



Press Release

POLOLO Extends Slipper Collection for Children and Adults New Models with Exciting Color Combinations

Berlin, July 2008 – POLOLO, the German manufacturer of learn-to-walk shoes, has a lot of news to present this Spring. At the children's and natural-textile trade shows in Hamburg, Munich and Frankfurt/Hofheim the company will present its new collection, currently with 52 models. The collection offers a persuasive variety of fresh colors and exciting combinations: The Winter models „Lambskin Slippers“, „Knight Kilian“, „Butterfly orange“, „Gecko brown/pink“ and „Spider“ excite with their color combinations Orange, Gray, Pink and Black. Due to the soaring demand, the collection for older kids has been expanded, too. For the grown-ups, a new men's slipper has been added: the „Long Life“ in Black and grey.

POLOLO was founded in 2003 by shoe designer Verena Carney and business administrator Franziska Kuntze in Berlin, the shoes are manufactured in Oberreichenbach (Bavaria). POLOLO beats its own path, separate from conventional textile and leather producers: Only the highest grade of vegetable tanned Nappa leather is used. The production process takes environmental and health safety seriously, from the transportation of the hides to the disposal of the tanning solution.

POLOLO currently sells more than 5000 shoes per month. More than 450 stores in Germany, Switzerland, France, Great Britain, Belgium, The Netherlands, Italy and Austria sell the soft slippers. POLOLO is a supplier for the children's outfitter *Jako-O* and the natural-textile catalogues *Hess Natur*, *Livipur* and *Avalon*. And **GREENPEACE** is also enthusiastic about the quality of the shoes: In November of 2004, the environmental organization awarded the POLOLO model „Wal Moby“ with its label for "exceptionally ecologically and socially friendly products". POLOLO is a member of IVN, the international natural textile association. In addition, Franziska Kuntze is a member of the trade show committee for the international natural textile fair InNaTex.

More information: www.pololo.com

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