



MAMMUT
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MAMMUT WINS ISPO GOLD AWARD WITH THE WORLD'S FIRST CLIMBING TRACKER

THE PREMIUM OUTDOOR BRAND SWEEPS THE ISPO 2021 FIELD, WINNING AN AWARD FOR EACH SUBMITTED PRODUCT, AND REINVENTS CLIMBING. AGAIN. WITH MAMMUT CLIMBAX.



25.01.2021 - Mammut is the recipient of three awards at the ISPO Online Munich 2021 for product innovation in the category, Outdoor. The Mammut Climbox climbing tracker received the Gold Award by the international jury of experts due to its innovation and high performance capabilities. Additionally, Mammut's «Close The Loop» T-shirt made from recycled nylon and the Ducan Boa® High GTX® hiking boot received top marks in their categories (Outdoor | Winner Award).

With the new product, **Mammut Climbox**, available from summer 2021, Mammut revolutionizes a sport that is set to celebrate its Olympic premiere this year: climbing. As the world's first climbing tracker, Mammut Climbox enables every athlete to record and evaluate their own climbing data and compare themselves with other athletes. In combination with the **Mammut Climb App**, two



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wristbands record relevant movement data such as vertical meters, number of climbing moves, use of right or left hand, as well as active climbing and break times. The collected data allows climbers to compare their own performance with their climbing partner or the community, and to measure each other in competitions.

With Mammut Climbox, the climbing community is given added value in a very specific way, and as Stefan Hauser, Mammut's Senior Project Manager of Mammut Climbox, adds: "Mammut Climbox unites our digital competence, expertise in climbing and, above all, the desire to create a product that fully covers the needs of every climber - from beginner to pro - and strengthens the community." Additionally, to bolster accuracy and relevance, the tracker was developed in conjunction with professional athletes, carefully considering climbing-specific needs.

Mammut also fell back on a wealth of experience being that the outdoor specialist carries climbing in its DNA. Almost 160 years ago, the Swiss company was manufacturing ropes that provided a new level of safety to climbing in the Swiss mountains and marked the beginning of a new era. Mammut's innovative climbing product portfolio has constantly evolved over the years and with the newly developed climbing tracker, Mammut Climbox, Mammut is continuing to lead the sport into a new age.

The jury's acknowledgement of the innovative strength shown by the Swiss outdoor company, as well as the significance of the brand in the entire industry, is underpinned by two additional awards won by the company. The ISPO jury honored Mammut with Winner Awards for the Ducan Boa® High GTX® hiking boot and the sustainable pilot project, Close The Loop T-Shirt, made from recycled climbing ropes. Oliver Pabst, CEO of the Mammut Sports Group AG, expresses that, "Mammut stands for innovation. The awards encourage us to continue investing consistently in innovation. Always keeping customer and consumers needs in mind; we focus on sustainability and digitalization with the aim of opening up the fascinating world of mountains to mountain sports enthusiasts around the world through our products."

Further information on the three award-winning products is provided on the following pages. More details about Mammut Climbox are available via this link: mammut.com/climbax

About Mammut

Founded in 1862, MAMMUT is a Swiss outdoor company that provides high-quality products and unique brand experiences for fans of mountain sports around the world. This leading international premium brand has stood for safety and pioneering innovation for more than 155 years. MAMMUT products combine functionality and performance with contemporary design. With its combination of hardware, shoes and clothing, MAMMUT is one of the most complete suppliers in the outdoor market. MAMMUT Sports Group AG operates in around 40 countries and employs more than 800 people.

mammut.com

Contact

Mammut Sports Group AG
Industriestrasse Birren 5
CH-5703 Seon

Public Relations

Jonas Wittwer
Tel. +41 62 769 05 08
pr@mammut.com



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Mammut Climbox Climbing Tracker

Gold Winner Category Outdoor – Climbing Equipment

Mammut launches Mammut Climbox, the world's first climbing tracker. Personal climbing data can be recorded, analyzed and compared with other athletes. The Tracker has been developed in cooperation with professional athletes taking account of specific climbing requirements. It consists of two armbands made from a breathable material and fitted with highly precise sensors which record every climbing movement. This information can then be used to work out various parameters, such as vertical meters, number of climbing moves, use of right or left hand, climbing and break times.



The tracking armbands are Made in Switzerland. The patented closing mechanism is flexible and adapts immediately in the event of any swelling in your forearm when climbing. The removal of any potential distractions leaves you free to focus 100 percent on your climbing session.

After climbing, the tracking armbands can be connected to the smartphone, allowing the movement data to be analyzed using Mammut Smarttrack Technology. Climbers are thus able to check their performance and achievements in the Mammut Climb app, challenge themselves in competitions with other climbers and follow their progress.

- Collection: Limited Edition
- Color: Titanium
- Available from: Summer 2021

Contact

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Close The Loop T-Shirt

Winner Award Category Outdoor - Baselayer

Mammut aims to reduce the ecological footprint of its outdoor textile production and contribute to making mountain sports more sustainable. Climbing rope production proportionally causes the highest amount of CO₂. In 2018, it accounted for almost 14 percent of the CO₂ footprint. This sparked the idea for the «Close The Loop» project with the aim of giving a second life to climbing ropes that are no longer in use.

The challenge was to figure out how the nylon from which the ropes are made could be reused again. Climbers in Switzerland were able to donate their discarded ropes at 50 collection points in climbing gyms, Mammut stores and via a free shipping service. «Close The Loop» was well received by the climbing community as the collected ropes serve as raw material for the production of the «Close The Loop» T-shirt.



The result: 1,000 «Close The Loop» T-shirts made of ECONYL[®] recycled nylon, produced with 67% less CO₂ emissions (compared to traditional production with raw materials from oil). Due to the 3D structure the material dries quickly and is extra comfortable on the skin. To reduce unpleasant odors, the T-shirt is treated with HeiQ Pure technology developed in Switzerland. This helps conserve resources since less washing is required.

Through this project, which was implemented together with the climate protection organization Protect our Winters Switzerland (POW), Mammut was able to demonstrate that circular economy concepts can also be implemented within the outdoor industry.

- Material: 100% ECONYL[®] recycled nylon
- Technology: HeiQ Pure TAG
- Size Run: XS-XXL (women) / S-XXL (men)
- Weight: 152g
- Colors: black, sunset (women) / black, ice (men)
- Available from: Winter 2020

Contact

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Ducan Boa® High GTX®

Winner Award Category Outdoor – Hiking & Trekking Boots

The Ducan Boa® High is a technical hiking shoe for outdoor enthusiasts who demand performance. The Boa® Fit system allows a customized fit. The dial closure allows extremely precise adjustment – with just one hand, any time and any place. Mammut Flextron Technology® supports the natural rolling movement of the foot for more efficient use of energy when hiking, while Mammut Georganic 3D Technology® guarantees maximum comfort. All parts in contact with the foot are anatomically shaped with great precision. Optimized for hiking: a Vibram® rubber blend for secure grip on outdoor surfaces and a sole design that supports self-cleaning. The waterproof Gore-Tex® membrane keeps your feet dry.



- Material: Elastic Gore-Tex® material, 3D Knitted Textile, Vibram® Flextron outsole
- Technology: Boa® Fit System, Mammut® Flextron Technology™, Mammut Georganic 3D Technology
- Size Run: 40-48; UK 6.5-12.5
- Weight: 520g
- Colors: black-vibrant orange, white-black
- Available from: Summer 2021

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