



## KLÄTTERMUSEN EXPANDS WITH THE OPENING OF GERMAN OFFICE AND APPOINTMENT OF HEAD OF SALES DACH.

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Klättermusen the maker of robust sustainable mountaineering equipment announced today the strengthening of its global operations with the opening of its German office and the appointment of Patrick Kaulen as Head of Sales for the DACH region.

Klättermusen originated as an experimental workshop by mountaineering enthusiasts in the far north of Sweden in 1975. Through the years the field proven designs found a much wider audience who recognized the emphasis placed on high performance and reliability.

By remaining true to its original vision and craftsmanship to approach and creation, Klättermusen has found recognition all over the world as a leading authority on issues of sustainability and durability. With presence in more than 50 countries and 5 flagship stores in Korea, Taiwan and Japan, Klättermusen's German office will serve as a strong base from which to serve mountaineers in Germany, Austria and Switzerland.

Patrick Kaulen will in parallel join Klättermusen full time as Head of Sales DACH. With more than 10 years under his belt working with premium technical brands and more than a decade of outdoor retail experience, Patrick will be responsible for overseeing Klättermusen's sales, marketing and customer service. He will directly lead the building of the operations in the territory.

"I have been a fan of Klättermusen for a long time and classic pieces like the Einride jacket, Gere trousers and Gnå backpacks. The uncompromising approach to functionality and sustainability has yielded the creation of technical gear and proprietary sustainable materials unlike any other brand. I was blown away by how much the company has developed in the last three years. The market opportunity and timing are now!" said Patrick Kaulen, Head of Sales DACH.

"I'm very excited to welcome Patrick to our tightly-knitted team. His track-record of building deep and long-term relationships and his passion for mountaineering will be critical for reaching new heights in a region we hold in very high regard. It's impressive to see how our ethos of Maximum Safety, Minimum Impact continues to connect with customers in DACH," said Gonz Ferrero, CEO of Klättermusen.

### KLÄTTERMUSEN

Established in 1975, Klättermusen is the originator of pioneering innovations such as the Mithril Kevlar sweater and the Freke Salopette. For over 40 years Klättermusen's products have supported outdoor enthusiasts in unforgiving weather and unpredictable situations. From the frozen tops of Arctic mountains to deep caves in Latin America, Klättermusen's products have provided climbers, trekkers and adventurers all over the world with safety and comfort to help them go on, push harder and keep exploring. Each Klättermusen item is crafted to last a lifetime and to enable an environmentally considerate lifestyle.