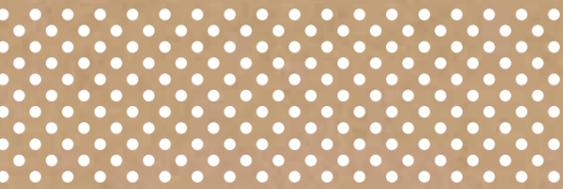


Think!
for your self.

FOR ALL THOSE WHO
go one step further.
Individual design.
Sustainable. Fair.

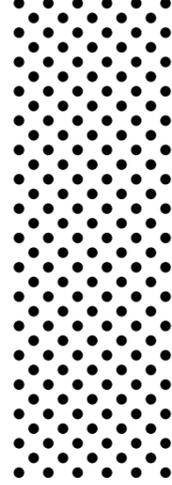


AT A GLANCE **the content.**

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THINK! IN PROFILE.

Craftsmanship, Responsibility, and Vision.



Europe's pioneer in the area of sustainable footwear manufacture is based in the small community of Kopfing in Upper Austria. Think! has been manufacturing shoes on the basis of comprehensive sustainability principles for over 30 years. In 2022, Christoph Mayer took over the brand's management. He began his career as an independent shoe retailer, then worked in distribution before ultimately taking over the management of the Think! brand. He is therefore thoroughly familiar with the industry, and a trained shoemaker to boot.

MR MAYER, THINK! ENSURES THAT PRIMARILY, CHROME-FREE TANNED LEATHER IS USED. WHAT EXACTLY DOES THIS MEAN?

Our brand always focuses on sustainability, naturalness and healthiness. By using chrome-free tanned leather, we can make a major contribution to this. Everything that comes in direct contact with the skin is 100 percent chrome-free tanned; we are thereby ensuring that people are not exposed to any harmful substances.

Chrome-free tanned leathers also often have unusual visual features and give our designs a natural and unique look.

THINK! WAS THE FIRST SHOE BRAND – AND IS STILL ONE OF THE VERY FEW – WHOSE DESIGNS HAVE BEEN AWARDED THE BLUE ANGEL ECO-LABEL. WHAT ARE WE DOING TO ACHIEVE THIS?

Currently, more than 50 of our designs have been awarded the renowned German eco-label Blue Angel. Each season, they are joined by another four to six new versions. Almost all of our designs meet the demanding criteria. During the certification process, the entire value creation chain – from the tannery's waste water treatment plant to the shoe's shipment – is examined. We arrange for audits of all of our production facilities, we use recycled sewing threads, we use recycled, FSC-certified cardboard boxes, and even sustainable adhesive tape. All of this is taken into account when the Blue Angel certificate is awarded.



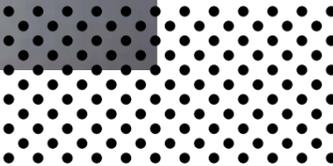
“ FOR US, SUSTAINABILITY IS NOT A TREND BUT A FUNDAMENTAL ATTITUDE. ”

Christoph Mayer
THINK! Manager

WHAT IS YOUR TAKE ON LEATHER OR VEGAN ALTERNATIVES?

The positive aspect of leather is that no animals are bred exclusively for its production. Leather is a food industry by-product. That is an important point,

particularly with respect to a sustainable circular economy. As a sustainability pioneer, we are obviously also constantly evaluating other innovative materials for our collections. They must meet our sustainability criteria and they must be tanned chrome free.





INTENTIONALLY
SUSTAINABLE.

For over 30 years.

Behind every product, there's a story. Our Think! Shoes tell the story of people with passion, heart and soul who carry on figuring out the design and manufacturing process of a shoe until they are satisfied with the result. It's a story about craftsmanship, meticulousness, enthusiasm and individuality. A story about treating our environment and our resources responsibly.

It is also about Kopfing, a small place in Upper Austria where the Think! brand was founded in 1991, and which is still its home, its source of inspiration and the location of its think-tank. It's where we put our heart and soul into the development of shoes that make those who wear them feel special, as each and every one of our shoe designs has its own unique personality, just like the people who wear them.

FOR ALL THOSE WHO ARE
INTERESTED IN THE DETAILS:

**We manufacture around
340,000 shoes every year.**

MILESTONES of our success story.

Think!, Europe's pioneer in the area of sustainable footwear manufacture, is based in the small community of Kopfung in Upper Austria. Think! has been manufacturing shoes on the basis of comprehensive sustainability principles for over 30 years. For Think!, sustainability is therefore not a trend but a timeless attitude ever since Martin Koller founded the brand in 1991. He developed the cobbler's workshop his grandparents opened in Kopfung in 1923 into an internationally leading manufacturer of sustainable men's and women's footwear with a distinctive signature design language. The brand was incorporated into the legero united company in 2001.



- 1860** Andreas Koller settles in Ruhpolding, Bavaria, where he works as a cobbler.
- 1923** Andreas's son Martin takes over the cobbler's workshop and relocates the business to Kopfing im Innkreis in Upper Austria.
- 1956** Martin Koller's son turns the cobbler's workshop into the MARKO shoe factory, which specialises in the manufacture of men's shoes.
- 1975** A footwear wholesale business is added to the MARKO shoe factory.
- 1990** Martin Koller, the company founder's great-great-grandson, takes over the management of the company. He shifts the focus beyond the men's shoe business towards healthy shoes that meet a high aesthetic standard and are manufactured in an eco-friendly way.
- 1991** Establishment of the Think! brand by Martin Koller.

- 2001** Incorporation of the MARKO shoe factory and the Think! brand into the legero united company.
- 2008** Opening of the first Think! store in Dortmund.
- 2010** Establishment of the Think! online shop thinkshoes.com.
- 2015** Think! becomes the first shoe brand to be awarded the Austrian Ecolabel.
- 2017** Think! is awarded the German Blue Angel eco-label for the first time.
- 2022** The company sells around 500,000 pairs of shoes every year.
- 2022** Think! is voted the leading brand in the sustainability category in a German footwear specialist retailer survey.
- 2023** The design "Hauki" is nominated for a Green Product Award.
- 2023** Around 50 Think! designs are Blue Angel certified.



SINCE 2001
a brand of
legero united.

Think! has been a legero united brand since 2001. Not only Think!, but also the collections for the brands superfit and legero are designed, manufactured and marketed in over 40 countries under the umbrella of the family business, which was founded in 1872, employs around 2,100 people and is headquartered in Graz, Austria.
legero-united.com

HOW EVERYTHING BEGAN: interview with the brand's founder Martin Koller.



For Martin Koller, everything began in the late 1980s. At a time when mobile phones still looked like a plastic bone and weighed several kilos, and were so expensive that only really important people owned one. The internet was probably already around, but it had certainly not yet reached Kopfing, where people still communicated by fax.

"I was 28 years old at the time and worked in the men's shoe factory owned by my parents; in the shoe industry, the world order was still clearly structured," Martin Koller remembers. *"Northern Europe stood for the production of high-quality shoes; cheap shoes came from the South. At the time, the fact that Asia would one day become a big player in the shoe business was a ridiculous idea."* Visually, the boundaries were just as clearly defined: *"Shoes primarily had to be beautiful. Granted, there were comfortable shoes, but these were primarily functional, rather than aesthetically appealing."*

Martin Koller intended to manufacture shoes that met both requirements: comfort and high design standards, and preferably in an eco-friendly way. *"Eco-consciousness sort of ran in the family,"*

says the brand founder with a smile. Even his dad already had an anti-nuclear smiling sun logo sticker on his car.

Martin Koller consistently realised his vision of sustainable, comfortable shoes with a signature design language, even though his family initially viewed his ambitions with scepticism. *"I remember my father standing in front of the collection shortly before the start of a footwear trade fair and doubtfully looking at this curiosity cabinet full of unusual, colourful shoes,"* Martin Koller recalls, laughing.

"We sell our shoes in Austria, Germany and Switzerland," he explained. *"That means to 90 million people. If only five percent of them are as crazy as I am, then Think! will be a success!"* He would be proved right. His vision became an internationally successful brand: Think! shoes are now sold throughout Europe and as far afield as Japan, the USA and Canada.

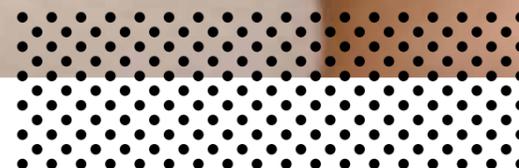
FOR ALL THOSE
WHO VALUE
**craftsmanship
and origins.**

At a time when machine-based production processes are the norm, traditional craftsmanship is still hugely important to Think!, as it depends on experience, the experience of craftspeople who love what they do and make every product unique with their skills and expertise. At the Think! shoe manufacturing facilities, every design is therefore made by hand, which can involve up to 200 individual steps, using only high-quality materials that meet strict ecological criteria.



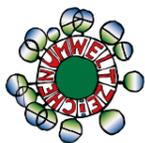
FOR ALL THOSE WHO ARE
INTERESTED IN THE DETAILS:

**We process around
70,000 m² of upper
leather every year and
ensure that the leather
is chrome-free.**



AWARD WINNINGLY SUSTAINABLE: **our eco-labels.**

We do everything we can to manufacture shoes that are as sustainable as can be. Every day, we endeavour to continuously improve all of our processes, procedures and projects under the aspect of sustainability. We have even won multiple awards for it.



In 2015, Think! was the first shoe brand to be awarded the Austrian Ecolabel.



www.blauer-engel.de/tuz155

Two years later, in 2017, we were the first footwear manufacturer to be awarded a Blue Angel eco-label. Over 50 of our designs currently bear this renowned German eco-label.



In 2022, German textile and footwear specialist retailers voted Think! the leading brand in the category sustainability.



**Green
Product
Award**

In 2023, the design “Hauki” was nominated for a Green Product Award. “Hauki” was shortlisted for the award out of a total of 1,300 submissions from over 40 countries.



FOR ALL THOSE WHO APPRECIATE THE IMPORTANCE OF INNER VALUES: **slow fashion.**

Not always throwing everything away and replacing it with something new is an aspect that is very important to Think!. That is why we continuously carefully redesign and review our uppers, lasts, soles, trims, shoelaces and even the minutest details. Many of the various components of our Think! shoes can therefore simply be reordered.

REPAIRING, RATHER **than throwing away.**

For Think!, sustainability along the entire value creation chain and over the whole life-cycle of a shoe is a fundamental principle. We therefore also pay particular attention to ensuring that our shoes last for as long as possible by running our own in-house repair service at our Kopfing site. Instead of throwing shoes away, our customers can return their Think! shoes to the retailer where they bought them, who will then send them to the Think! workshop in Kopfing, where they are repaired. Every year, approximately 1,000 pairs of shoes are given a second life in this way.

FOR ALL THOSE with awareness.

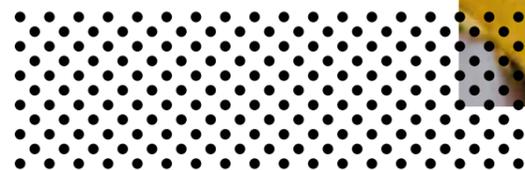
HIGH-QUALITY MATERIALS.

Leather is the most important raw material in footwear manufacturing. Thanks to its special properties such as permanent suppleness and the ability to absorb moisture, leather ensures an unparalleled foot climate. Our European tanneries commit themselves to compliance with the strictest environmental regulations. Think! leathers intentionally remain far below the threshold values for harmful substances. We also check the leathers for harmful substances that are not subject to any regulations. In cooperation with scientific institutions, Think! has therefore determined further threshold values for heavy metals, chlorinated phenols and preservatives in addition to chrome. The leathers we use are tested using ISO test methods.



100 PERCENT
**chrome-free
tanned.**

The green flower pictograph inside a Think! shoe instantly indicates that it has been tanned completely chrome-free – inside as well as outside. The tanning process is carried out in Germany and Italy, and is monitored at regular intervals. This results in sustainable high-quality shoes with a unique character and exceptional wear comfort.





FOR ALL THOSE WHO
KNOW WHO THEY ARE:
**signature design
style for true
individualists.**

You can't follow every trend. You don't have to, either. We at Think! prefer to rely on a striking design language that lasts. This gives us a uniqueness that is especially appreciated by people who intentionally go their own way. Although beautiful shoes alone don't actually define your personality, they can still help you to express it.

OPTIMUM
wear comfort.

Think! shoes are lined with chrome-free tanned leather from heel to toe. A wide range of cuts and fits that can be individually adjusted to match the foot shape, clever functional features, flexible soles and changeable footbeds guarantee optimum wear comfort. Our designs are characterised by the fact that they are particularly easy to put on thanks to additional zips, elasticated inserts or well-thought-out cuts. The low heel heights of no more than four centimetres promote a natural gait.

FOR INDIVIDUALISTS: **the red shoelace tips.**

Think! shoes are individual. Well-thought-out down to the smallest little detail. Produced in a way that is fair and sustainable. Made from high-quality and safe materials. The

red tips of our shoelaces are a visible reference to our Think! philosophy: always going your own way, and making a stand against short-lived trends.



FOR ALL THOSE WHO ARE
INTERESTED IN THE DETAILS:

**We need eight
metres of yarn for
every Think! shoe,
and ensure that we
only use natural
raw materials.**



FOR ALL THOSE WHO ARE TAKING THE RIGHT STEPS: **Corporate social responsibility.**

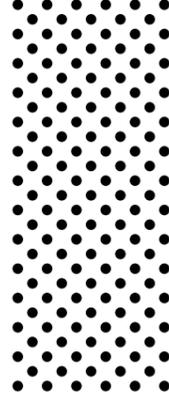
**WE ARE FULLY AWARE OF OUR
SOCIAL RESPONSIBILITIES.**

That is why we support many social projects. For example, we produce our shoe horns and shoe creams in cooperation with Lebenshilfe Oberösterreich, a sheltered workshop we have been collaborating with for the past fourteen years. The result of this cooperation are handmade and natural products the Lebenshilfe team is justifiably proud of. All of the workers therefore sign each product made by them to give it the last perfect finishing touch.

**BEES ARE A VALUABLE PART OF OUR
ECOSYSTEM**

They ensure the survival of our plants! Their habitats are increasingly under threat, which is why we have been actively involved with regional Austrian bee conservation projects for many years. We have kept our own Think! beehive with around 50,000 bees since 2023. Together with the Upper Austrian beekeeper Florian Peterstorfer, we are thereby contributing to making the future livable, as we care very much about nature and a healthy ecological balance.

SUSTAINABLE packaging and transport.



Everyone is talking about “sustainability”. We believe it should also be worn on your feet! For us, this means demonstrating sustainability along the entire value creation chain, rather than merely running the odd “green” promotion. Our shoes therefore come in eco-friendly recycled cardboard shoe boxes; we use certified eco-friendly printing methods, and we do not use any adhesives at all.

The tissue paper we wrap our shoes in to protect them also consists of 100 percent

recycled paper. Think! shoes are stored using shoe rods made from locally sourced wood, rather than the usual plastic rods. Our transport packaging does not contain any metal staples and is held together by sustainable, PVC-free paper adhesive tape.

To avoid waste, our shoe boxes are transported in metal pallet cages, because as the shoe industry’s sustainability pioneer, we have been paying attention to every detail for over 30 years.



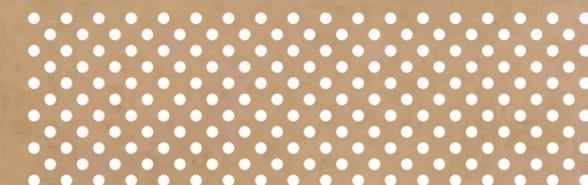
FOR THOSE WHO
ARE INTERESTED IN
THE ORIGINS:

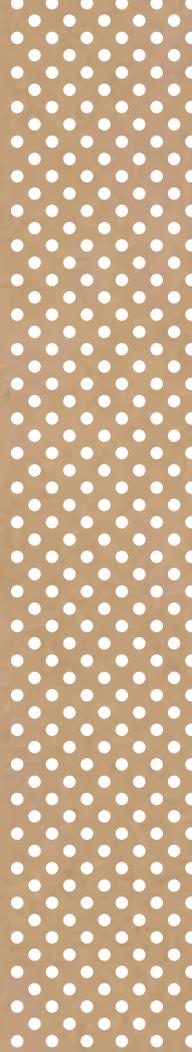
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