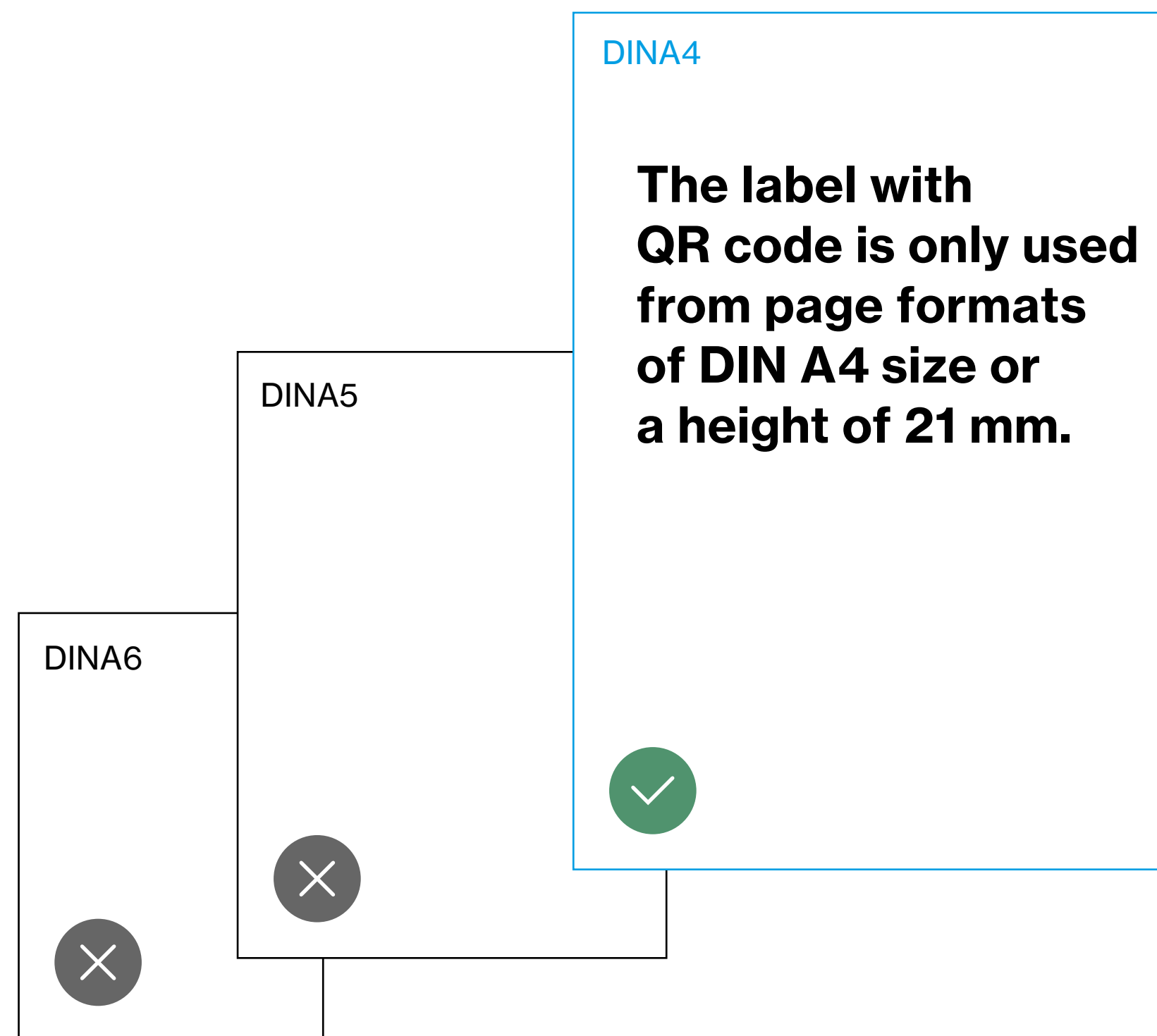
Minimum height without QR code

Pre-defined sizes for DIN formats

The specifications for the height of the label for use in brochures and printed ads are defined as follows:

For larger, non-defined formats (large-scale posters, trade fair banners/stands), the label is scaled proportionally or adjusted depending on the application. Exceptions can be agreed with CBM or the Marketing subgroup.

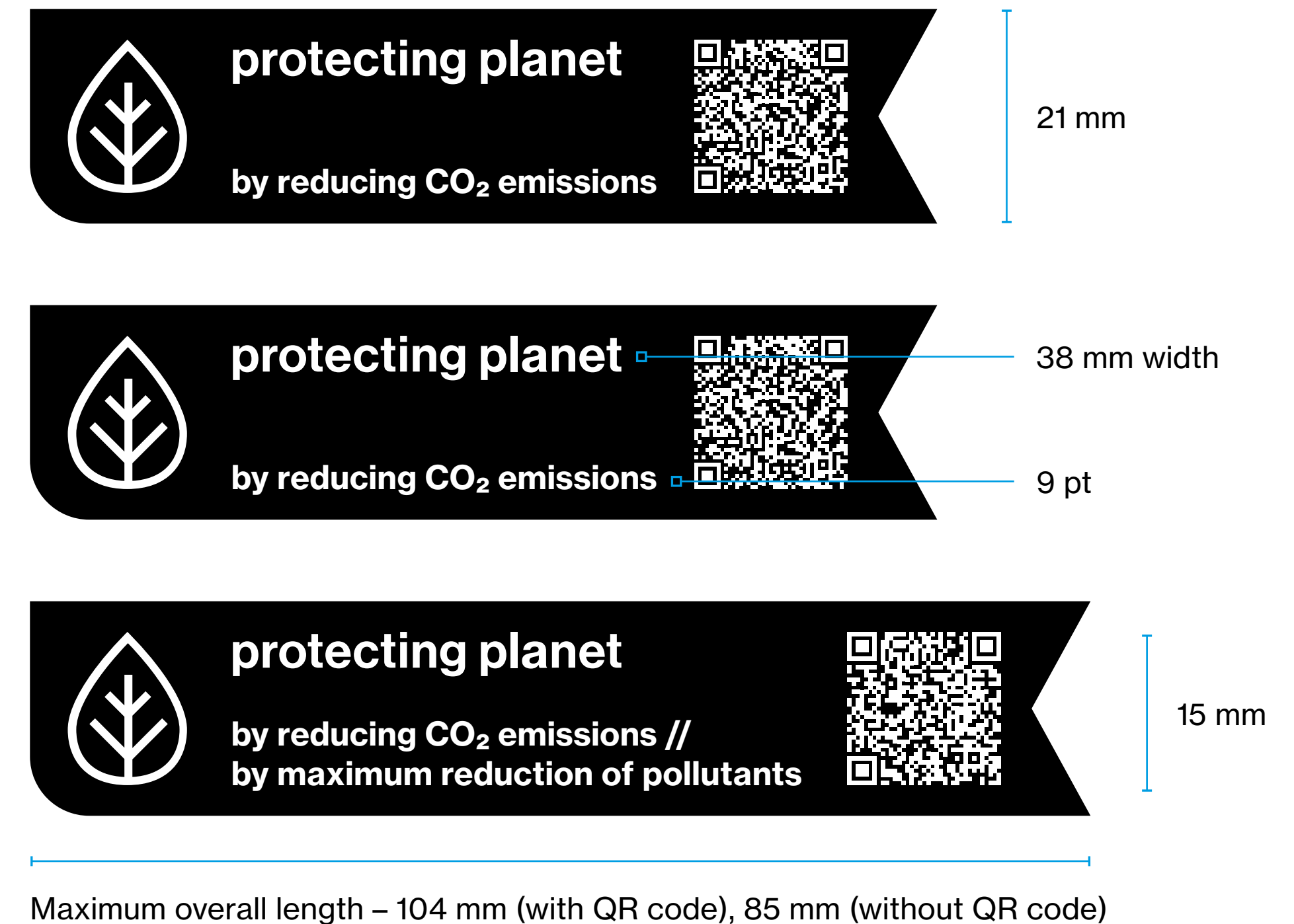
- Business cards: 10 mm**
- DIN A6: 10 mm**
- DIN A5: 15 mm**
- DIN A4: 21 mm**
- DIN A3: 30 mm**
- DIN A2: 40 mm**
- DIN A1: 55 mm**



Dimensioning / construction

The label in relation to DIN A4 / sizes

- Starting point is a height of 21 mm.
- Line thickness of the symbol: 2 pt.
- Sustainability claim protecting planet: width of 38 mm
- Specific statements: Neue Haas Grotesk Text Pro 75 bold, 9 pt, line spacing 11 pt.
- Max. overall length:
- 104 mm (with QR code), 85 mm (without QR code).
- Ideally, the statement should not be longer than the sustainability claim and should usually be split over two lines.
- At most just one QR code per label.



Dimensioning / construction

The label in relation to DIN A4 / distances

- The symbol, QR code and text are to be aligned parallel with the upper and lower edges.
- The symbol and bottom line of text are to be aligned parallel with the lower edge.
- The distance to the left edge is 3.7 mm.
- The distance to all other edges (upper, lower, right) is 3 mm.
- The distance between symbol and text is 4.5 mm.
- The distance between text and QR code is 3.7 mm.
- The QR code measures 15 mm x 15 mm.
- At most just one QR code per label.



Dimensioning / construction

Distance to other elements

When it comes to the positioning, attention should be paid to the “look and feel” of the uvex group’s design language, while it should also be ensured that there is enough space for all elements.

- 1 The label should be placed in close proximity to the relevant object.
- 2 The rule for distances to elements that are not directly related to the label, such as headlines or design lines, is at least half the height of the label.
- 3 Where labels are combined, the distance can be reduced – but should still amount to 1/4 of the overall height.



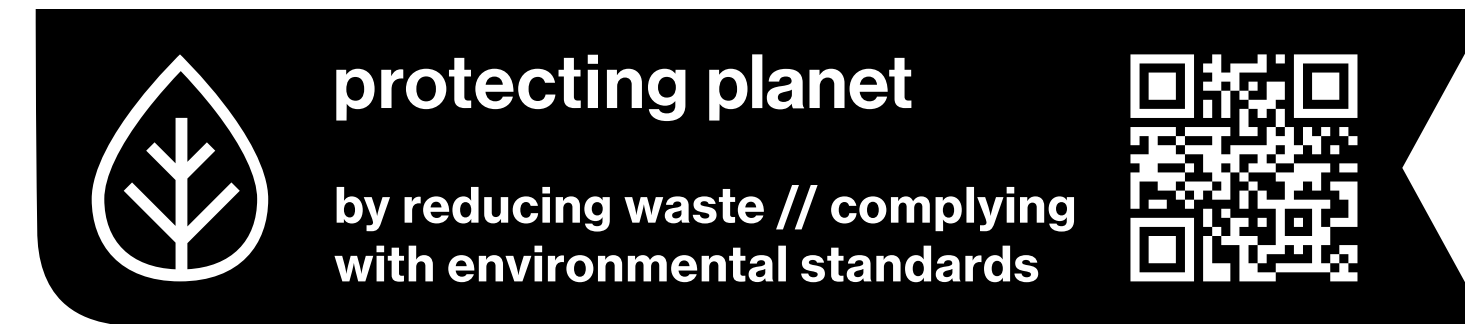
Dimensioning / construction

Exception 1: Combination with several specific statements

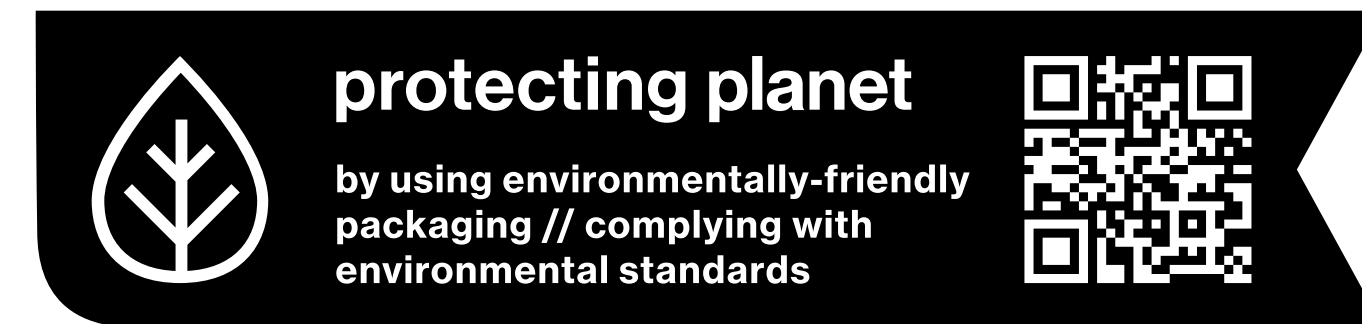
In exceptional cases, it is possible to use several specific statements within a single label, provided that they...

- relate to one aspect, e.g. the product
- and are allocated to the same area of responsibility.

Specific statements cannot be combined if one statement refers to a product and another to the packaging. In this case, two individual labels must be placed. Statements from different responsibility areas that concern the same product are displayed in two labels. Please note: a maximum of three labels can be placed in a row or one below the other.



Two lines: two specific statements that relate to the same object



Three lines: two specific statements that relate to the same object

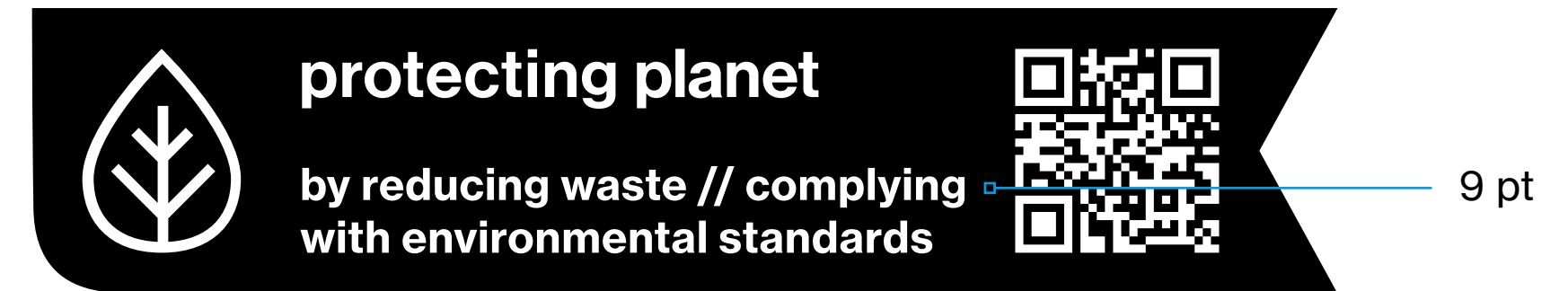


Three lines with maximum width: three specific statements that relate to the same object

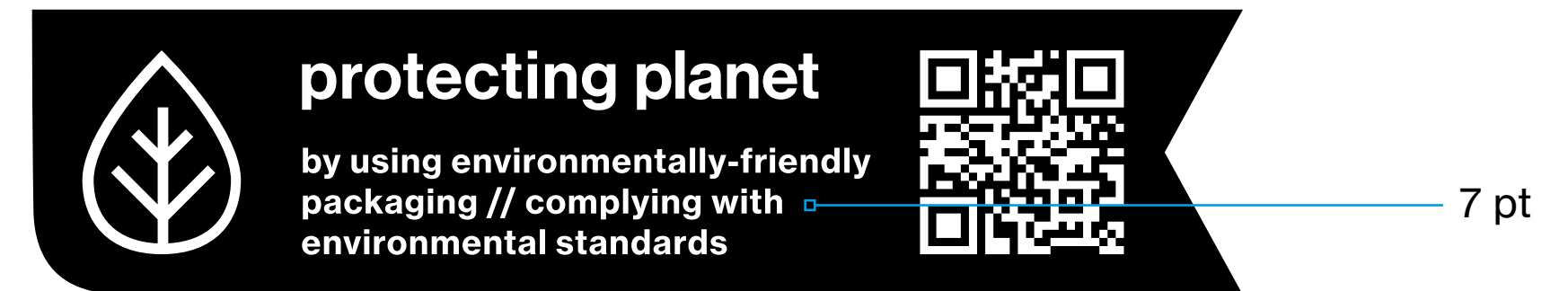
Dimensioning / construction

Exception 1: dimensioning and construction of combined statements

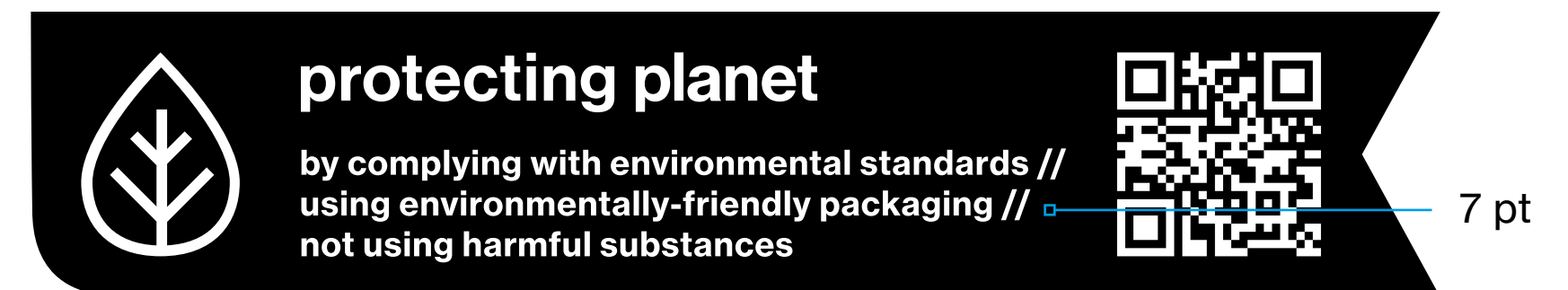
- Maximum overall length of 104 mm and maximum of three lines.
- Use up the maximum overall length before opting for a three-line solution.
- Height of 21 mm cannot be altered, and neither can the defined distances.
- Specific statements to be separated by //. Choose a sequence that makes optimum use of the space available.
- Font sizes for three-line solutions: 7 pt, line spacing 8.5 pt.



Two lines: two specific statements that relate to the same object



Three lines: two specific statements that relate to the same object



Three lines with maximum width: three specific statements that relate to the same object

104 mm

Dimensioning / construction

Exception 2: construction of labels of the same length

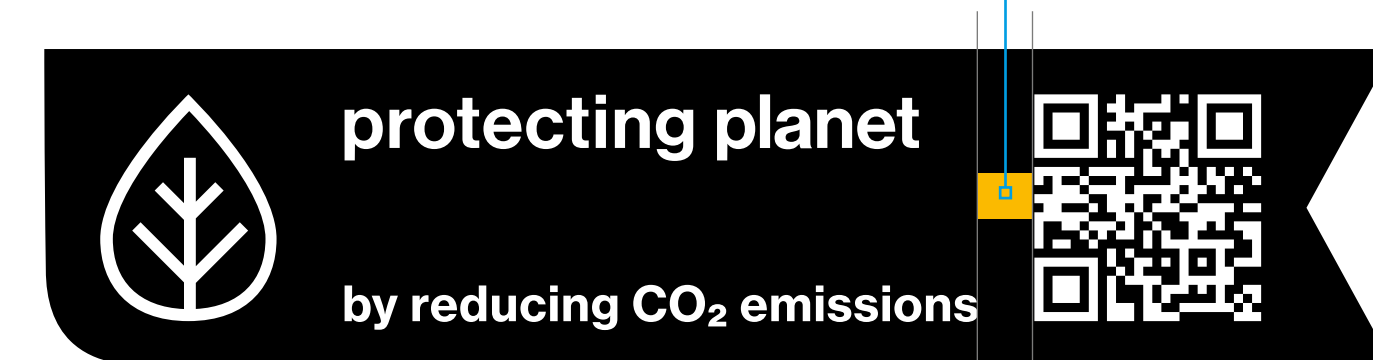
There are the following options to standardise the length of various labels:

- Modifying the specific statement. In this case, the character spacing can be changed with a view to legibility.
- And/or the distance Q can be altered.

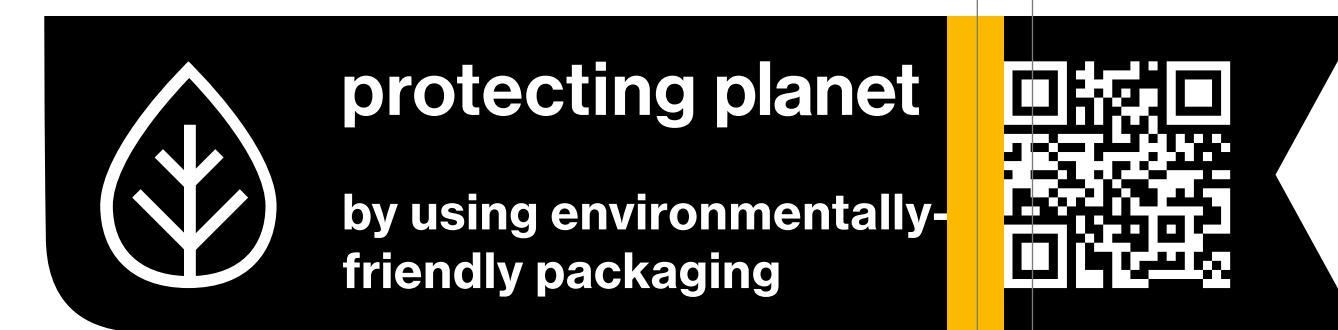
Not permitted:

- Single label displayed with an altered distance Q
- Content changes to the wording of the specific statements
- Abbreviations of words
- Modifying the sustainability claim or QR codes

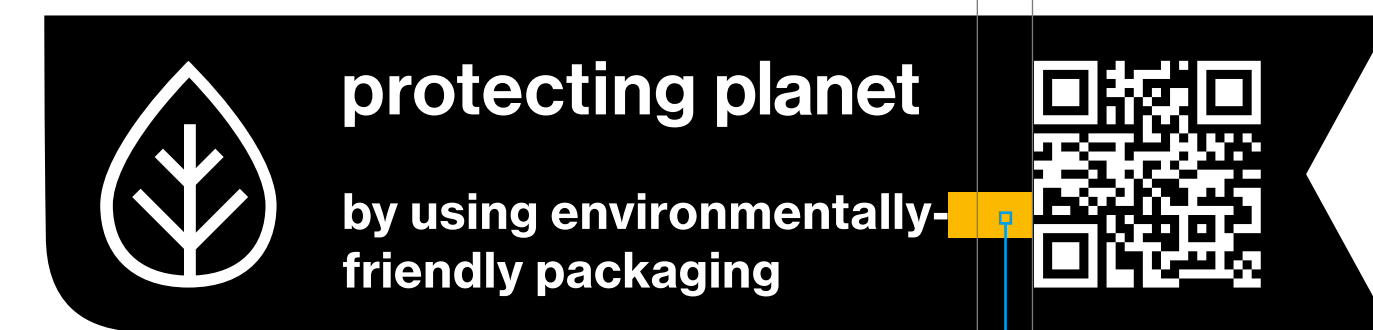
Distance Q – generally: 3.7 mm



This label must be extended in length



Label featured an altered distance Q

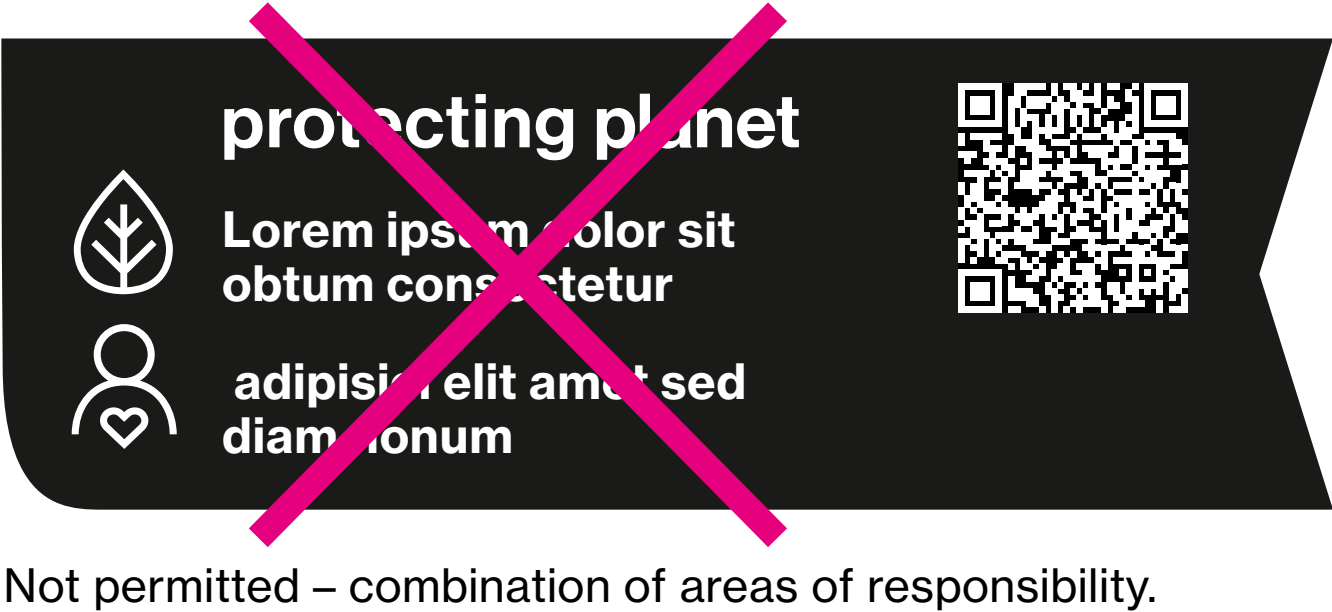
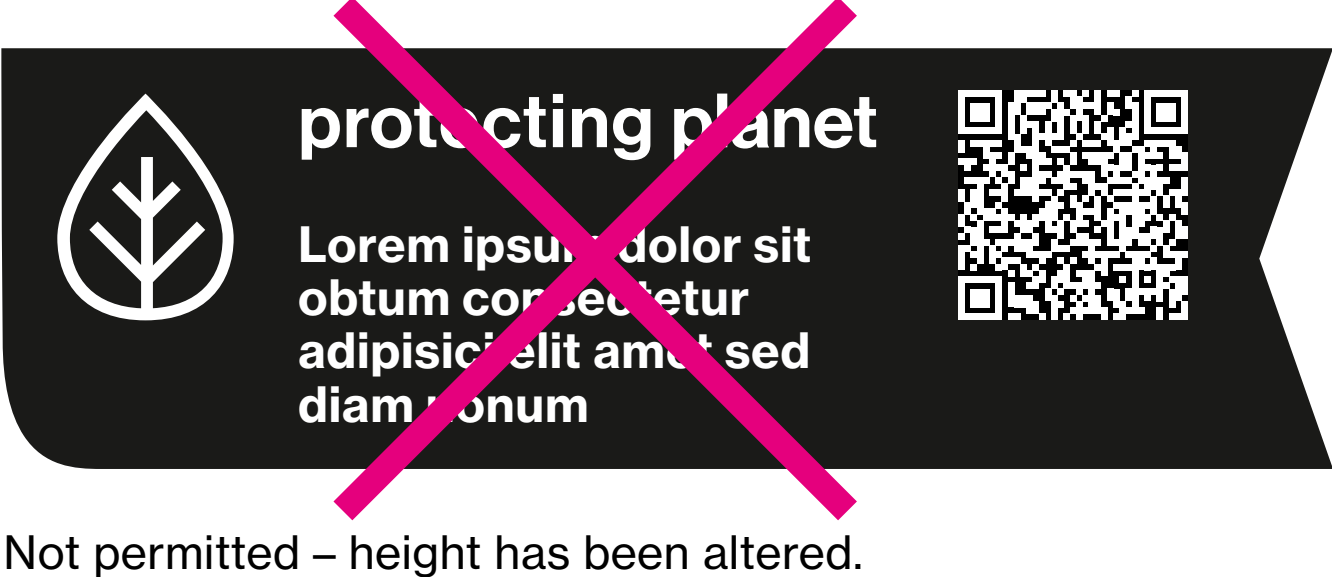
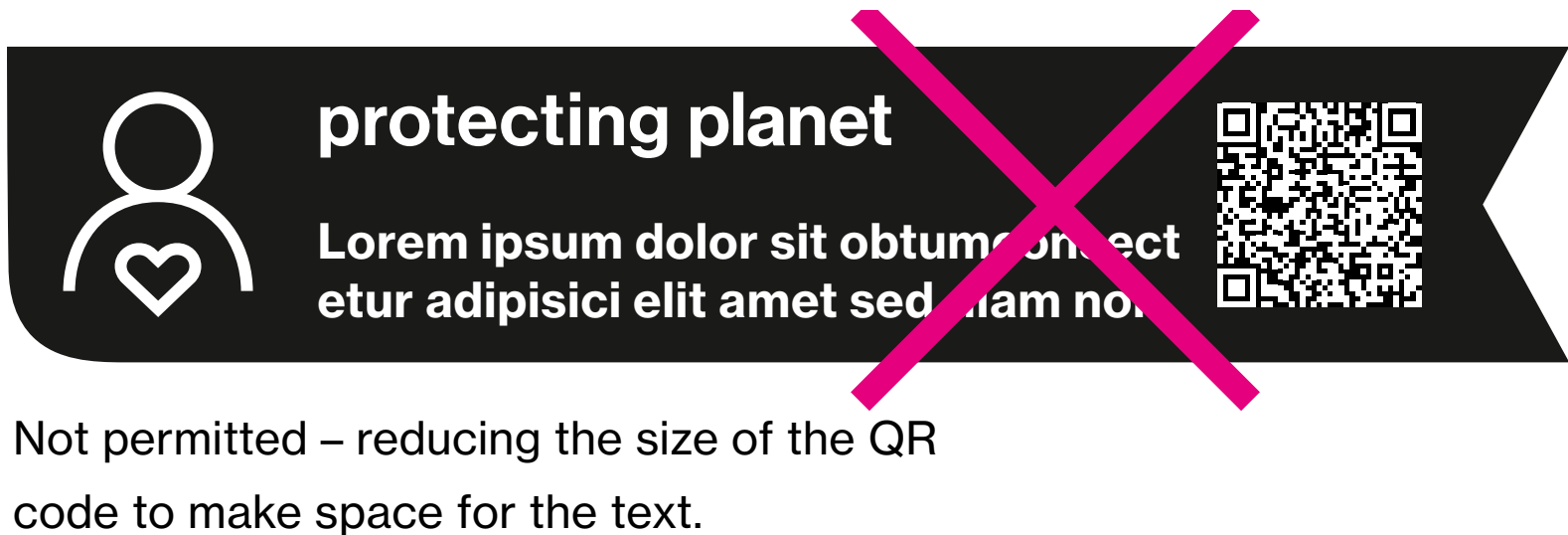


New distance Q – 5.6 mm in this case



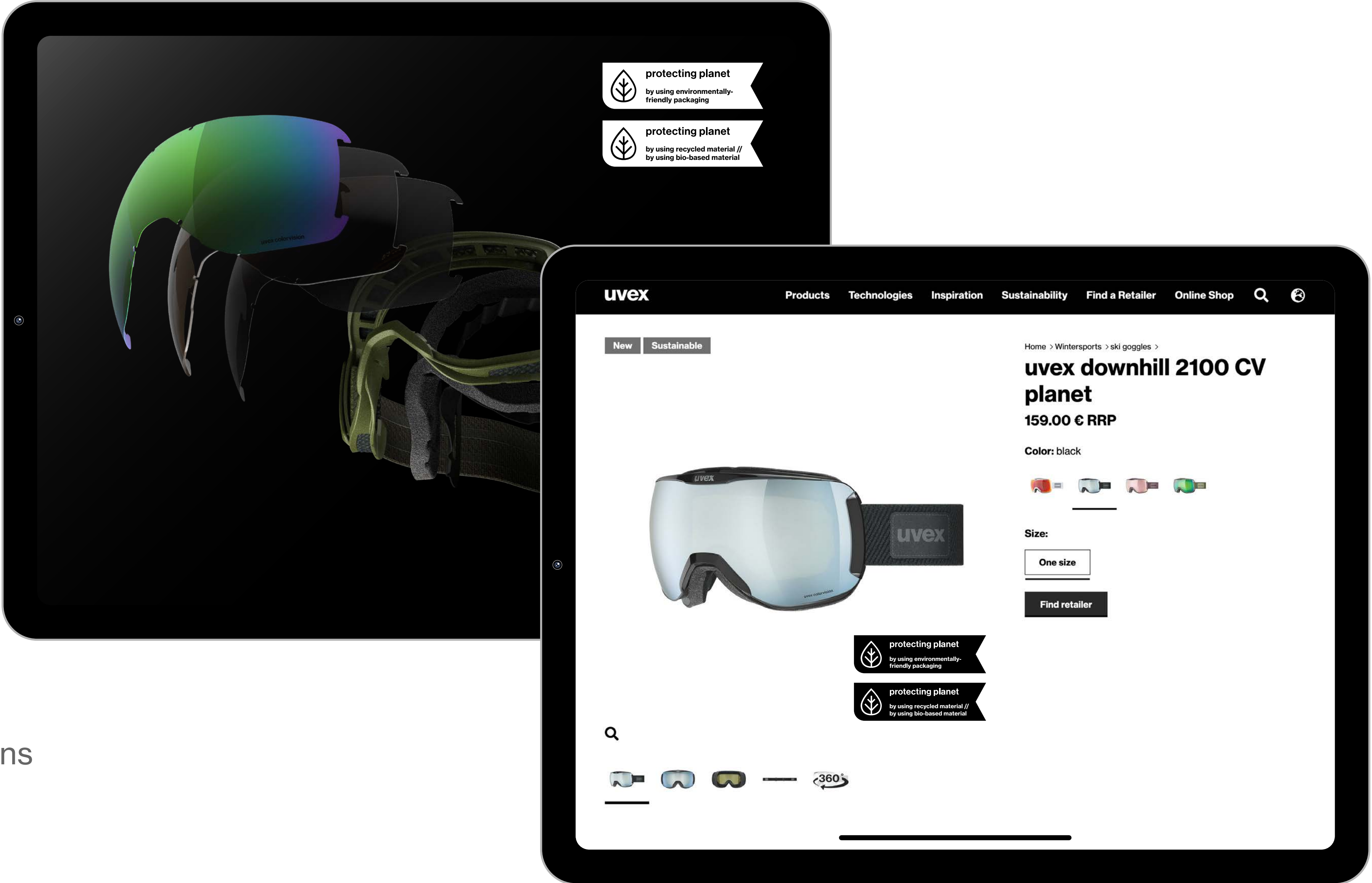
Dos and Don'ts

Example showing maximum length.



For digital applications, especially mobile versions, it is important to ensure that the third level (specific statement) is also legible. The label must be positioned in close proximity to the product.





Example of label positioning options



uvex
protecting planet

Every solution begins with the responsibility of protecting both people and the natural world, protecting planet is therefore our promise to people and the environment and is the label we use for our most sustainable products.



Ecological transformation

We will save on CO₂ emissions, waste and water to expand our climate targets.

CO₂ is to be cut by 42% by the year 2030, with the company also striving to significantly reduce water consumption, waste and reject rates. The uvex group has set itself ambitious goals and will achieve climate-neutrality by 2045.



The circular economy as a driver of innovation

We process materials with the aim of repeated reuse.

The uvex group has set itself the goal of keeping materials such as plastics, metals and textiles within a closed loop lifecycle for as long as possible. This is achieved on the basis of resource efficiency, durability and recyclability, in addition to the use of recyclates and bio-based materials for innovative, circular product solutions.



Social responsibility

Those who taken responsibility are able to inspire other.

For this reason, the uvex group is continually ramping up its engagement in the area of social responsibility. Here, the focus is on trained employees, fair working conditions, climate-friendly and socially responsible supplier management arrangements, as well as children and young people who can expect a brighter future thanks to the work of the Rainer Winter Foundation.



Commitment to not harm the environment or human health

Fewer harmful substances through more rigorous controls.

The uvex group strives to reduce the use of harmful substances as far as possible, which is achieved through systematic supplier controls around the world, production activities primarily located in Germany and audits focused on environmental compatibility during the product development phase. The uvex group also places stricter demands on itself than the applicable regulatory requirements. This is safely - made in uvex.



Shatterproof frame made from leftover material (recyclate) from production processes in the airbag industry

Lenses made from organic polyamide

Packaging made 100% from recycled paper. Printed using soy-based ink.

No paint or polish used to achieve greater sustainability

uvex sportstyle
RXd planet



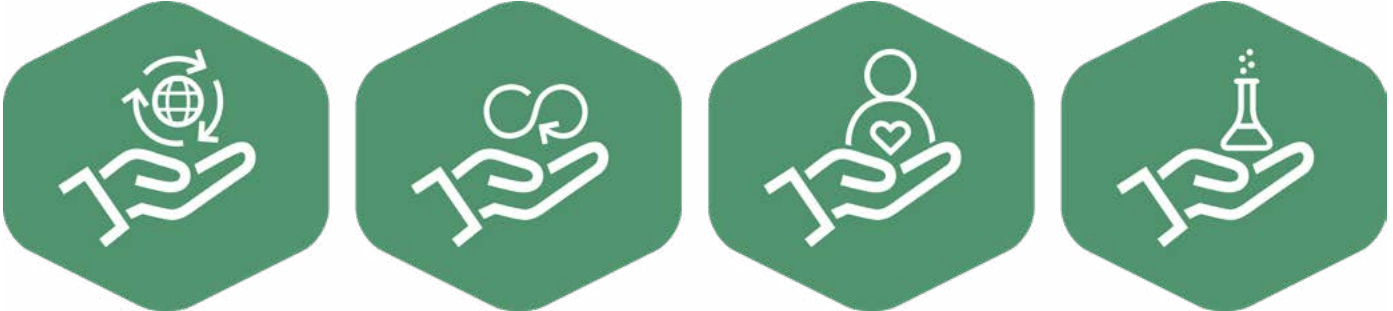


protecting planet

Every solution begins with the responsibility of protecting both people and the natural world. protecting planet is therefore our promise to people and the environment and is the label we use for our most sustainable products.

uvex i-lite planet

- protecting planet**
 by using environmentally-friendly packaging
- protecting planet**
 by using recycled material // by using bio-based material
- protecting planet**
 by reducing waste



<p>Ecological transformation</p> <p>We will save on CO₂ emissions, waste and water to expand our climate targets.</p> <p>CO₂ is to be cut by 42% by the year 2030, with the company also striving to significantly reduce water consumption, waste and reject rates. The uvex group has set itself ambitious goals and will achieve climate-neutrality by 2045.</p>	<p>The circular economy as a driver of innovation</p> <p>We process materials with the aim of repeated reuse.</p> <p>The uvex group has set itself the goal of keeping materials such as plastics, metals and textiles within a closed loop lifecycle for as long as possible. This is achieved on the basis of resource efficiency, durability and recyclability, in addition to the use of recyclates and bio-based materials for innovative, circular product solutions.</p>	<p>Social responsibility</p> <p>Those who take responsibility are able to inspire others.</p> <p>For this reason, the uvex group is continually ramping up its engagement in the area of social responsibility. Here, the focus is on trained employees, fair working conditions, climate-friendly and socially responsible supplier management arrangements, as well as children and young people who can expect a brighter future thanks to the work of the Rainer Winter Foundation.</p>	<p>Commitment to not harm the environment or human health</p> <p>Fewer harmful substances through more rigorous controls.</p> <p>The uvex group strives to reduce the use of harmful substances as far as possible, which is achieved through systematic supplier controls around the world, production activities primarily located in Germany and audits focused on environmental compatibility during the product development phase. The uvex group also places stricter demands on itself than the applicable regulatory requirements. This is safety – made in uvex.</p>
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Legal aspects to bear in mind

Advertising with environmental claims

Advertising that makes environmental claims must be clear, specific, accurate, verifiable and unambiguous in order to meet legal requirements.

The guidelines for advertising (1 Nov. 2021) must be strictly observed within the scope of any communications in connection with the protecting planet claim.

If you have access to the Qnet on the intranet, you will find the document there under Doc. No. OA-15856-01 “Advertising Guidelines”. Otherwise, please note the excerpts from these guidelines on the following pages.

Environmentally friendly
climate-neutral **recyclable**
biodegradable **100% recycled** **eco**
CO₂-neutral **green**
natural **promotes the preservation of raw materials**

These are all examples of environmental advertising.

Environmental advertising statements generate strong emotional reactions. Therefore, the courts have placed strict requirements on such statements, in particular with

regard to transparency. Applicable legislation requires clearly worded statements that demonstrate why and to what extent a product is environmentally friendly. If the statement is ambiguous, i.e. it could lead to misunderstandings, additional clarification must be provided.

Examples of environmental claims

The term „environmentally friendly“ is likely to mislead the consumer if the product in question is not entirely free of environmentally harmful substances.

A department store chain was banned from advertising “particularly environmentally friendly” and/or “produced in a socially responsible manner” because the consumer was unable to identify what these statements specifically refer to.

Use of the term “green” requires that the product in question demonstrably offers particular ecological advantages. A disposable item does not meet this requirement even if it can be recycled.

Be careful when using the terms “CO₂-neutral” and “climate-neutral”

A product may not be advertised as “CO₂-neutral” or “climate-neutral” if the resulting CO₂ emissions are not fully offset by CO₂-reducing projects. When advertising with the term “CO₂-neutral” or “climate-neutral”, information must at least be provided as to which certificates are used for compensation or offsetting purposes and where additional information can be found. Even if full compensation can be proven by certificates, the designation „CO₂-neutral“ or „climate-neutral“ is misleading if it downplays the environmental harm associated with the product in question.

As such, these terms should only be used where, in addition to CO₂ compensation through offsetting certificates, environmentally friendly manufacturing processes or materials are also used.

Specific product link

Environmental terms and claims must be exclusively used in tandem with a specific link to the product. Such advertising terms should never be placed suggestively adjacent to the company logo or in a more generalised manner.

For all environmental claims, please ensure that these:
... are verifiably correct,
... make it clear exactly what the statement means, and
... are not used in a general, non-specific context.



QR code

Must have: QR code on the product or packaging. Each label used on the product or packaging must contain a QR code that links to the corresponding subpage of the Sustainability Hub, where consumers can access practical proof of the specific statement made on the label.

The label may only be used on the product together with a QR code.

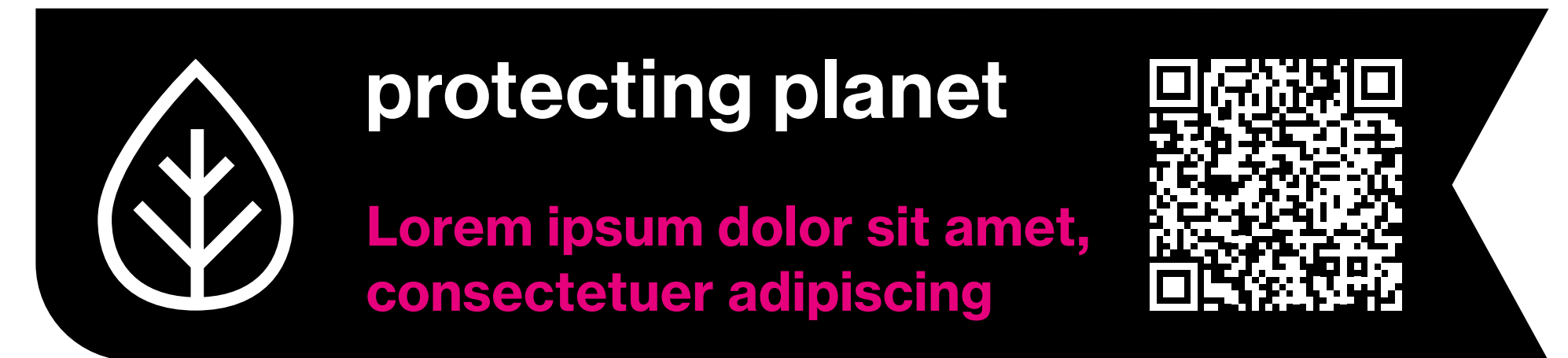


The packaging of the gloves has been significantly minimized. Paper bands are used instead of rubber bands. Polyester bags are not used at all.

New statements for the labels

Our goal is to formulate our environmental claims in a legally clear, unambiguous and precise manner in order to avoid legal consequences and convey a high level of credibility. For this reason, defined coordination and approval processes govern all communication activities in relation to sustainability initiatives and the protecting planet claim. These apply to the following aspects:

Any statement (e.g. protecting planet by using recycled material) that is not listed in this style guide (see page 61) must be agreed, or as the case may be, submitted for approval, with the respective Marketing Director of the subgroup and Susann Schubert (Director Corporate Social Responsibility) in advance.



Avoid “free of harmful substances” claim in marketing material

Within the uvex group, marketing claims such as “free of harmful substances” or “products free of harmful substances” is not permitted. This is because of the current legal landscape. Claims about this are not permitted either on the label itself or in connection with the protecting planet claim.

For further information, please refer to the excerpt from the “Advertising Guidelines” again:

Legislation dictates that advertising that features the term “free of harmful substances” is only permissible if the advertised goods contain no harmful substances at all, i.e. not a trace of even a single substance that could abstractly or indirectly harm the user. Compliance with the permissible threshold values is irrelevant. Incidentally, promotional materials that feature information regarding compliance with the legal threshold values would also constitute inadmissible advertising with self-evident facts.



All general design guidelines
and the files to download can be found at

<https://cdportal.uvex-group.com/en/cdportal>

If you have any questions, please contact your
subgroup Marketing Director or CBM
(D.Hugenroth@uvex.de).