



# Presskit

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Giving back the best to human's best friend - this has been the mission of the family-owned company HUNTER for more than 40 years. As a manufacturer of exclusive pet products, HUNTER has made a strong contribution to the development of pet supplies in Germany in a high market segment - and is represented worldwide with around 5,000 different articles for dogs and cats. The assortment ranges from collars, harnesses and leashes, fashionable and functional dog clothing, cushions and beds, as well as grooming and hygiene products, innovative toys and snacks. Quality, innovation and sustainability have always been the driving force behind the company. The heart of HUNTER is its own leather manufactory at the company's location in Bielefeld, Germany, where leather accessories for animals and humans are handcrafted. HUNTER was founded in 1980 by Rolf Trautwein. Since 2007, Nadine Trautwein has been managing the company with over 170 employees in the second generation.

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## MANUFACTURE IN BIELEFELD

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The heart of the Bielefeld company is its own leather manufactory, where experienced specialists lovingly handcraft first-class collars, leashes and harnesses for dogs. As the daughter of a master saddler, Nadine Trautwein was born with a love of leather that continues to this day. Because leather is such a unique material, natural product and high-tech article at the same time, which awakens emotions and only becomes more beautiful with time, while being durable and repairable.



## RESPONSIBILITY & SUSTAINABILITY

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For HUNTER, it is of primary importance to act sustainably and to consciously assume responsibility for the environment. One of the company's guiding principles is: It is better to avoid from the beginning instead of having to compensate at the end.

Therefore, among other things, HUNTER relies on recyclable, durable materials and less packaging in the production of its goods. By 2030, the company aims to operate climate-neutrally at its entire site in Bielefeld. To achieve climate neutrality, the company will focus primarily on measures to increase energy and resource efficiency and on a climate-neutral energy supply.

»Sustainability is not a fixed goal, but the everlasting responsibility to look for better solutions and new, environmentally friendly ways. If something can be done better, we do it better.«



# NADINE TRAUTWEIN, CEO

Nadine Trautwein, born in 1975 and a passionate entrepreneur, has a clear vision for the future of the premium brand HUNTER, which she took over from her father in 2007. Together with her 170-person team, she has turned HUNTER into a true lovebrand and invested in digital transformation at an early stage. In addition to the responsible goal of making the company's headquarters carbon-neutral by 2030, she still has big

plans for the globally sought-after brand. The mother of two kids and dog owner loves developing strategies and ideas and filling each day with positive energy. She is passionate about her business and is happy to share her enthusiasm and gratitude for the successful company, including her own leather manufactory and »HUNTER crew«.



- born 1975
- married
- 2 children
- studied International Business
- in the company since 2001
- General Manager since 2007
- focuses on Intuitive Leadership
- likes to spend her free time with her family and her dog Iken

## HUNTER IN NUMBERS

1980

Foundation  
HUNTER GmbH  
by master saddler  
Rolf Trautwein

2007

Nadine Trautwein joins the  
management

2016

New building in Bielefeld  
Doubling the area to:  
• 2000 m<sup>2</sup> Manufacture,  
• 2000 m<sup>2</sup> Administration and  
• 700 m<sup>2</sup> HUNTER Shop & Factory Outlet

5000+

Assortment articles

30+

Brandstores worldwide

170+

Employees

2000m<sup>2</sup>

Manufacture



## SOCIAL ENGAGEMENT

Under the motto »HUNTER helps«, the company cooperates with charities, animal shelters and animal welfare organizations in need of help. In addition to regular donations to local animal welfare organizations, the family-owned company also supports the non-profit organization »VITA Assistenzhunde« with high-quality dog accessories and financial donations, so that people with physical disabilities can experience joy and help in their everyday lives again

through the assistance dogs. HUNTER also works closely with the association »Leben & Lernen in Kenia e.V.«: The manufacturer of pet supplies has taken over several sponsorships for children in the Kenyan Rhonda slums and also supports the organization monetarily, for example by financing the construction of a well at a school center built by the association to ensure the drinking water supply there.

### Videos



»The focus in the development of new products is always the motivation to provide pleasure and comfort for animals and owners, as well as the best functionality.«

## ALWAYS STAY UP TO DATE



### Contact person

Jannis Johannmeier  
The Trailblazers

fon +49 (0) 172 5270504

mail [medien@hunter.de](mailto:medien@hunter.de)

[www.hunter.de](http://www.hunter.de)



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