



## Vision & Mission – Sustainability & Corporate Social Responsibility

### Introduction

URBN HOOP® is more than just a basketball hoop – it is a statement of streetball culture, design, and performance. Our mission is to build the world's best streetball hoop: uncompromising in feel, safety, and durability. At the same time, we recognize that every product carries responsibility. For us, sustainability is not a buzzword but a question of smart integration: **wherever possible and reasonable, we rely on sustainable materials, short supply chains, and fair production – without compromising on performance on the court.**

### Our Core Principles

#### Performance First

Streetball is about intensity, authenticity, and emotion. A hoop must reflect exactly that. That's why the playing experience comes first. Only when URBN HOOP® performs on the court – with the unmistakable Swish, robust construction, and safe design – does it fulfill its mission.

#### Sustainability with Balance

We adopt sustainable solutions where they make sense and do not compromise performance. Examples include the use of recycled materials, solvent-free coatings, and long-lasting components. For us, sustainability is not an end in itself but a contribution to a product that lasts longer, consumes fewer resources, and brings joy for many years.

### Our Responsibility in Detail

#### Production & Supply Chain

URBN HOOP® is entirely manufactured in Germany. We collaborate with regional partners in metal fabrication, plastics processing, and finishing. Short supply routes, fair conditions, and the highest quality control are a given.

#### Materials & Durability

- **Steel frame:** robust, recyclable, and designed to last decades.
- **Paracord net:** durable, replaceable – **optionally made from recycled polyester (rPET), with PET bottles repurposed in production.**
- **Rope connectors & elliptical nodes:** made from recyclable polyamide 6, injection-molded for durability and resource efficiency.
- **Powder coating:** solvent-free and compliant with environmental standards.

### **Design for Longevity**

No throwaway product, no short-life mechanisms: URBN HOOP® is designed for a lifespan of up to 20 years. Net parts are easily replaceable, and spare parts are available long term. The hoop remains functional while conserving resources.

### **Packaging**

The designer packaging is made from recycled cardboard. Custom-fit Styrofoam inserts protect the hoop during transport. **The packaging is intentionally designed to be reused – for example, in a teenager's room – instead of being discarded.**

### **End of Life**

All main components are recyclable. Steel can be remelted, plastics can be recycled, and ropes can be repurposed. Even after many years, the ecological footprint remains low.

### **Our Commitment**

URBN HOOP® represents a new generation of streetball hoops: uncompromising in performance, honest in design, and responsible in production. We believe that sustainability and streetball culture belong together – but only if the playing experience is not compromised.

### **Our Mission**

**A basketball hoop that inspires, connects, and brings joy for years to come – sustainably, wherever it makes sense.**

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