



Åre, 1 January 2018

Klättermusen: A maker of robust, highly refined mountaineering equipment.

Klättermusen is a maker of robust, highly refined mountaineering equipment. Located in Northern Sweden, the company has provided outdoor enthusiasts for over 40 years with high-performance tools to withstand unforgiving weather and unpredictable situations.

HISTORY

Klättermusen was founded by a tightly-knit band of local climbers in the scenic mountain village Åre in 1975. Initiated as a small DIY workshop for assembling parts and constructing tailored technical solutions to challenges encountered on the hill, Klättermusen grew into a business supplying outdoor enthusiasts with high-performance equipment in the 1980s. The pioneering spirit that originally spurred Klättermusen into existence remains at the heart of the company.

PRODUCT DEVELOPMENT APPROACH

Klättermusen's uncompromising approach to product development has turned the company into a hallmark of excellence and integrity among outdoor enthusiasts who place extra high demands on their equipment. Each Klättermusen item is crafted in-house to last a lifetime and to promote an environmentally considerate lifestyle. Constructions are relentlessly field-tested and continually upgraded with particular focus on safety, utility and durability. Extreme research in fabrics and materials is applied to a precise, hands-on design in order to make garments perform without fail during real-world conditions.

The company's first piece of equipment was a pair of gaiters. Shaped for intense activity and precision-engineered to withstand the high wind speeds and rocky terrain of the Scandinavian mountains, they are a perfect embodiment of the company's philosophy of letting nature have its say in product development.

SUSTAINABILITY

Sustainability has been an overarching priority at Klättermusen since we started as a small DIY workshop in 1975. Our philosophy on how to reduce environmental impact today is the same as it was then: repair equipment until it falls apart and continually strive to improve constructions.

Our constant goal is to make the most durable and long-lived equipment imaginable. This hands-on approach has resulted in the development of proprietary materials and techniques to create sustainable high-performance fabrics. We switched to 100% organic cotton in 2006, introduced nylon from recycled fishing nets in 2009 in all backpacks, started our recycling system in 2009 and became 100% fluorocarbon-free in September 2017.

GLOBAL RECOGNITION

Klättermusen is recognized for its unbroken tradition of innovation by industry bodies and fellow mountaineers alike. In addition to its own manufacturing enterprise Klättermusen has played a crucial role in the birth of a bona fide mountaineering culture in Scandinavia. It continues to be a destination for outdoor enthusiasts to exchange ideas about tools, patterns and materials.

Klättermusen is sold in over twenty countries and is experiencing particularly strong growth in the Asian marketplace thanks to its careful and meticulous crafted approach to function, sustainability and design.



ABOUT KLÄTTERMUSEN

Klättermusen has served outdoor enthusiasts through challenges, unforgiving headwinds and biting cold for over 40 years. Founded in 1975 in North Sweden the company arrived on the climbing scene with a single purpose: to make the best possible high-performance equipment for climbers and outdoor enthusiasts, with the least impact on nature. With its empirical, hands-on approach Klättermusen is recognized as a leading authority in the mountaineering world on issues of sustainability.