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## BLOGARTIKEL

### ”I see myself as a Bridge Builder”

#### A conversation with Niklas.on.fire

*Niklas Röder, known on social media as Niklas.on.fire, is a professional firefighter in Dresden and one of Germany’s most recognized influencers in the fields of emergency services, personal protective equipment (PPE), and outdoor activities. His Instagram community counts around 140,000 followers, with an impressive engagement rate exceeding 13 %.*

*What sets him apart: His ability to blend expert knowledge and real-life experience with honest and authentic storytelling – whether he’s on fire-fighting missions, out hunting with his dachshund Lotti, or testing protective gear. His topics cover a wide range including tactical clothing, hunting ethics, crisis prevention and functional gear.*

*For the first time, Niklas will attend A+A 2025, as an official influencer. Ahead of the event, we sat down with him to talk about his journey into content creation, his approach to collaborating with companies, and his expectations for the tradeshow.*

#### **Niklas, you come from an emergency services background and now also work as a content creator. How did that happen?**

I began making short video clips showcasing my day-to-day work – informative, honest, and unpolished. Initially, they were meant for my colleagues, but soon, people outside the field became interested in what real-life operations looked like, the gear we use, and the crucial aspects in critical situations. The interest was overwhelming, and that’s how the community started to grow.

#### **As an emergency responder, you face real dangers. Why did you choose to share that world publicly?**

It was important to me to show the reality of the job. Many people don’t understand how complex and demanding it is – whether on duty or in the field while hunting. I want to show how much technology, training and knowledge are behind it - it’s not just about action but also about prevention, planning and teamwork. For me, that’s also a way of showing respect for the profession.

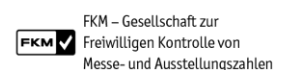
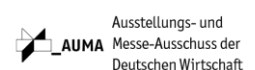


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**You're deeply involved with personal protective equipment (PPE).  
What developments are you currently observing in this field?**

Comfort is becoming increasingly important. In the past, it was all about functionality, but today, many manufacturers realize that protective clothing also needs to be wearable: lighter, more flexible, and more breathable. However, practical usability is often still lacking. Some products may look great on paper but do not perform in real-life operations. That's why I do so much testing myself – it's only in real use that you see what works and what doesn't.

**In your opinion, what are the major weaknesses in protective clothing currently in use in many places?**

In practice, you often observe that the equipment does not match the job realities. There's much room for improvement, especially when it comes to fit – mainly for extra-small or extra-large sizes. I know situations where colleagues had to work in ill-fitting clothes just because of missing sizes or unpractical fits. Especially in the field of emergency medical services, a practical pocket arrangement is also an important issue. Material quality is another issue that shouldn't be underestimated: if protective clothing is uncomfortable or restricts movement, people are less likely to wear it consistently. In my opinion, there needs to be a greater long-term awareness that good PPE not only provides protection but that well-fitting gear ultimately enhances the overall safety on the job.



Messe  
Düsseldorf

**Your feed focuses on two main topics: firefighting and hunting.  
How do these go together?**

I see many parallels – both require responsibility, quality gear and solid knowledge. And many people in my community are active in both fields. The overlap is bigger than most would expect.

**Your engagement rate is exceptionally high. Why do you think  
your community is so active?**

I think it's because I always try to be honest. I don't create content just for the sake of advertising. When I test or recommend products, it's with substance – and with critique when necessary. And I'm reactive on comments and DMs. And the people feel how much this closeness matters to me.



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### How important is credibility to you in terms of cooperation?

For me, credibility is not just an aspect - it's the foundation of everything I do online. I don't see myself as an advertising platform; I feel responsible for what I communicate. Emergency services and hunting are not about lifestyle but about responsibility, safety and substance. If I feature something, it has been tried and tested in real life. And if I can't stand behind it, it doesn't make it onto my feed, plain and simple.

### In November, you'll be attending A+A for the first time. What are your expectations for the influencer tour?

I'm so excited. It's a fantastic opportunity to witness innovations in PPE and on-the-job safety directly, talk with manufacturers personally and share real insights with my followers. I'm also looking forward to connecting with other creators and exhibitors.

### What does a company need to bring to the table for a collaboration to work for you?

I need **trust and openness** from the company to create content that truly fits me and my community. For me, **a good partnership means communicating at eye level, providing creative freedom and developing something together that has real substance.** That's the only way to create authentic content – and that's why it works.



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