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Klättermusen Launches in North America with Essentic as Agent.

After more than 45 years developing mountaineering equipment in the north of Sweden, Klättermusen is now launching in North America at the hand of Essentic as their agent.

Klättermusen was founded by a tightly-knit band of local mountaineers in the north of Sweden in 1975. Initiated as a small DIY workshop for assembling parts and constructing tailored technical solutions to challenges, 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 today.

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.

Operating out of Brooklyn, NY and Los Angeles, CA Essentic is a multifaceted agency that develops strategies for both emerging and established brands within the outdoor and lifestyle industries.

This new collaboration will see Essentic lead the introduction of Klättermusen to the North American market, with showrooms in Brooklyn and Los Angeles. Essentic will also present Klättermusen in the 2020 edition of Outdoor Retailer Winter Market Show in Denver, Colorado.

Klättermusen's 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. Klättermusen 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.

Following its 45 year-old promise of 'Maximum Safety for You, Minimum Impact on Nature', Klättermusen is today sold in over twenty countries to customers looking for a subtle yet meticulously crafted approach to function, sustainability and design.

"Essentic will continue Klättermusen's selective approach to working with retailers as a way to ensure working with specialised and curated retailers across North America. We want the North America customer to learn about Klättermusen unique philosophy and to touch and feel its products to appreciate its quality," said Gene, CEO of Essentic

"We have been receiving growing interest for Klättermusen from across the pond and are excited to launch officially in North America. Our commitment to sustainable fabric developments and the harshness of our Nordic conditions forms the basis for every product we put our name to it. We want to show to the North American public you don't need to compromise on performance by



choosing sustainability. The last 45 years of our product development are living proof." said Gonz, CEO of Klättermusen.

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 mountaineering 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.

ABOUT ESSENTIC

Essentic is a multifaceted agency comprised of experienced team members from various fields. Industry veterans Gene Han, Jaeki Cho and Todd Nisbet established the agency with the goal of helping clients connect more directly to their customers within today's dynamically changing environment. Gene has been in retail since 2005 and is the founder of lifestyle stores Hatchet Outdoor Supply Co. and ALUMNI. Jaeki is a writer and creative director and has worked with Complex Network, VIBE, Billboard, and XXL as well as the producer of the documentary Bad Rap. Todd has been in the wholesale industry with streetwear and urban lifestyle since 2002 and has worked with brands such as Ecko, Diamond Supply Co. and Rothco.