

Klättermusen announces Japanese distribution partnership with Sputnik inc.
Maximum safety for you, minimum impact on nature



9th February 2021, Åre, Sweden Klättermusen, maker of the world's most refined mountaineering equipment, today announces a new exclusive distribution partner in Japan - Sputnik inc.

Sputnik inc. creates new values for outdoor lovers, their goal is for people to play more freely, and have more fun in the beautiful mountains and rivers of Japan. Their customers are not bound by preconceived ideas or stereotypes.

This makes them a perfect match for Klättermusen who have been creating refined mountaineering equipment, made to last, for over 45 years. Klättermusen shares their spirit for adventure, and design their equipment to support and inspire outdoor enthusiasts with a love for nature.

Klättermusen CEO and Nordic Mountaineer Gonz Ferrero says of the announcement,
"Klättermusen and Sputnik inc. share incredible synergy in our core values and brand ethos. We are extremely excited to work with such a principled and credible company, we know that the Klättermusen mindset will resonate with their customers in Japan".

Sputnik inc. CEO Hodaka Endo says

"I have been in the business of Scandinavian outdoor brands for many years. I am honoured to be entrusted with the development of the historic Klättermusen brand in Japan. Klättermusen is a perfect and rewarding partner for the challenge of creating premium added value that our company is aiming for."

Distribution will begin with the FW21 collection, which will be available from Summer 2021.

www.sputnik-japan.com/
www.klattermusen.com/

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About Klättermusen

Since 1975 Klättermusen has been a pioneer in making refined Scandinavian Mountaineering Equipment. The designs combine utility and extreme durability, always with consideration of the environment in mind. Klättermusen supports and inspires outdoor enthusiasts through unforgiving weather conditions and unpredictable terrains. Rigorously tested in real-world conditions, the equipment embodies Klättermusen's commitment to creating the best and most sustainable equipment available.