



## KLÄTTERMUSEN EXTENDS ASSORTMENT FOR SPRING SUMMER 2020 THROUGH PIONEERING LIGHTWEIGHT FABRIC INNOVATIONS

1 June 2019  
Åre, Sweden

Klättermusen's permanent equipment list has been expanded with bold new fabric and product innovations for Spring Summer 2020, adding new technical dimensions and opportunities for mountaineers.

The Klättermusen mountaineer is in constant motion and follows the seasons of nature. In the home base of the Nordics a mountaineer needs lie in the requirement for versatility and fast transitions to adjust layers based on weather and activities. The collection features a series of moisture-resistance insulation jackets, wind wear, rain shells and fast-wicking base layers.

Klättermusen's extended range for Spring Summer 2020 is the boldest and most innovative in its 45 years of history. The magnitude of this extension becomes apparent with the more than 50 new developments, segmented in 19 new backpacks and utility bags and 31 new apparel equipment.

Iconic Klättermusen equipment like the Einride jacket, Gere 2.0 trousers and Grip backpack combine with completely new developments. By remaining true to its original vision and craftsmanship, Klättermusen has found recognition all over the world as a leading authority on issues of sustainability and durability.

### Fabric and Product Innovations:

Ansur - Introduces an entirely new category of alpine and trekking windproof equipment. Leveraging the principles of bionics, GOTS-certified organic cotton is combined with a weaved ripstop to generate Hirsutum™ RipStop. This unique fabric combines the high breathability and low environmental impact of organic cotton with incredible lightness, strength and wind protection. Ansur has a windproof factor of MFR 8 - comparable to our iconic EtaProof® fabric and superior to softshell Windstretch™ techniques (MFR 6). Hirsutum™ RipStop is pioneered by Klättermusen in its outdoor application. The Ansur family comprises a parka, a jacket and a vest.

Raido Lightweight Trekking Backpack - is the lightest heavy-load carrier in the market. Composed of a 100% recycled polyamide surface coated 210 denier fabric. Raido's carrying system is a refined version of the iconic Klättermusen V pivoting system called V3 Pivot™. V3 Pivot™ allows the hip belt to pivot independent of the backpack thus reducing strain. Raido is available in 55L and 38L.

Mithril 3.0 Pant - is a refined Climbing Pant first introduced in 1998 which won 2 ISPO and Outdoor awards. Mithril uses Klättermusen's proprietary Windstretch™ material, composed of 68% Ultramid Bio-Mass Balanced Polyamide, and is reinforced with Kevlar® for longer durability.

"Developing refined fabrics with premium quality, durability and minimal ecological impact remains the starting point for Klättermusen equipment. Our latest developments complement classic Klättermusen equipment released decades ago. This careful evolution always yields increased performance with a reduced environmental footprint and allows us to offer customers something truly unique," said Gonz Ferrero, CEO of Klättermusen.