

Here all Deuter creations see the first light of day

only the best will leave the nursery

"We have our manufacturing done at Duke. Not because it is in Vietnam but because I have known Mr. Oh for 16 years."
BERND KULLMANN, DEUTER CEO

It all started with 35 sewing machines and a meeting at the Munich sports trade fair, the ISPO. That is where Deuter's Bernd Kullman and Mr. Oh from the Vietnamese manufacturers Duke met in 1994 and decided to work together. Now, in 2010, Duke is a 2,800 employee, highly specialised rucksack manufacturing company that produces all of Deuter's rucksacks and accessories exclusively. Over the past 16 years, the relationship has developed way beyond the normal supplier's relationship; it has grown into a friendship with shared values of mutual support and growth.

In this way, a system of quality control has also evolved, which has made a decisive contribution to the quality of Deuter's products. With TÜV certified items such as child back carriers and protector rucksacks for example, TÜV Germany regularly inspects the materials and production processes in situ. Medical insurance, employee representation, fixed holiday days, above average pay, free lunch and performance bonuses for every worker – these are just some of the elements that lead to successful staff retention and motivation. A certificate guarantees that no children work in the production line. The system creates the very best conditions in which healthy rucksacks first see the light of day!



A Deuter rucksack has up to 2 metres of zips, 3.2 square metres of nylon fabric and 14 metres of webbing – and as many as 221 individual components in total.



S.I. Kang, Production Director at Duke for 13 years, discusses important production details with his team.

Once the first prototypes have been thoroughly tested, product designers then decide on the exact measurements.

The tester template is then laid out in the scanning room, digitalised and prepared for cutting.



Mister Oh and his 2,800 employees manufacture rucksacks of the very highest quality for Deuter.

During the cutting process, staff make sure there is little or no waste.

The next step in the process involves cutting the runs of material to fit. Either by hand...

... or with a computer guided cutter.



In spite of the most modern technology available, the majority of rucksack production is still done by hand. On 32 production lines, the 2,800 employees assemble as many as 221 components that can go into making a Deuter product.

In two initial quality controls, all items are carefully inspected. These intermediate controls guarantee durability and customer satisfaction.



Before being packaged and dispatched, each and every one of the millions of rucksacks that are made each year is inspected one more time.

The finished Deuter rucksacks are then packed and sent out to 45 countries worldwide.

A bit of pleasure in between all that work: at midday, there is a choice of three hot meals – free of charge!