



Åre, 1st November 2019

Klättermusen Announces New Distribution Agreement in Switzerland.

After more than 45 years developing mountaineering equipment in the north of Sweden, Klättermusen is now launching in Switzerland at the hand of MB Mountain Gear GmbH as their distributor.

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.

Operated out of Lyss, Switzerland, MB Mountain Gear GmbH has been a supplier of high-quality climbing and mountaineering gear to the Swiss market since its foundation in 1995. 2009 Matthias Bürgi took over MB Mountain Gear GmbH from Brian Sharp and is at the forefront of the distribution of Klättermusen, E9, Palgero, Metolius, Core, Lapis, So ill, Bleaustone, Evo and a few specialist climbing brands in the whole of Switzerland.

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.

"We are excited to be formally bringing one of the most innovative and honest brands in mountaineering to Switzerland. Klättermusen's global success is a result of 45-year-old promise of 'Maximum Safety for You, Minimum Impact on Nature'. The subtle yet careful crafted approach to function, sustainability and design is exactly what Swiss customers are demanding today," said Matthias Bürgi, CEO for MB Mountain Gear GmbH.

"We have for a long time had a small but super dedicated base of climbing and mountaineering customers in Switzerland. They have learnt to trust our commitment to sustainable fabrics and uncompromising approach to functionality. As we have developed our range from Trekking and Climbing to include Ski and Alpine Mountaineering equipment, we are looking forward to seeing their reactions," said Patrick Kaulen, Head of DACH for 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 MB MOUNTAIN GEAR

Operated out of Lyss, Switzerland, MB Mountain Gear GmbH has been a supplier of high-quality climbing and mountaineering gear to the Swiss market since its foundation in 1995. 2009 Matthias Bürgi took over MB Mountain Gear GmbH from Brian Sharp and is at the forefront of the distribution of Klättermusen, E9, Palgero, Metolius, Core, Lapis, So ill, Bleaustone, Evo and a few specialist climbing brands in the whole of Switzerland.