



FOR IMMEDIATE RELEASE

Sustainability Hall to Showcase Repair Events at ISPO Munich 2025, Championing Repair as a Cornerstone of the Circular Economy

Rugged Thread, a leader in technical outdoor gear repair and circularity, will host a comprehensive series of **repair-focused events** at ISPO, 30 November to 2 December. The program will elevate the visibility of the repair movement, demonstrating repair is a critical missing link in the circular economy, serving as climate, economic, and social infrastructure.

Key Highlights of the Event Series:

- **"Repair as Climate Infrastructure: Circularity in Action" Panel Discussion** (Dec 1, 3:00 PM, Sustainability Stage): 45-minute discussion with industry leaders on repair for profitability, environmental impacts, and scaling programs. Panelists include Pascale Moreau (Ohana), Joao Matias (YKK), Barbara Heinze, and Houdini Sportswear.
- **Anatomy of a Repairable Product: The Zipper Edition Workshops** (Nov 30 & Dec 1, 1:00 PM, Sustainability Hall): Interactive sessions demonstrating how design choices affect repairability, focusing on zippers and "Design for Repair" thinking.
- **1-1 Consultations at the Rugged Thread Booth (A2.126)**: Kimberly Kinney, CEO, will be available for consultations on activating repair programs for brands selling in the USA.

The Impact of Repair: Repair is a pillar of the circular economy, significantly contributing to sustainability and ESG leadership.

- **Environmental Impact:** Extending an item's life by nine months reduces carbon, water, and waste footprints by around 20-30%.
- **Economic Development:** The estimated U.S. potential includes 35 million repairable items annually, \$2.0 billion in total labor revenue, and 27,000 living-wage jobs.
- **Social Change:** Builds community resilience and deepens customer trust.

"Repair isn't a side service — it's climate, workforce, and economic infrastructure ready to scale," said Kim Kinney, Founder & CEO of Rugged Thread. "Our presence at ISPO is about activating this through shared leadership, engaging our industry, and uniting for a truly circular future."

[Full Schedule Details](#)

RuggedThread.com



Contact:

Kim Kinney
Founder & CEO, Rugged Thread
kim@ruggedthread.com
1 (541) 306-8727