



THE ECOLOGICAL WATER COOLING SYSTEM ENSURES A COMFORTABLE CLIMATE IN THE PRODUCTION HALLS, WHILE OUTSIDE IT GETS TROPICALLY HOT.

PRODUCTION IN VIETNAM



PRODUCT QUALITY BASED ON QUALITY WORKING CONDITIONS

Even our long tradition did not protect us from a forced production relocation. We had to face the fact that if we want to survive as a brand renown for high quality equipment (based on technical sewing skills), we could no longer manufacture in Germany. Deuter came across Vietnamese manufacturer Duke in 1994 – that marked the beginning of a close partnership starting with 35 sewing machines. Today, Duke is a highly specialised backpack manufacturer with 2.500 employees. Duke exclusively produces all Deuter rucksacks and accessories. In the meantime the business partnership has turned into friendship. Mutual understanding, a close co-operation, sharing ideas and profiting from each other – that's the basis of our relationship. Over the years, we've together developed a detailed system to assure the high Deuter product quality.



Bernd Kullmann, Deuter CEO

For both companies, staff motivation and retention is a key focus. In Vietnam, Duke has an employee representation, health insurance, leave days, above average payment, free lunch as well as a success bonus for each employee. It is not uncommon that employees have been with Duke for more than 10 years. Further, the production site is regularly visited by government officials who control the fulfilment of the strict employment protection regulations.

"The decision to produce in Vietnam was not so much a decision for a particular Asian country. It was a decision in favour of a particular company! I was introduced to the company Duke and its owner, Mr. Oh, via a mutual friend 17 years ago. He quickly impressed me with his honest and straight-forward approach. He has a great way to communicate and openly discusses and confronts problems and questions."

For TÜV certified products such as Deuter's child carriers and the protector backpacks, TÜV Germany regularly tests the material and the production directly at the production site in Vietnam. We can only guarantee our high quality standard and the extremely long life-span of our products by using state-of-the-art material. Here, we've also been working with our suppliers for years. Zippers, buckles, but also fabrics come from brands that are market leaders in their segment.

ALTHOUGH THE PRODUCTION SITE IN VIETNAM IS EQUIPPED WITH THE LATEST TECHNOLOGY, MOST OF THE WORKING PROCESS IS STILL HANDWORK. PER BACKPACK, 2.500 WORKERS PUT TOGETHER UP TO 221 SINGLE PIECES IN 32 PRODUCTION STEPS.

DEUTER



Free lunch for all employees – there is a choice of three meals.



THE EMPLOYEES

More than 2.500 people work at Duke in Vietnam exclusively for Deuter. All of the employees are above 18 years old. The average is 25 years and 60% of the staff is female.



THE PRODUCTION SITE

Since 1991, Duke produces for Deuter. 2006 a new modern factory was built, just outside of Saigon/ Vietnam. Currently, 2.500 people work here – and increasing.



THE QUALITY

A multi-step quality control system guarantees the famous Deuter quality.

It involves the entire process, from the raw material to various production steps to the end control. Only a flawless product is sent to one of the 45 countries selling Deuter products.