

Deuter Sport GmbH
Press Release
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“I made your bag”

2020 sees Deuter awarded the Fair Wear Foundation’s Leader Status for the eighth time

Workers at Duke, Vietnam, proudly display a Deuter backpack they’ve sewn as part of the Fashion Revolution Campaign. German backpack pioneer, Deuter, receives the Fair Wear Foundation’s Leader Status (its highest member status) for the eighth year in a row, for the 2019/20 financial year.

For many years, Deuter has had a unique working partnership with the same manufacturing partners who make all of their products. With the Vietnamese firm Vina Duke, this exclusive, trusting partnership spans no less than 30 years. And for Deuter’s sleeping bags, made by Bellmart, the relationship goes back 17 years. It is these long-term partnerships, built on trust and transparency, that meant that when Deuter joined the Fair Wear Foundation (FWF) in 2011 they were able to make effective progress in improving working conditions.

<https://www.deuter.com/de-en/deuter/responsibility>

The FWF is an independent non-profit organization from the Netherlands that works with companies and factories throughout the world. Their aim is to improve working conditions in the textile and clothing industry and make them fairer. By joining the FWF, Deuter and its manufacturing partners committed to upholding the FWF’s strict Code of Labor Practice. Among others, the code includes ensuring safe and healthy working conditions, payment of a living wage and reasonable hours of work.

Thanks to its conscientious implementation of fair working and manufacturing conditions, Deuter achieved the FWF’s coveted Leader Status in 2020 for the eighth time in a row (since 2013) – the highest possible award in the membership category.



Deuter has an effective production planning system that assesses risks and improvements to working conditions along the whole supply chain. And so, despite the COVID-19 crisis, some of the planned audits still took place in Deuter's supply chain. They were also able to implement training initiatives that promote transformative processes at supplier level. The number of subcontractors assigned was reduced from 24 in the previous year, to just 11 in the 2019-20 period, including embroidery suppliers.

"Part of our '360° Responsibility' approach is to keep improving working conditions every year and maintain a high standard. The fact that we were able to raise our points score from 76 in 2019 to 88 points in 2020, and achieved Leader Status again, really confirms our diligent dedication to social responsibility", says Marco Hühn, Deuter Head of CSR. "And equally, "I made your bag" isn't just a hollow marketing slogan, but a genuine statement made by the 3,300 sewing machinists at Duke, who directly benefit from it."

About Deuter:

Founded in 1898 by Hans Deuter, Deuter Sport GmbH is one of the world's leading backpack manufacturers. Based in the town of Gersthofen near Augsburg, Deuter's product range also includes bags, sleeping bags and accessories.

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