

## **Pololo: 15-Year-old anniversary of the Berlin Kid's Shoe Producer**

- 15 years of sustainable company history
- Children's shoes "made in Germany" ecological and fair
- Two mothers make a spontaneous idea to a manufacturing company

Berlin, 10<sup>th</sup> July 2018

### **From Berlin to the World market**

Franziska Kuntze (businessmanager) and Verena Carney (fashion and shoedesigner) found - when their own kids were still small - no shoes for their children who met the demands of both mothers: these should offer children's feet comfortable, soft protection, an attractive modern design and ecological, fair and - if possible - produced in Germany.

During a spaghetti food, they decided to make themselves self-employed and to produce their own kids shoes. The first small POLOLO collection with six different motifs was sewn in the basement with the private sewing machine and Kuntze sold it successfully at a Christmas market in Berlin-Zehlendorf.

Shortly afterwards, the first retailer fair was followed: in the context of "International Nature Textile" the POLOLO collection was presented. The pololo collection includes now over 100 models, a diverse collection of ecological house and outdoorshoes have been created and the team has grown to over 20 employees. In Europe, USA and Asia, more than 800 stores and trading partners are selling POLOLO.

### **POLOLO stands for ecological and fair produced children's shoes**

Greenpeace also convinced the idea very early: the environmentalists recorded the POLOLO model "Whale Moby" in November 2004 with the label "particularly ecologically and socially to produce"

The company based in Berlin is now no longer in the domestic cellar, but in its own production. Managed by Carney, they produce now in a former puma hall in Oberreichenbach near Herzogenaurach (Bavaria/Franken). Creating jobs in Franconia and at the Berlin headquarters and keeping the know-how for the manufacture of shoes made in Germany is very important to the two Ceos. The Mini & Maxi Collection produces a cooperation partner in Spain according to design and quality standards of both women.

### **Commitment to sustainable and healthy shoes**

Kuntze has also been a member of the board of the International Association of the IVN.

Since March 2012, POLOLO has been certified according to the standard "IVN-Naturleder" which stands for a transparent and environmentally sustainable supply chain with annual auditing, sets strict standards of ingredients and closes industrial tanning with heavy metals - especially with chromium - for health and ecological reasons out.



In the manufacture of leather POLOLO uses only vegetable tannings. The European foundation for Allergys awarded the POLOLO-Leather-Shoe-Collection in January 2012 for the first time the ECARF seal "allergic friendly / quality". ECARF only certifies products that are fully adapted to the needs of allergies and sensitive skin. In addition, part of the POLOLO collection is certified to "Biokreis". The "Moccasin" series is produced exclusively from hides of controlled biological livestock. This is enough for the highest environmental and health requirements. The two Ceos Kuntze and Carney have been following this approach since the establishment of the company 2003.

### Protection for small feet - "made in Germany"

Most of the collection is made in handmade "Made in Germany" according to the designs by Verena Carney. Franziska Kuntze: " We are looking forward to the interest of customers and visitors who are allowed to show our production at tours. Transparency in the production process is very important. We had a goal from the beginning: healthy and beautiful children's shoes from sustainable production!" In Principle POLOLO is produced from vegetable-based pesticide free leather - they are uncoated and especially breathable and soft. Based on high comfort and verified skinfriendly they support healthy child development.

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