



Åre, 20 January 2020

## KLÄTTERMUSEN APPOINTS IDA HOLMEN AS GLOBAL MARKETING MANAGER.

Klättermusen, the Swedish maker of robust mountaineering apparel and backpack equipment today announced the strengthening of its organization with the appointment of Ida Holmen as Global Marketing Manager.

Ida has extensive experience in Marketing and Communication. Prior to joining Klättermusen, she worked as Global PR and Activations Manager at Zound Industries. Before Zound, Ida served in different roles across a range of brands, including The North Face EMEA and Volcom Europe.

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.

"I am excited and honoured to lead global marketing for Klättermusen. A brand with high recognition all over the world not only for its products, but also as a leading authority on issues of sustainability and durability. Building on such a strong and authentic brand promise, we will guide the brand into our next phase of global growth." said Ida Holmen, Global Marketing Manager of Klättermusen.

"Ida will play a key role in communicating our brand's values to the growing number of global customers. Her experience in customer communication and her holistic understanding of today's marketing strategies made Ida an obvious choice to lead our marketing and communications strategy.", said Gonz Ferrero, CEO of Klättermusen.

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.

### ABOUT KLÄTTERMUSEN

*Klättermusen was founded in 1975 as an experimental workshop by mountaineering enthusiasts in the far north of Sweden. The field proven designs found a much wider audience who recognized the emphasis placed on high performance and reliability. By evolving into a business Klättermusen could put their philosophy of safety equipment created using sustainable methods into practice. Remaining true to its original vision and craftsmanship approach to creation Klättermusen has found recognition all over the world as a leading authority on issues of sustainability and durability. Additional information about Klättermusen and our philosophy can be found on the company's website, [www.klattermusen.se](http://www.klattermusen.se).*

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