



KLÄTTERMUSEN ANNOUNCES THE INTRODUCTION OF REUSABLE E-COMMERCE PACKAGING.

15 March 2019
Åre, Sweden

Klättermusen, the Swedish maker of robust mountaineering apparel and backpack equipment today announced the introduction of an innovative reusable packaging solution for their website.

RePack is a reusable packaging service that will save the world from trash. Award-winning packages available in three adjustable sizes and are made to last at least 20 cycles. The reusable packages are designed to fold in letter size when empty for easy return and made of durable and recycled materials.

RePack is proven to improve customer experience by striking at the ever-growing problem of single-use packaging for goods. It brings people and retailers together in a loop of good, significantly reducing CO2 emissions by up to 80% and completely removing trash.

Sustainability has been an overarching priority at Klättermusen since its humble beginnings in Northern Sweden more than 40 years ago and its philosophy on how to reduce environmental impact today is the same as it was then. Maximum Safety for You, Minimum Impact on Nature.

"I am delighted to launch RePack's reusable and returnable packaging solution on our website. Sustainability is at the core of every product and every decision we make at Klättermusen. We have been searching for innovative solutions and were impressed with the simplicity of RePack. Our customers will welcome this packaging as another milestone in our sustainable thinking." stated Trish Dahlborg, Head of Digital at Klättermusen.

"At RePack we admire Klättermusen's ethos of Maximum Safety, Minimum Impact. Many brands talk the talk when it comes to sustainability but Klättermusen is one of the few who act. We believe that once Klättermusen's customers have tried RePack, they will question single-use packaging experiences from that day forward because now they know better. Sustainable solutions are here, they're easy and rewarding and we're delighted to have Klättermusen as an early adaptor when it comes to reusable delivery packaging" stated Jonne Hellgren, CEO of RePack.

ABOUT REPACK

Launched in 2011 by a group of stubborn designers in Finland, RePack's ambition was simple: to apply the Finnish bottle deposit system to e-commerce packaging to reduce waste. Since then, RePack is used by over 40 webstores in Scandinavia. Additional information about RePack can be found on the company's website, www.originalrepack.com.

ABOUT KLÄTTERMUSEN

Klättermusen was founded by a tightly-knit band of local climbers in the scenic mountain village of Åre, Sweden 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. With its empirical, hands-on approach Klättermusen is recognized as a leading authority in the mountaineering world on issues of sustainability. Additional information about Klättermusen can be found on the company's website, www.klattermusen.se.