

THE SCHWALBE MAGAZINE 1 / 24 WORLD EDITION

# PROFIL

RIDE WITH US

A PLACE WHERE YOU  
DEFINE WHAT'S POSSIBLE



A PLACE  
WHERE  
WINNING  
MATTERS



**NEW BRAND WORLD**  
Experience the  
Schwalbe story

**CIRCULAR ECONOMY**  
Schwalbe's tube recycling

**FOUR MODELS**  
The 365-family keeps growing



**Dear Schwalbe partners,**

in celebration of the 50<sup>th</sup> anniversary of the Schwalbe brand, we have come up with a new brand design and presented the first bicycle tire in the world with a closed material cycle. On top, we have opened our brand world at our German headquarters. The new exhibition gives a deep insight into the Schwalbe brand on a 720 square meter area: How are our bicycle tires and tubes made? What is going on behind the scenes of the family run company Schwalbe? What were the crucial decisions of my father Ralf Bohle that laid the foundation of the global success of our brand?

He already knew then what keeps cyclists going and motivated today: The future belongs to the bicycle. It is a central part of modern mobility. Reduction in emissions and liveable cities are impossible without bicycles. This gives us reason to be optimistic.

We wish you a successful cycling season 2024 - and you are most welcome to visit us at Eurobike in Frankfurt. There you can meet our Schwalbe representatives who can't wait to show you lots of innovations for your specialist retail shop - in the new Schwalbe look!

Best regards,

Frank Bohle

**Aerothan Plus: Thicker wall, same rolling resistance**

**Forty percent less weight compared to extra-light tubes** made of butyl, extremely low rolling resistance comparable to tubeless, high puncture protection: Schwalbe's Aerothan tubes are pushing the limits in all directions. The Roadbike test winner (TPU tube test 2023) is now available in new plus versions with increased wall thickness. With these features, the Aerothan Plus achieves 80 percent greater puncture resistance and 20 percent more pinch flat protection - all without compromising excellent rolling characteristics. Thanks to the material properties, this tube remains very flexible.

"We have developed the new Aerothan tubes for extreme requirements, both on and off the road. The increased wall thickness and the durability that comes with it make these tubes particularly suitable for heavy-duty purposes with great loads that are common in e-bikes and cargo bikes", says Product Manager Felix Schäfermeier. The transparent tube is available in six sizes from 20 inch for cargo, MTB and multi-purpose with a Schrader (automotive) valve as well as two different sizes (17+, 19E+) with valve extension valve. All Aerothan tubes are made in Reichshof (Germany) at the Schwalbe headquarter and are fully recyclable.



**Video: This is how bicycle tires and tubes are made**

**Rubber tapping and Fair Rubber**, state-of-the-art tire technology and hand-made products: A new production film in English tells the story of a Schwalbe tire in twelve minutes. It begins in the jungle of Indonesia with the people working at the beginning of the supply chain, the rubber tappers, shows research and development across continents and reveals the individual production steps from the rubber harvest until tires and tubes are vulcanised in moulds at a temperature of 170° C. At the end of the film, both products arrive at their final destination: a bicycle.





Green light for recycling: The Schwalbe tube recycling system has started in the USA.

## ***Genuine circular economy: Schwalbe's tube recycling***

**Free of charge, unique and easy to handle:** Schwalbe's system of tube recycling has started in the USA. Since Schwalbe has established its tube recycling system in Germany 2015 and successively in ten other countries, more than ten million tubes have been recycled.

"Schwalbe North America is excited to offer a true cradle to cradle tube recycling solution, creating new tubes from used tubes, and reduce the many million tubes that end up in the landfills annually. This is no small task, but one that is much needed, and we believe it will be wildly popular in the specialty bicycle market", says Sean Cochran, Marketing Manager of Schwalbe North America.

The Schwalbe system is a genuine example of circular economy: The German family-owned company developed a system through which old tubes of all brands flow completely into the production of new tubes without leaving any waste. The recycled butyl rubber is used in the production of new tubes without any loss of quality - and each new standard tube consists of 20 percent recycled raw material. Compared to producing the same amount of new butyl, 80 percent energy is saved and even more than 90 percent CO<sub>2</sub>eq!

The procedure is easy: Schwalbe has partnered with UPS to operate the system. Once registered for the program, retailers will simply go to a custom UPS website to enter information about the package, select



**With the Schwalbe tube recycling, old tubes of all brands will be recycled and used for the production of new tubes.**

a pick-up date and UPS will pick-up the box of used tubes (all brands) to be returned to the Schwalbe facilities on the date they selected. The system will be free of charge to specialty bicycle dealers.



**Information and registration:**  
[www.schwalbe.com/en/recycling-system/](http://www.schwalbe.com/en/recycling-system/)

**COMPANY** / How did an export company for bicycle parts, that was founded in 1922 in Germany, turn into the market leader for bicycle tires? Which decisions made Schwalbe (German for “swallow”) fly? Find out about their stunning history at Schwalbe’s new brand world in Reichshof.

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# NEW BRAND WORLD BRINGS THE SCHWALBE STORY TO LIFE

In cooperation with an agency specializing in spatial communication, the Schwalbe team created an interactive space for all senses covering an area of 720 square meters at the new headquarters in Reichshof (Germany). The brand world creates a unique Schwalbe experience with a rare glimpse behind their scenes: How are bicycle tires and tubes made? What makes the family run company, that invented Schwalbe, so special?

The tour begins with the pioneering spirit of former CEO Ralf Bohle, who decided in 1973 to focus exclusively on bicycle tires. At a time, when “tires were just a rag on the rim”, he revolutionised the industry with his emphasis on quality and the development of the Marathon as the first long-lasting brand tire for commuting and travelling. In a video, contemporary witnesses talk about past times. Speakers include the director of the agency Velokonzepit Ulrike Saade and Wolfgang Reiche whose detailed sketches during his ride around the world made a significant contribution to the development of the first Marathon tire. His original bicycle and his diary about tires are part of the exhibition and, of course, the legendary first generation Marathon with its raised white lettering.

“With the brand world, we want to allow visitors to experience what is unique about Schwalbe”, explains Philipp Jahn, head of Marketing & Brand and grandson of Ralf Bohle. “For example, visitors get immersed into the atmosphere of our tire production site and use all their senses to have a real life experience of what it is like. In addition to our pioneering spirit, our long-lasting

friendship of 50 years with our Korean production partner Hung A is at the heart of brand identity.” The area “Better together” shows how this friendship started and how the two sites, Reichshof (Germany) and South East Asia divide responsibilities. Here, you can even telephone with employees of the international Schwalbe family.

## At the heart of the exhibition – the tire factory

The core area of the exhibition takes visitors to the tire factory. High resolution video projections allow a view, that is larger than life-size, into the factory. You can touch chunks of rubber, rubber sheets, semi-finished tires and moulds. Before you see the machines in action on the monitors and hear the voices of the workers, you will smell the rubber in the air. This is how close you will be. You will find yourself in the middle of a jungle plantation and watch how fair trade natural rubber is tapped. Following the drying and press stage, you can see how the tread and carcass are made and, then, vulcanized. A breathtaking animation explains how molecules are bonded during the moulding process and how the tread is embossed.

Looking at the finished tires, visitors can then move on to Schwalbe’s product world. Additional highlights are the Schwalbe lab as a source of innovation and the one-of-a-kind Schwalbe Recycling System. Philipp Jahn: “Our brand world is the result of over three years of passion. It is exactly this pioneering spirit which fuels the development of our products at Schwalbe.”



Everything began in 1922: Pioneering spirit and daring decisions created a strong foundation for the company.



From plastic to elastic: Tires are vulcanized in the moulds – a breathtaking visualisation in the video. Top left: A uniquely diverse Schwalbe world of tires. Left: Assembly. Here, the individual parts of a tire are assembled prior to vulcanization.

## Twenty years of Schwalbe Profil International

**All about Schwalbe:** For 25 years, Schwalbe Profil has been a great source of information for specialist retailers in Germany. And for the past twenty years, stories and company news have been reaching bicycle shops in many more countries. As a complementary service, in addition to outside sales representation, Schwalbe Profil acts as the direct line between the company and specialist retailers. "Here, we present everything you need to know about innovations, advertising materials and new services offered", says CEO Frank Bohle. And more: "No other media channel reflects the full scope

of the company like our Schwalbe Profil does. This includes our ecological and social responsibility, for example the topic Fair Rubber or news about many athletes and teams who we support." This diversity makes Schwalbe unique. The magazine is intended to communicate to our partners what is new and good to know so they can benefit from the advantage of timely information and an extra glance behind the scenes. "Profil is an expression of our close friendship with specialist retailers, which is very important to us."



Twenty-five years, 75 editions, six layouts: The magazine reflects the development of the brand and company, the industry and bicycle culture.

## Four models: The 365-Family is growing

**Schwalbe is expanding its range** of all-season tires: Marathon 365 and Johnny Watts 365 are now complemented by G One Overland 365 and Schwalbe One 365. This completes the range of tires for all weather conditions and all bicycle types from SUV and gravel bikes to road bikes. All 365 tires have excellent rolling characteristics and perfect ground traction with extreme grip and durable Addix 4-Season Compound, even in freezing conditions or heat. The new G One Overland 365 is the ideal all-season tire

for sporty commuters. Fully equipped with RaceGuard, reinforced carcass and black reflective stripes, this tire offers additional road safety. The road tire Schwalbe One 365, the follow-up model of Durano DD, puts even more emphasis on road safety with Black Reflex, three continuous carcass plies and RaceGuard. With this addition, Schwalbe accommodates the growing demand for all-season tires. After all, more people are riding bicycles, even in less favourable weather conditions.



G-One Overland 365 with Addix 4-Season Compound (leftmost) and Schwalbe One 365.

Marathon 365 and Johnny Watts 365 (right).



## Lots of drive in the circular system

So far, the globally unique closed-loop system for tire recycling is still limited to Germany. However, Schwalbe is planning to steadily expand the system to other countries. In Germany, an increasing number of specialist retailers help avoid waste and save resources: Almost 2,000 specialised bike shops are taking part in the tire recycling scheme, which runs entirely without any waste products. More than 650,000 tires have entered the material cycle since it started July 2022.

The procedure is easy: Every retailer may register for the recycling scheme. Tires are collected in a box provided by Schwalbe. Once the box is full, it gets replaced by an empty one.

### Ambitious goals for recycling tires and tubes worldwide

Schwalbe has been offering tube recycling as early as 2015 and has, since, been able to fully recycle more than ten million tubes. Meanwhile, the system has expanded beyond Germany to the Netherlands, Belgium, Great Britain, Switzerland, North America and Austria. This year, Italy and France will join. Schwalbe is planning to introduce both recycling



Circular economy instead of disposable products: Used tires are valuable raw material for new tires.

systems in other countries and has set itself ambitious goals: By 2026, the company intends to recycle an additional eight million tubes and seven million tires.

## Schwalbe publishes life cycle assessment for green marathon

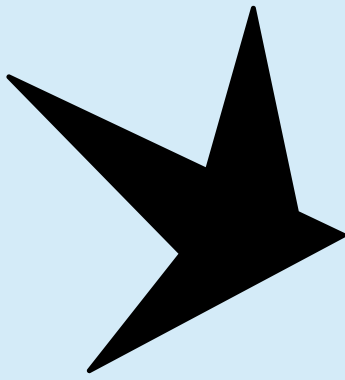


It is the world's first bicycle tire with a closed material loop - Schwalbe has now presented a detailed Life Cycle Assessment (LCA) to quantify the environmental impact of the Green Marathon. The result: With 1.43 kg CO<sub>2</sub> equivalents (CO<sub>2</sub>eq), the Green Marathon saves a total of 41 percent CO<sub>2</sub>eq compared to its predecessor model. The Marathon from 2010 already had a lower

CO<sub>2</sub>eq footprint than other bicycle tires thanks to the use of recycled materials, including in the puncture protection. The life cycle assessment was calculated on the basis of strict scientific criteria and in compliance with current standards. Schwalbe worked closely with both suppliers and pre-suppliers to collect the relevant data.

### Raw materials cause the majority of emissions

The product carbon footprint (PCF) calculated with the life cycle assessment provides a key finding: the majority of emissions, 62 percent in total, are caused by raw materials. About one-third is attributed to the energy consumption during production, while just under 3.5 percent is induced by transportation logistics. This cements the importance of savings of 41 percent CO<sub>2</sub>eq compared to predecessor model thanks to recycled and renewable materials research into raw materials and materials for reducing environmental impacts. Schwalbe has been working intensively on the ecological material optimization of all tires and inner tubes since 2013.



## Children are helping children

The daughters and sons of Schwalbe employees voted in their advisory board about the support of children's projects.

The children's hospital in Bethlehem will receive the largest sum, and four other projects will also be supported: This was decided by the Schwalbe Children's Advisory Board at its second meeting since it was founded in 2022. The 15 children of Schwalbe employees aged between six and 18 agreed that the children's hospital impressed in all evaluation categories - urgency, reach, impact, long-term nature, concept. "So many children can be helped there so that they can get well again," said several of the girls

and boys and approved 3,000 euros for new medical equipment. Other donations went to: a children's home group that prepares 17-year-old girls for their everyday lives, a refugee home in Frankfurt for the purchase of instruments to form an orchestra and a family center to purchase a climbing wall. Further support was given to children and young people affected by poverty from the Oberberg district (Schwalbe's home region), enabling them to attend sports, music and art lessons.

