

>

160 YEARS OF MAMMUT - FROM ROPE MAKER TO OUTDOOR BRAND



The origin of what is now a global brand - Kaspar Tanner's family business

Mammut is 160 years old. What began in 1862 as a modest ropemaking operation in Dintikon, Switzerland, is now an innovative mountain sports outfitter. High-quality products are as much a part of Mammut as unique experiences for mountain enthusiasts all over the world.

The roots of today's globally renowned and successful Mammut Sports Group AG lie in a small family business. 1862 in Dintikon, Switzerland, Kaspar Tanner, a talented young ropemaker, founded his own ropemaking business. Some 80 years later, Mammut, with its name today, is introduced. Mammut stands for strength and power, essential in both agriculture and mountain sports.

Throughout the company's 160-year history, the Mammut Sports Group has transformed into a leading specialist in ropes, harnesses, sleeping bags, clothing, footwear, mountain, and outdoor sports equipment. Starting as a small family business, Mammut has grown into a global company with approx. 800 employees and operating in around 40 countries.

From ropes to mountain sports equipment

In the beginning, founder Kaspar Tanner primarily made ropes for the agricultural industry. Rope production is subject to strong seasonal fluctuations. After the Second World War, production shifts - ropes for mountaineering and sailing gradually become



the mainstay of the young family business. In the 1950s, the Swiss company lived up to its reputation as an innovator, which still exists today, and launched the first glacier rope made from a nylon yarn, "Mammut Argenta". A milestone in alpine safety.

Alpinism is flourishing. Good ropes, as well as footwear, sleeping bags, and backpacks, are increasingly in demand. Mammut expands its product range to include clothing, hardware, and footwear. Included amongst the product range are various mountain sports products that were to revolutionize the market: in 1978, for example, Mammut presented the "Altitude" jackets and pants made from "Gore-Tex" material, which was completely revolutionary at the time. The first Mammut softshell pants hit the stores and enjoyed immense popularity just a few years later. Today, it is impossible to imagine alpinism without softshell fabric. In 2003, the company was renamed Mammut Sports Group AG (as it is known today), which also includes the Norwegian sleeping bag manufacturer Ajungilak (since 2001) and the mountain boot specialist Raichle (2003). A family-owned, artisanal business develops into a modern and innovative company that is one of the most prominent players in the industry.

Pioneer in safety on the mountain

In addition to its legendary Swiss quality and innovative spirit, Mammut has always been associated with alpine safety. The development of the Barryvox® VS 86 in 1969 illustrates Mammut's emphasis on safety. This avalanche transceiver, developed at the request of the Swiss Army, significantly improves the chances of survival for people buried in avalanches. Mammut continues to optimize the device. Today, the Barryvox® with its latest generation Barryvox® S has become an indispensable part of avalanche safety equipment for countless winter sports enthusiasts. Over the years, Mammut has become the market leader in avalanche safety, combining airbags, probes, and shovels.

Alpinists need a great deal of knowledge about using products and how to behave correctly in extreme terrain. In 2008, Mammut became the first outdoor brand to establish its own mountain school. Intending to provide mountain sports enthusiasts with safer mountain experiences, the "Mammut Alpine School" (MAS) offers a wide range of courses and tours and is constantly expanding its range.

Athletes as experts

Mammut maintains partnerships with various professional athletes. With athletes in the fields of alpinism ("mountaineering"), climbing, and skiing / freeride, Mammut collaborates with experts who evaluate the material and equipment during their missions and use their experience to drive Mammut's innovations forward constantly.

The best-known example of this successful collaboration is the "Eiger Extreme" collection launched in 1995. The collection consists of products designed for extreme scenarios in the mountains. Alpinists such as Dani Arnold, Caro North, Stephan Siegrist, as the direct source of the latest ideas and harshest critics, ensure that the Eiger Extreme collection more than lives up to its name - while helping to shape the future of alpinism.



Devoted to the sport of climbing

While over the decades, new activities from mountaineering to skiing even speed hiking have joined Mammut's portfolio, climbing is and remains deeply anchored in the DNA of the traditional Swiss company. What began for Mammut in 1862 with ropes has grown 160 years later into an ultimate trend sport. Climbing sports constantly attract new zealots with a keen awareness of the environment. Thanks to reliable gear and technical, functional apparel, Mammut is recognized for meeting the elevated expectations of its climbing community. With modern technologies, Mammut is actively shaping the sport. Thanks to the company's integrity and its products, Mammut is committed to positive and sustainable environmental steps for outdoor sports.

Responsible in the future

Since 2002, Mammut became one of the first outdoor companies to commit itself to greater sustainability in the outdoor industry. Mammut does everything it can to ensure clean manufacturing processes with minimal emissions to protect the environment. To prevent harmful substances from releasing into the atmosphere, they make sure that these substances do not enter the company's supply chains in the first place. Mammut strives to obtain raw materials of animal origin exclusively from sources that can demonstrate responsible and humane animal welfare practices to safeguard animal welfare. Such animal products may contain down and other animal materials such as leather and wool. Mammut was the first outdoor brand to join the Fair Wear Foundation (FWF) to improve working conditions in the supply chain systematically. As an independent monitoring body, the FWF examines the extent to which a company's management systems and processes contribute to improving working conditions at its suppliers. For these efforts, Mammut was awarded "Leader Status" by the Fair Wear Foundation in 2019.

Sustainability starts with production, but it goes far beyond that: when Mammut calculated its annual carbon footprint in 2019, it was soon apparent that something had to change. To lend weight to its sustainable commitment, Mammut also pledged as a signatory to the UN Fashion Industry Charter for Climate Action to reduce its CO2 emissions by 30 percent by 2030. By 2050 at the latest, production is to be entirely emission-free (net zero). During this, the focus shifted significantly to glacier decline. Glacier decline became a name to a movement that symbolizes Mammut's sustainable commitment: Together for Glaciers. Under the hashtag #TogetherForGlaciers, the campaign calls on people to share impressions of receding glaciers on social networks.



It aims to raise awareness and motivate people to act more climate-friendly way. Also, the innovation project «Close the Loop» collects discarded climbing ropes and recycles them using the latest technology to create T-shirts and other apparel.

A global company leader in mountain technology and sustainability efforts - the talented craftsman and ropemaker Kaspar Tanner, who founded Mammut 160 years ago, would certainly have liked this development. In 2022, Mammut will celebrate its one hundred and sixtieth birthday with a dedicated anniversary collection, and with good reason. The emphasis will always be on performance, innovation, functionality, and responsible mountain sports. Thus, Mammut's legacy in mountain sports, the spirit of adventure, and the alpine lifestyle can also be experienced by future generations.

About Mammut

Mammut is a Swiss outdoor company founded in 1862 that offers mountain sports enthusiasts worldwide high-quality products and unique brand experiences. For 160 years, the world's leading premium brand has stood for safety and pioneering innovation. Mammut products combine functionality and performance with contemporary design. With its combination of hard goods, footwear, and clothing, Mammut is one of the complete suppliers in the outdoor market. Mammut Sports Group AG is active in around 40 countries and employs approx. 800 people.

mammut.com

[Link Mammut Responsibility](#)

Contact

Mammut Sports Group AG
Industriestrasse Birren 5
CH-5703 Seon

Public Relations

Phone +41 (0)62 769 82 71
pr@mammut.com
mammut.prezly.com