



POLOLO's „Welcome!“
midwife shoe



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POLOLO at the „Allergy & Free From Show“
Messe Berlin, Hall 26b, Stand no. AL 603
Messedamm 22, D-14055 Berlin

New POLOLO style supports midwives Presentation of the hypoallergenic collection at the „Allergy & Free From Show“

Allergy, Berlin, midwives, Pololo, consumers, 2015

Through its new „Welcome!“ style, POLOLO wants to make a contribution towards a more conscious perception of the vitally important profession of midwifery in the public mind and also promote concrete projects to support midwives through donations from its proceeds.

[POLOLO, 13.01.2015] The „Allergy & Free From Show“ is Germany's largest consumer trade fair for hypoallergenic food and products – it takes place alongside „GREEN WEEK“ in Berlin, to which over 410,000 visitors are expected. POLOLO OHG, a manufacturer of sustainable children's shoes that carry the ECARF Seal for hypoallergenic products, is supporting this consumer trade fair and will be represented on its own stand from 23rd to 25th January 2015. POLOLO will be presenting current additions to its collection, which also includes the „Welcome!“ style: a shoe dedicated to midwives, the sales of which promote projects to support them.

POLOLOs carry the ECARF Seal for hypoallergenic products

Under the slogan „Quality of life in spite of allergies“, the Seal of the European Centre for Allergy Research Foundation (ECARF) identifies everyday products that are proven to improve and make easier the lives of allergy sufferers.

POLOLO received this Seal for hypoallergenic products in 2012. ECARF thus confirms the special skin-friendliness of POLOLOs. Only soft, vegetable-tanned, chromium-free nappa leather is used as a production material.

Committed to sustainability: Support for midwives

POLOLO is committed to the concept of sustainability – both in an ecological sense, using its „Susi Bee“ style to promote bee protection, and now in the social field with its new „Welcome!“ style in support of midwives.

„Our midwives deserve our respect and our esteem. In addition, they provide important support on one's start in life - they create trust and security for children, mothers, parents – they are a blessing for the entire family!“ stressed Franziska Kuntze, the managing partner of POLOLO OHG Franziska Kuntze & Verena Carney. A certain reward is naturally also associated with this, which is not always guaranteed. With its new midwife shoe, POLOLO wants to contribute to the support of such projects, which lead to a more conscious perception of this vital and socially important profession in the public mind. To this end, concrete donations from the proceeds of this style will be made available to institutions and associations.

Brief information:

In its shoe production, POLOLO only uses natural and high-quality materials. Essentially, the leather is vegetable tanned and treated without the use of pesticides. It is skin friendly, breathable, compostable and allergy tested. Because POLOLO feels it has a responsibility for the environment and future generations, the collection is not only particularly child friendly in its designs and wearing comfort; the entire production chain has been designed to meet the highest ecological demands - starting with design, through production, sales and use, to disposal. For over ten years, POLOLO has shown that beautiful and comfortable shoes can also be produced ecologically and in a socially-acceptable manner. The POLOLO factory in Bavaria, in Franconian Oberreichenbach near Herzogenaurach, can be visited by prior arrangement.