

KLÄTTERMUSEN AND ALEWALDS REUNITE AS PARTNERS 20 YEARS LATER.

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Klättermusen, the Swedish maker of refined mountaineering apparel and backpack equipment and Alewalds, the iconic Stockholm-based outdoor & sports retailer of leading performance brands announced today their renewed partnership 20 years later.

The date is 1999, the year in which the Euro was created, the world worried about impending Y2K doom and Wayne Gretzky retired from the NHL. More importantly, a little-known maker of climbing and expedition gear in Northern Sweden outgrew its mail order sales model. Klättermusen would become available for the first time directly to customers through selected specialised retailers. The first place to do this was Alewalds, under its former name Sportkompaniet, a specialist ski and mountaineering store in Kungsgatan 68, Stockholm's famous high-end street.

Through the years, both Klättermusen and Alewalds developed but with an equal commitment to the mountaineering customers' needs. Their spirit enabled them to focus on selection, quality and sustainability, in the process becoming unique staples in their markets in Sweden. To mark the occasion of Klättermusen's Spring Summer 2019 new vertical climbing collection, the old partners have reunited once again.

"I am very excited to launch this new partnership with the team at Alewalds. Their expertise as well as their commitment to customer education and service is best in class. Klättermusen's customers have recognised this for a long time and are now proud to be able to direct them to Stockholm's premium location for premium technical gear." stated Fredrik Lundkvist, Head of Sales at Klättermusen.

"We are very pleased to bring Klättermusen's carefully crafted products back to our offering. Classic Klättermusen pieces like the Einride jacket, Gere pants and Ratatosk backpack have been long favourites of both our staff and customers. It's impressive to see how their ethos of "Maximum Safety, Minimum Impact" continues to lead the creation of technical gear and proprietary sustainable materials unlike any other brand." stated Anders Engström, CEO of Alewalds.

ABOUT ALEWALDS

With four stores in Sweden, Alewalds has been awarded Shop of The Year thanks to its carefully selected assortment and excellent personal service. It offers and showcases more than 250 leading brands in its range and puts special emphasis on Scandinavian brands. The shop in Kungsgatan 32 has one of the country's largest departments for cross-country skiing and is an official Vasaloppsbutik. Additional information about Alewalds can be found on the company's website, www.alewalds.se.

ABOUT KLÄTTERMUSEN

Klättermusen was founded by a tightly-knit band of local climbers in the northern village of Umeå, 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.