



KLÄTTERMUSEN

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Åre, January 2009

RETURNED DEPOSITS ON OUTDOOR CLOTHES AND EQUIPMENT! KLÄTTERMUSEN LAUNCHES A UNIQUE RECYCLING PROGRAMME

On 1 March, Klättermusen, which manufactures outdoor clothing and equipment, will launch a unique recycling programme – rECCover. Consumers who return their used Klättermusen products to the shop will get back their deposits worth 1, 5, 10 or 20 Euros. The programme will also donate used and repaired outdoor clothing to charity.

Initially, rECCover includes textiles made from polyester, nylon and polypropylene, as well as metals. Nylon and polypropylene have so far been difficult to recycle, but Klättermusen is one of the first in the industry to include them in a recycling programme.

“We see this as the start of something entirely new. Klättermusen wants to take responsibility for everything we produce and we will probably be able to recycle much more within the near future. Over time we will also learn how to refine our products, making them even easier to recycle,” says Peter Askulv, Klättermusen’s founder and MD.

From 2009, all of Klättermusen’s products will have a small label attached to them. The label states the value of the deposit: 1, 5, 10 or 20 Euros. No deposits will be returned on older products, ones which do not have a deposit label. However, the company will accept them for recycling in an environmentally-friendly manner.

Through rECCover, Klättermusen will be able to make new clothes, backpacks and other items from ones that were old and worn out. Klättermusen also intends to repair some returned products that have not yet reached the end of their useful life and donate them to charity.

“Klättermusen aims to be a company that actively contributes to a better environment and rECCover is part of this. It is a great challenge to develop products of the highest quality and which function in the outdoors, year after year, whilst also reducing our environmental impact,” says Peter Askulv.

The Arvaker and Gnå backpacks, as well as the Fenrir pants, are examples of products that are manufactured from recycled materials. Read more about rECCover and how it works on Klättermusen’s website.

Free press images are available for download from www.klattermusen.se/press

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Klättermusen is an entrepreneurial company that manufactures outdoor clothing and equipment for customers with high demands on strength and reliability. The company was founded by Peter Askulv in 1984. Klättermusen now has sales worth SEK 17 million and retailers in 18 countries. The head office is located in Åre and its biggest markets are Sweden, Germany and Norway. Great emphasis is placed on environmental work, including one percent of sales being allocated to environmental projects. Klättermusen has received the Volvo Sports Design Award for environmentally-friendly products.