



It all begins
with what
we stand for.



**WE MAKE BP® WORK
CLOTHING WITH THE
DIFFERENCE YOU CAN
FEEL. SINCE 1788.**



Six BP® principles that make us
the company we are.

© Bierbaum-Proenen GmbH & Co. KG · Domstrasse 55-73 · 50668 Köln · Germany · All rights reserved.
This brochure is printed on 100% recycled paper.

BP 09/2021

#1 CUSTOMER FOCUS

It's all about our customers and the people who wear our clothes: page 4

#2 INNOVATION

Continuous improvement is always at the forefront: page 8

#3 EXCELLENCE

Our goal is the best company performance: page 12

#4 TRANSPARENCY AND TRUST

A trust-based relationship is our guiding principle: page 14

#5 SUSTAINABILITY

Responsibility towards people and the environment: page 16

#6 DIVERSITY AND PERSONAL DEVELOPMENT

Everyone has the right to be supported: page 18



Welcome to BP®: A passion for quality.

Many people say that we are a bit crazy here at BP®. Why? Just because we do our utmost to achieve an extraordinary level of perfection and are passionate about innovation? Because we promise incredible quality and we deliver? Or because we are obsessed with great workwear solutions? Or rather because we are genuinely committed to sustainability as a task for our generation, and not just posturing?

Well, maybe we are crazy – for work clothing that is perfectly tailored to the needs of the people who wear it. For those who wear our clothes every day. For those who, like us, give their work their all.

The fact that we're crazy is nothing new. Since 1788, we here at BP® have worked according to the principle that the optimum clothing solutions are created when they are developed and produced with passion.

This quality claim can be seen and felt: in craftsmanship trades, in gastronomy and in industrial and medical fields. Work clothing that makes the everyday work of our wearers that little bit easier.

Made by people who work like crazy every day all over the world to ensure that our clothing is produced according to this sustainable BP® quality.

“Freedom of movement, the right functions and great style: I love BP® clothing’s fits for women.”

LAURA, CARPENTER

It’s all about the people who wear our clothes.

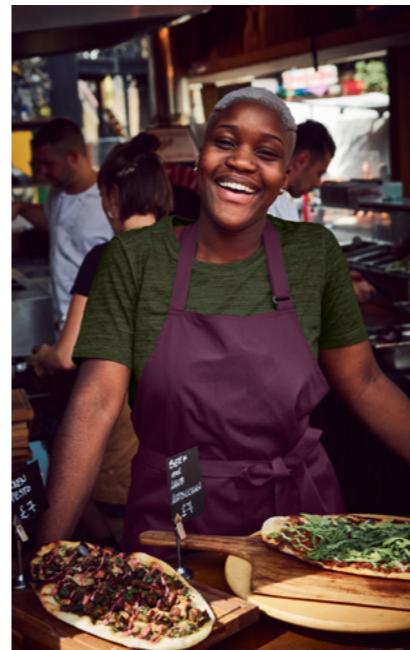
THE PEOPLE WE GIVE OUR ALL FOR.

TRADE & INDUSTRY

#1 CUSTOMER FOCUS

»We offer professional work clothing for our wearers and customers that lives up to the BP® “feel the difference” claim. Quality, design and functionality are at the heart of our customer promise.«

We are always glad when the people who wear our clothes critically assess the garments and give us (mainly positive) feedback. This shows us that they really feel the difference.



“How cool: it looks great and it’s super comfortable! I had never thought about work clothing before, but it makes sense!”

CATHY,
FOOD TRUCK COOK

GASTRONOMY

MEDICAL & CARE



“Lovely colours, great washability, useful functions and a professional appearance: we made a conscious choice to wear BP®.”

WALTRAUT, GERIATRIC NURSE



PROTECTIVE CLOTHING

“We can move freely, and whatever the weather we are always visible and optimally protected. Our clothing definitely makes our workday easier.”

FARINA AND ATEF IN BP® HI-VIS



Unsere Identität

1. Kundenorientierung

Wir bieten unseren Trägern und Kunden Berufskleidungs-
lösungen, die dem BP-Anspruch „feel the difference“
gerecht werden. Im Mittelpunkt unseres Kundenversprechens
stehen Qualität, Design und Funktionalität.

2. Innovation

Wir entwickeln unsere Produkte und unser Unternehmen
durch Innovation und permanente Verbesserung im Dienste
unserer Träger und Kunden weiter.

3. Exzellenz

Eigeninitiative, Verantwortungsbereitschaft,
ständiges Bestreben nach bestmöglicher Leistung.

5. Nachhaltigkeit

Wir schaffen nachhaltige Werte für
uns zusammenarbeiten. Der wirtschaftliche
uns zukunftsfähig. Wir stehen für faire Arbeitsbedin-
und gehen mit den Ressourcen der Umwelt verantwortungsvoll
um.

Ökologische Weiterentwicklung
und schaffen Raum

#1 CUSTOMER FOCUS



Excellent service is an integral part of our quality.

AVAILABILITY, CONSULTANCY, CUSTOMER SERVICE, EXPERTISE AND SUPPLY CAPABILITY.

In our service department, the customer is our number-one priority. We attach great value to supply capability and on-time delivery. Despite our enormous product variety, we offer a stock availability of over 95%. Thanks to an excellent logistics system, all orders placed before 4 pm are dispatched on the same day. After all, the same quality claim that applies to our products also applies to our customer service.



BP® LOGISTICS CENTRE



BP® CUSTOMER SERVICE

DIGITALISATION IS THERE TO HELP PEOPLE. NOT THE OTHER WAY ROUND.

For us, digitalisation is not the solution to every challenge. But we do use digital options when they make our customers' everyday lives easier. This we combine with our tried-and-tested service.

Our customers have been using the BP® Dealers Portal for some time now, benefiting from faster throughput times, better process quality and

greater transparency. But we are still always there ready to help and advise our customers should they need to talk to someone.

Digitalisation allows us to do things that were considered unthinkable not too long ago: virtual fittings or digital design processes and samples. The digital transformation thus helps us to implement our principle of prioritising our customers even more effectively.

#2 INNOVATION

»We are constantly developing our products and company through innovation and improvement for the benefit of our customers and everyone who wears our products.«

This drive to innovate is shared by every one of our BP® employees and tangible in every BP® product.

“ I’m Christina; I’m 30 years old and have been a BP® product developer since 2015. In my area of work, I use a modern 3D tool in order to capture inspiration virtually and thus bring the BP® product development process up to a whole new level.

1. How does 3D simulation work?

From a design, a 2D cut is created, which is then sewn virtually. The cut is then simulated in 3D on an avatar that matches real body measurements. In the final step, the product is given a texture, the appropriate physical properties and the right findings.

2. What are the advantages of 3D simulation?

With 3D simulation, it’s possible to have detailed input and consensus from the design, product management and sales departments without the use of a physical prototype. Adjustments and fittings to check the design and fit can be carried out digitally from any location. In general, this makes the development more flexible and the wait times are reduced. And, we don’t have to order any materials or findings. Since we don’t create any physical prototypes, we save resources and shipping costs.

3. How did 3D change the product development department?

In the past, the cut pieces had to be sewn to create the prototype in order to see the model in 3D. Only once this had been done were we able to decide whether the design worked and whether it looked good. By using 3D simulation we can answer these questions much sooner and make changes to the product before a prototype is created.



5 QUESTIONS FOR CHRISTINA.

4. What are the advantages for the customer?

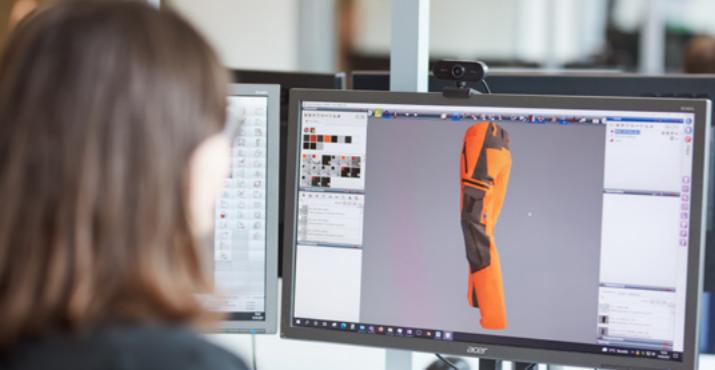
3D-simulated clothing can be shown on any type of avatar with a wide variety of body measures. The fits are scrutinised in order to give customers the desired level of comfort and necessary functionality with a modern silhouette. The simulation provides flexible options for communicating with our customers, and we can quickly make adjustments for them based on the 3D visualisation.

5. What is the long-term goal?

3D simulation can and should make its way into every area at BP®, so that we can use a 3D process chain from the design up through retail sales. This allows us to satisfy the needs of our customers quickly and individually, which in turn increases customer satisfaction and saves resources in the process.

We prefer to work in the future.

BECAUSE GOOD THINGS DON'T STAY GOOD ENOUGH ON THEIR OWN.



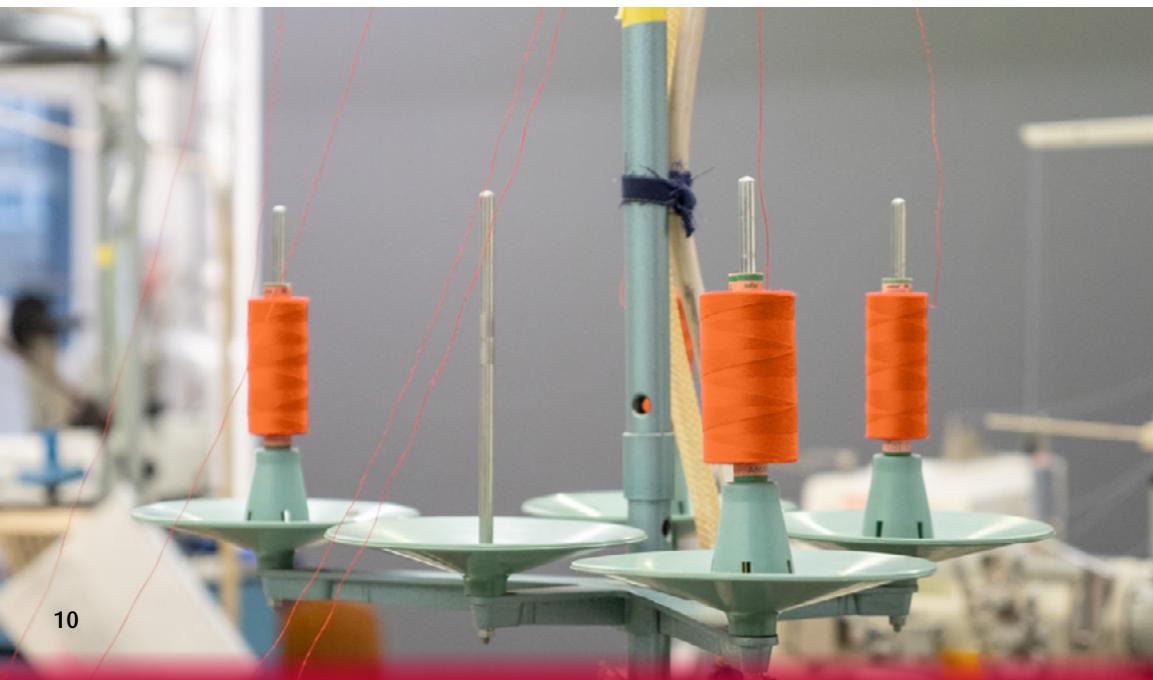
#2 INNOVATION



3D SIMULATIONS USING THE DIGITAL DESIGN PROCESS

YOU CAN TURN IT AND FLIP IT...

... and thus already see and avoid fit and function mistakes during the design process. Through the digital development of our products we can test, review and perfect the newly invented innovative functions at a very early stage of the process.



AND IT ALL FITS TOGETHER!

It's always a great moment when digital data becomes real items of prototype clothing that we can touch and feel.

At this point, though, the BP® development process is far from complete: quality checks, certificates, wear and test phases with real wearers, detailed redesigns and much more are all a part of the process that makes a garment a real BP® quality product.

BP® SAMPLE PRODUCTION

FROM DIGITAL CUT TO VERTICAL CLIMB.

The perfect fit created by artificial and human intelligence.



FIT, FUNCTIONALITY AND COMFORT

Higher, faster, further – even industrial climbers rely on the quality from BP®. Our innovative BPlus Modern Stretch collection, here in the Hi-Vis version, was designed digitally and adjusted to the actual human fits using SizeGERMANY tailor's dummies. The result: pure safety, with a great fit and comfort.

#3 EXCELLENCE

What is quality?

AT BP®, IT'S A PROMISE.

»By showing initiative and a readiness to accept responsibility, providing mutual support and constantly learning from one another, we deliver excellence.«

To do so, we have developed six building blocks of quality that are lived out by our BP® employees.

“For me, quality is about more than just the fabric. It’s also about on-time delivery, an experienced service team and **RELIABILITY**.”

DOMINIK,
BP® SUPPLY CHAIN



SAFETY

COMFORT

SERVICE &
SUPPLY
CAPABILITY

OUR
PROMISE:
**THE BP®
QUALITY**

FUNCTIONS

DESIGN

WASHABILITY

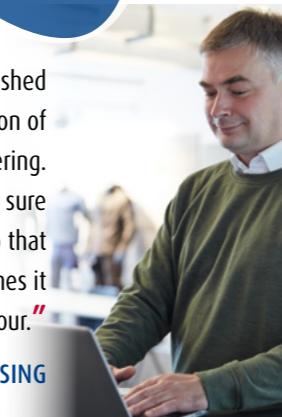


“When it comes to textile design, a lot of people don’t even think of workwear. But the requirements are exactly what make it so interesting: it needs to be functional, safe, durable, sustainable and high quality. And, on top of all that, it needs to look good.”

MALIN, BP® TRAINEE

“Work clothing is often washed every day, and a large portion of that is industrial laundering. I’m responsible for making sure it is **LONG-WEARING**, so that even after 100 washes it doesn’t rip or lose its colour.”

FABIAN, BP® PURCHASING



“How can clothing make a job easier? What kind of **COMFORT** would a cook, a doctor or a mechanic like? In my work, I try to answer this question about our wearers’ needs.”

ALEX, BP® PRODUCT MANAGEMENT

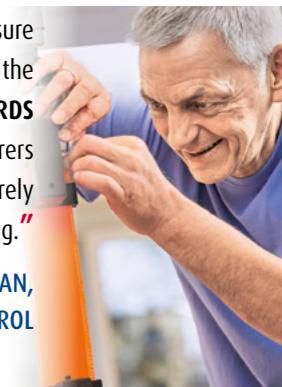


“Super innovative details, fashionable cuts, trendy colours and useful accessories: BP® design is meant to make our wearers **LOOK GOOD** and go above and beyond the highest technical requirements.”

CHRISTINA, BP® DEVELOPMENT

“It’s a challenge to ensure that work clothing meets the current **SAFETY STANDARDS** and that our wearers can always completely rely on our clothing.”

STEPHAN,
BP® QUALITY CONTROL



A 25-year partnership binds us to the family-managed company in Pakistan. Two years ago, the company founded its own school, which is currently attended by 113 children.

#4 TRANSPARENCY & TRUST



Social responsibility.

LONG-STANDING PARTNERSHIPS ALLOW FOR SUSTAINABLE SOCIAL PROGRESS.

SCHOOL PUPILS AT THE NEW SCHOOL IN PAKISTAN

»We cultivate a relationship of trust, based on openness, transparency and honesty, with everyone who wears our products, our customers, our suppliers, our investors and also within BP® itself.«

Only those who give their trust can expect it in return.

WE AT BP® ...

“...see transparency as the foundation for sustainability and humanity. That’s why we also work with large institutions such as the FAIR WEAR FOUNDATION, ensuring we have all the steps in the production chain checked.”

ANNIKA, BP® PURCHASING/SUSTAINABILITY



ALL CERTIFICATIONS AT www.bp-online.com/en/bp-responsibility



Our responsibility also means that our products are harmless in terms of human ecology. That is why all BP® products are tested for harmful substances and most are certified in accordance with Oeko-Tex® Standard 100.

SUSTAINABILITY, SIGNED, SEALED AND DELIVERED: BY MAINTAINING LONG-STANDING PARTNERSHIPS AND DEVELOPING TOGETHER.

We rely on long-standing relationships and the sustainable expansion of partnerships to improve the economic, social and personal situations of everyone involved in the value chain in the long term.



Our social responsibility: the FAIR WEAR FOUNDATION aims to improve working conditions for people working in the international clothing industry. BP® has now been named Fair Wear Leader eight times in succession.



The Partnership for Sustainable Textiles aims to improve social and ecological conditions in global textile production. BP® has been a member since 2015.



Fairtrade distinguishes products that are sourced through fair trade and that are produced according to certain social, ecological and economic criteria. In 2021, already 21% of the cotton we purchased was produced under Fairtrade conditions.

#5 SUSTAINABILITY

»We create sustainable values for the people who work with us. Economic success equips us for the future. We stand for fair working conditions and use natural resources responsibly.«

Sustainability is crucial for all of us. It is a task for our generation.

Our claim: we make the longest lasting work clothing available on the market.

This level of quality means that we **ELIMINATE** the use of valuable resources and ease the burden on the environment.

For more information on BP® sustainability, simply scan the QR code:



WE AT BP®...

“...fold our polo shirts and T-shirts one more time before they are packed and sent. This has saved a lot of plastic packaging.”

NINA, BP® SUSTAINABILITY



Where we are unable to avoid consuming resources, we consistently strive to **REDUCE** how much we use.

The list of measures we apply is long, ranging from avoiding using plastic bags through to the reduction of CO₂ emissions for every single product.

We also have measures in place to **RECYCLE** our materials.

For example, we use recycled polyester made out of PET bottles in our BPlus Green collection.

THREE PRINCIPLES. ONE ATTITUDE.

Sustainability starts with an attitude.

OUR AIM IS CLEAR: WE WANT BP® TO BE THE MOST SUSTAINABLE TEXTILE COMPANY FOR WORK CLOTHING.

For us, sustainability is a continuous improvement process. It comes down to: motivation, optimisation and, when necessary, reorientation. Regular communication with our stakeholders is always a great source of new ideas.

We constantly find ourselves in the midst of the interplay between economic, social, ecological and product-based targets.

#6 DIVERSITY & PERSONAL DEVELOPMENT

»We respect and affirm diversity and create space for personal development.«

This is likely the reason why many BP® employees choose to spend 45 years of their life with us.

HERE, EVERY PERSON CAN CHOOSE THEIR OWN INDIVIDUAL PATH.

Whether it's entry opportunities, promotion possibilities, continuing education options or salaries: for us, equality is a matter of course.

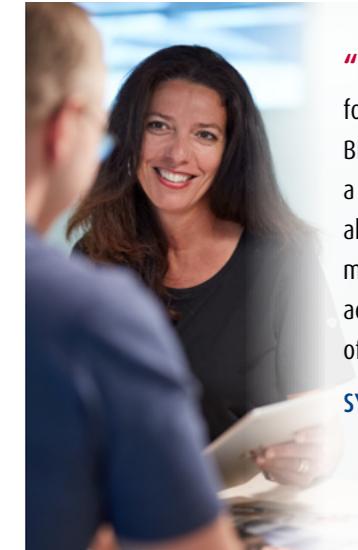


EMPLOYEE EVENT AT THE PLAYA IN COLOGNE



Family-friendly models, some of which we had already developed before the turn of the century, allow our employees to balance their careers at BP® with their caring responsibilities for children or family members as well as their own personal needs.

These models have resulted in a BP® senior management team that is made up of 50% women. And women also account for just under 40% of all employees with management responsibilities. This figure will surely continue to rise over the coming years.



“I've been in Germany for 20 years and at BP® for the last 19. As a mum of three, I was always able to adjust my working hours according to the needs of my family.”

SYLVIE, BP® MARKETING



ENJOYING THE SUN IN THE BP® ATRIUM GARDEN

Team spirit as a principle.

MANY DIFFERENT NATIONALITIES AND CULTURES, ONE GOAL: DEVELOPING EACH AND EVERY INDIVIDUAL.

LIVELY DISCUSSION IN THE BP® BREAK ROOM



Central workspace. Since 1788.

URBAN. DYNAMIC. IN THE CENTRE OF COLOGNE.
FOR SEVEN GENERATIONS.



AT THE HEART OF IT ALL ...

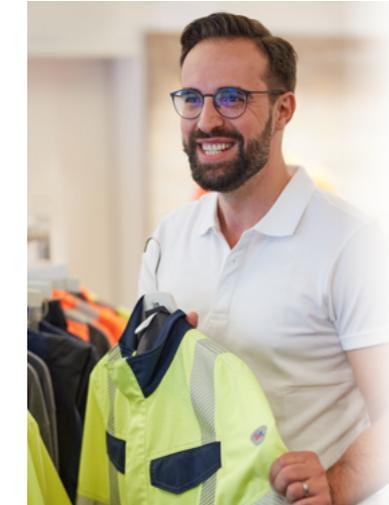
... between the student district of St. Kunibert and the multicultural Eigelstein district with a view of the Cologne Cathedral and the city's main train station. This particularly urban location is a true melting pot for everyone who is crazy about quality and sustainability and all of the dedicated, highly professional employees that round out our special team here at BP®.

Founded in 1788 at Cologne's Old Market right next to Cologne Cathedral, we have been at our current location in Cologne city centre since 1905, a location that has been continuously adapted to meet our current requirements.



WE AT BP® ...

"... are a bit crazy when it comes to the quality typical for BP® and our requirements for sustainability. But that sums up the spirit here and that's why I'm glad to be a part of it!"



STEVE, BP® SALES MANAGER

THE BP® HEADQUARTERS
IN THE CENTRE OF COLOGNE

Our promise is simple: the best solutions for the people who wear our clothes.

AT BP®, INNOVATION AND RESPONSIBILITY ARE NOT A TREND. THEY ARE AND ALWAYS HAVE BEEN A TRADITION. SINCE 1788.



Dear Reader,

It is precisely this promise that drives us day in and day out: the best solutions for the people who wear our clothes. Attractive, professional solutions that express the passion, the pride and the skill of the people that give their best every day.

In order to do just that, we need a range of different ingredients and this is where the crazy-for-quality BP® team comes in. We find great joy in innovation. We at BP® know: there's nothing that we can't do even better. This goes for our products as well as our service. And this drive to innovate also shapes our sustainability measures. In the last few years, we have accomplished a great deal. But there's still a lot to do in order to ensure that we are sustainable in all of our areas of work. We don't yet know all the answers, but we will find them - with our attitude towards sustainability and responsibility as well as our readiness to innovate. This is how we develop the work clothing of the future!

Thank you for your interest in BP®.

Kind regards

A handwritten signature in blue ink, which appears to read 'Harald Goost'.

Harald Goost, Managing Director

