



**Jack
Wolfskin**



FELIX NEUREUTHER BECOMES BRAND AMBASSADOR FOR JACK WOLFSKIN

- **The world champion and thirteen-time World Cup winner strengthens the comprehensive winter sports competence of the outdoor provider**
- **With the 2019 winter sports collection, JACK WOLFSKIN once again underlines its pioneering role in sustainable innovations**

Idstein, May 2019 – Felix Neureuther is becoming the exclusive partner and brand ambassador of the leading outdoor provider JACK WOLFSKIN. The long-term partnership starts on 1 July 2019. It covers the areas of outdoor apparel, shoes and equipment. As the most successful German alpine ski racer, Felix Neureuther is particularly committed to the comprehensive winter sports expertise of the outdoor provider. The cooperation will also focus on sustainability, which is an important topic for both Felix Neureuther and JACK WOLFSKIN. In the 2019 winter season, JACK WOLFSKIN will once again underscore its pioneering role and outstanding competence in sustainable innovations. For the products of the new winter sports collections, 100 % recycled Texapore Ecosphere,

Nanuk Ecosphere and Microguard Ecosphere materials were used. All jackets and trousers are 100 % PFC-free. The multifunctional premium products guarantee optimal protection from cold and snow and, at the same time, maximum freedom of movement in all winter sports activities. As part of the partnership, Felix Neureuther will also contribute to JACK WOLFSKIN's product development in the ski and snow sports sector and bring in his extensive experience. For the winter of 2020, all winter sports enthusiasts could look forward to a highly technical and innovative collection, which will be developed and tested with Felix Neureuther. These styles will complement JACK WOLFSKIN's winter 2020 Snowsports line.



Melody Harris-Jensbach, CEO of JACK WOLFSKIN: 'Felix Neureuther is the ideal brand ambassador for JACK WOLFSKIN. He embodies 'at home outdoors' throughout his professional and private life. Performance, innovation and sustainability are our common values. Felix is known internationally and especially in the DACH region, he is one of the best-known and most popular winter athletes. This brings together two strong partners. We look forward to working with Felix in the coming years.'

Felix Neureuther: 'Sport is a central part of my life, and nature is my home. JACK WOLFSKIN is a brand that shares these values. It guarantees reliable functionality, comfort and a modern design. It is also committed to a responsible approach to our environment and resources. I am pleased to support this commitment and to bring my own knowledge and experience into the development of the products.'

ABOUT JACK WOLFSKIN

JACK WOLFSKIN is one of the leading providers of premium-quality outdoor apparel, footwear and equipment in Europe and the largest franchisor in the sports retail market in Germany. JACK WOLFSKIN products are currently available in more than 900 JACK WOLFSKIN stores and at over 4,000 points of sale worldwide. JACK WOLFSKIN products are renowned for their optimised functionality, high quality and exceptional innovation. In recent years the specialist outdoor brand has captured a large share of the market with numer-

ous new products and materials. JACK WOLFSKIN is also a pioneer of the first order when it comes to sustainability. The company has been a member of the Fair Wear Foundation since 2010 and was awarded FWF Leader status three times in a row. JACK WOLFSKIN is also a bluesign® system partner and has been a member of the 'Zero Discharge of Hazardous Chemicals' programme since 2012. JACK WOLFSKIN is headquartered in Idstein, in the Taunus region of Germany. The company currently employs over 1,000 people in Germany.

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