



PRESS RELEASE  
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## einhorn – the Berlin startup for fair condoms with exceptional design

**Many do it, but nobody talks about it: buying condoms in the supermarket for safe sex. But the awkward purchase at the cash register, that is so often accompanied with feelings of shame, will now be a pleasant experience. For the einhorn's vision is a fair and sustainable condom – in an extraordinary packaging. Behind the startup, is the noble idea of combining modern design for a daily lifestyle product with fair business.**



The founders of einhorn, Waldemar Zeiler (32) and Philip Siefer (32) want to prove that any product can be fair and sustainable while remaining profitable. The idea to start with a condom, came to Philip in the supermarket: „I was standing there, frustrated and overwhelmed, and found it a shame that purchasing condoms is so negatively loaded. I knew that Waldemar Zeiler would be the perfect partner for this project and that I could convince him right away.“ Philip hit on one of Waldemar's raw nerves, who was on a 6 month sabbatical after founding online startups with two well known incubators. His trip led him

to numerous plantations, yielding insight into the cultivation practices for various consumer goods. Almost everywhere existed a direct connection between these production processes and the established social and ecological challenges of our time. Since condoms are a nature product, they determined to tackle the condom market together, to prove their vision of scalable social entrepreneurship.

Their vision: to make a fair and sustainable condom in the coming years by reinvesting 50% of the profits in non-profit projects, like youth sexual education and the fair pay of rubber farmers. „Because to simply claim that we're 100% fairstainable from the beginning would be complete greenwashing,“ so founder Zeiler. einhorn condoms are just as safe as those available from other competitors and are an optical highlight. The packaging mirrors a chips bag and features pictures and illustrations donated by well-known artists and photographers like Berliner photographer and photoblogger Oliver Rath, Heji Shin, Sandra Bayer, or André Wagner.



They chose the unicorn as a namesake. For it is the most noble of all mythological creatures and represents, without exception, all that is good. By choosing einhorn condoms, you stand for exactly that: for good sex, for a good conscience, and good taste. Just like our company motto: „make magic happen.“

To take one big step to realizing their goal, einhorn is launching a crowdfunding campaign on February 3 on startnext.com. With successful financing, they plan the founding of a cooperative with German scientists in order to create a „Fairstainable Seal“ to establish worldwide standards for the sustainable cultivation of rubber and for working conditions on rubber plantations.



But, condoms are just the beginning. Zeiler and Siefer have managed to convince 50 further entrepreneurs to pledge to found at least one social startup in their life that leaves a „positive footprint“ while reinvesting 50% of the profits in social or environmental projects. „We’re starting off with einhorn and showing that a daily product, like a condom, can be produced fairly while becoming a lifestyle product. We are connecting the social utility with commercial success by making einhorn condoms an omnipresent product, so that we have a huge target audience – namely the people who want to have safe sex,“ declared Siefer.

Additional information on: [www.einhorn.my](http://www.einhorn.my)

**About einhorn:**

einhorn, the first fair and sustainable condom – and the proof that fair products can also function as mainstream lifestyle products. einhorn won’t just create transparency for the complete production chain, but will also reinvest 50% the profits in social and environmental projects.

Further information can be found at [www.einhorn.my](http://www.einhorn.my)

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