



## MAMMUT TO SUPPLY CLIMATE-FRIENDLY KIT TO DAV NATIONAL CLIMBING SQUAD FROM 2024 ONWARD



From left to right: Nic Brandenberger, CMO Mammüt; Burgi Beste, DAV Vice President; Leander Carmanns, speed climbing; Linus Bader, speed climbing; Corinna Wimmer, paraclimbing; Nicolas Perreth, paraclimbing; Dr Wolfgang Wabel, Managing Director of Climbing and Mountain Sports/DAV. (Image: ©Mammüt)

**United by a shared passion for sustainable mountaineering and climbing, Mammüt will be the new outfitter of the German Alpine Club's (DAV) national climbing squad from 2024. The emissions of the entire collection will be decarbonized by Mammüt in line with the sustainability efforts of both partners.**

The German Alpine Club (DAV) and the Swiss mountaineering equipment manufacturer Mammüt are joining forces for the sport of climbing. The DAV is the largest national mountaineering association in the world and is responsible for the German national climbing teams. Starting in 2024, Mammüt will provide the 65 athletes in the disciplines of lead, bouldering, speed, and paraclimbing, as well as their support teams, with clothing and bags. The Swiss mountain sports brand is also supporting the German Championships and several regional DAV climbing events with material and equipment for judges, route setters, and helpers.

### **Climbing and professional sports are deeply rooted at Mammut**

Mammut symbolizes the utmost quality equipment required by professional athletes. This mountain sports specialist collaborates closely with athletes and outdoor experts to craft products that exceed the highest mountainous demands. Hailing from Switzerland, a land of enduring traditions, the company's mountainous DNA is steeped in climbing. 160 years ago, Mammut pioneered the production of ropes, bolstering mountaineering safety and heralding a new era. Even today, the company persists in enhancing its pioneering product range for climbing pursuits. Collections such as the backpacks in the Neon line were developed in collaboration with multiple world champions Jakob Schubert and Adam Ondra, as well as Katherine Choong. Whenever possible, Mammut enlists the help of professional athletes in the development of its products. For example, the Sender Harness was developed in close collaboration with Schubert and Ondra. Climbers such as Hannah Meul from Germany and Ai Mori from Japan, who climbed to the World Championship title in Berne in 2023, swear by this harness.



*Hannah Meul (Foto: ©Mammut)*



*Ai Mori & Jakob Schubert (Foto: ©Mammut)*

**Dr Heiko Schäfer, CEO Mammut:** "Climbing and alpinism are at the historical core of Mammut. Mammut also has a long tradition of working with athletes in product development. We are therefore delighted to accompany the DAV climbers on their way to the Olympics and beyond."

### **Sustainability as a vital consideration**

As a mountaineering and nature conservation organization, the DAV is guided by the principle of sustainability in all of its activities and imposes specific prerequisites on its collaborators. In a multi-stage process, the DAV evaluates potential cooperation partners according to stringent sustainability criteria. When it came to equipping the national climbing squad, Mammut was able to convince the association on all fronts.

"We are delighted to have secured Mammut as a renowned supplier for our athletes, and to have them by our side starting next year. Mammut's enthusiasm and expertise in

#### **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



climbing were evident throughout all our discussions and will be clearly reflected in the team's future clothing," **says Katja Vogel, Head of Marketing at the DAV.**

Mammut is committed to continuously reviewing and optimizing the environmental impact of its products and processes. The manufacturer is resolute in achieving net-zero emissions by 2050 at the latest, signifying not just a minimization of CO<sub>2</sub> emissions within the production chain, but also the methodical decarbonization of the residual, inevitable emissions.

As part of Mammut and DAV's drive towards sustainability, the complete Mammut specialty collection is being decarbonized in collaboration with the Danish enterprise, Climate, employing various methods to actively extract CO<sub>2</sub> from the atmosphere.

### [Mammut Sustainability Report 2022](#)

#### **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**

#### **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