



KLÄTTERMUSEN CONTINUES TO MINIMISE IMPACT ON NATURE AS PART OF POPFREE INNOVATION PROJECT IN COOPERATION WITH RISE

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Sustainability has been an overarching priority at Klättermusen since it started as a small DIY workshop in 1975. Its philosophy on how to reduce environmental impact today is the same as it was then: repair equipment until it falls apart and continually strive to improve constructions. The uncompromising goal to make the most durable and long-lived equipment imaginable with minimum impact on the environment.

"To our way of thinking it's impossible to create reliable equipment without making it as durable as possible. We build it once and maintain it, not replace it. We are proud this thinking encompasses every product in our entire collection, from simple accessory to technical jacket. We have a responsibility to show others the way." said Gonz Ferrero, CEO of Klättermusen.

This hands-on approach has resulted in the development of proprietary materials and techniques to create sustainable high-performance fabrics. The introduction of nylon from recycled fishing nets in 2009 in all backpacks, its own recycling system in 2009, and becoming 100% fluorocarbon-free in September 2012.

Klättermusen believes firmly in challenge-driven innovation and has taken this approach repeatedly in its fight against PFCs (fluorocarbon compounds). In 2011, the environmental organization Greenpeace launched its first "detox campaign" and challenged outdoor companies using harmful PFCs in the production of waterproof clothing. The response continues to be mixed today as many outdoor companies continue to use membranes and waterproof technologies that depend on PFCs.

In 2008, Klättermusen became the first outdoor brand to remove PFCs from all waterproof products with the introduction of its proprietary membrane laminates made of Cutan®, all materials are free of the potentially harmful PFCs. With its expertise in PFCs, Klättermusen joined a consortium of more than 30 partners from industry, academy, NGOs and institutes led by RISE to set up the POPFREE project.

POPFREE is a two-year innovation project with the goal to promote feasible non-fluorinated alternatives. The overall aim and goal with POPFREE is to create a transition in sectors using PFAS to feasible non-fluorinated alternatives. Awareness along the value chain will also be an important part of POPFREE. PFAS (Per- and Polyfluorinated Alkyl Substances) are used today in many consumer and chemical products due to their unique and versatile function. Many of these substances have shown negative effects on both environment and human health.

"Klättermusen's ambition to minimizing our impact on nature makes it crucial to work together with companies and authorities to make this happen. We are proud to be part of this ambitious cross-discipline project." said Gonz Ferrero.

About RISE Research Institutes of Sweden

RISE is Sweden's research institute and innovation partner. Through international collaboration programs with industry, academia and the public sector, RISE ensures the competitiveness of the Swedish business community on an international level and contribute to a sustainable society. RISE is an independent, State-owned research institute, which offers unique expertise and over 100 testbeds and demonstration environments for future-proof technologies, products and services.