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REGUPOL cooperates with the Leichtathletik-Verband Nordrhein

The cooperation agreement came into effect on 1st March 2023 and is scheduled for three years. REGUPOL and the Leichtathletik-Verband Nordrhein LVN (North Rhine Athletics Association) are thus strengthening a connection that has existed for years.

Ever since Usain Bolt set his stunning world records on the blue **REGUPOL** track in Berlin, it has been impossible to imagine athletics without the family business. Since then, **REGUPOL** has built numerous running tracks all over the world - also for the Leichtathletik-Verband Nordrhein. The barrier-free running track at Sportpark Nord in Bonn is only one example. The city of Bonn inaugurated the renovated sports park with the 2022 State Games of Special Olympics NRW. "Due to numerous projects that we have realised in the region of the association and already existing connections that we have built up over the past years, the cooperation is a matter close to our hearts," says Lena Grosch, marketing officer at **REGUPOL**.

What does that mean in concrete terms? Such cooperation is a win-win situation. More and more medium-sized companies, especially those with roots in their region, are realising that social commitment makes a difference. "We expect the 'usual' benefits of such a partnership from this contract, for example the increase of our brand awareness," says Lena Grosch. "On the other hand, we understand a cooperation like with the LVN as an effective contribution of **REGUPOL** in the community."

The Leichtathletik-Verband Nordrhein is one of 20 state associations in the Deutsche Leichtathletik-Verband (German Athletics Association). It is organised in the Landessportbund Nordrhein-Westfalen. With a membership of about 68,000, the LVN, which is currently celebrating its 50th birthday, is one of the largest state associations in Germany. "Long-term partnerships are the result of - often - years of 'relationship work'. We look forward to supporting the LVN in the future," concludes Lena Grosch.

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<https://news.regupol.com>

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About REGUPOL BSW GmbH

REGUPOL is one of the world's leading processors of recycled elastomers. They are used to create high-performance sports and safety flooring, antislip mats for load securing, products for impact sound insulation and vibration isolation, well as protective and separating layers for use in construction projects. In many of these markets, **REGUPOL** is now among the leading suppliers - thanks to the expertise of the global team. Subsidiary companies are: **REGUPOL America LLC, REGUPOL Australia Pty. Ltd., REGUPOL Acoustics Middle East FZE, REGUPOL Schweiz AG, REGUPOL Zebra Athletics LLC and BSW Shanghai CO. LTD.** In the past year, **REGUPOL** achieved a turnover of more than € 140 million and recycled more than 90,000 tons of elastomers. **REGUPOL** is a winner of the NRW Environmental Business Award, the Efficiency Award NRW and received Cradle to Cradle Certified® at the bronze level for several products in the areas of acoustics, construction and load securing. Cradle to Cradle® Certified stands for a continuous and consistent circular economy. **REGUPOL** has made it its task to work continuously on developing solutions in the sense of a consistent circular economy. The company's goal is to shape a sustainable and successful future.