

For immediate release

## Strong partnership

### EDELRID and RED CHILI join forces

**19 May 2017: The two German climbing brands EDELRID and RED CHILI are announcing that they are joining forces. This merger will combine the strengths and synergies of the two companies to further actively develop the international climbing market.**

RED CHILI will maintain its brand identity under EDELRID. Together, we plan to further reinforce the strong position on the German market for climbing shoes and fashion-orientated climbing and bouldering apparel that RED CHILI has carved out since it was founded over 20 years ago and achieve international success.

RED CHILI's founders, Stefan Glowacz and Uwe Hofstädter, will remain responsible for brand orientation and climbing shoe development. In addition, they will both continue to be jointly responsible for the success of the brand in the future.

EDELRID produces and distributes climbing products in over 60 countries. The RED CHILI and EDELRID brands strengthen each other strategically. Together they offer the full range of highest-quality climbing products from hardware through to soft goods. This will allow them to serve the retail trade and end users in an efficient, capable and sustainable manner.

The new product portfolio will be adjusted to the extent that EDELRID will discontinue the  climbing shoe collection. Both the RED CHILI and EDELRID apparel lines will continue to be offered to specialist retailers.

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**Picture from left to right:** Uwe Hofstädter (founder RED CHILI), Albrecht von Dewitz (CEO EDELRID), Stefan Glowacz (founder RED CHILI), Carsten von Birckhahn (Brand Manager EDELRID), Markus Waner (CFO EDELRID)

The RED CHILI brand will be expanded taking advantage of EDELRID's infrastructural resources. EDELRID has taken on the majority of the workforce from Design and Development. Climbing shoe development will continue jointly at EDELRID headquarters in Isny, in keeping with the RED CHILI slogan "Only climbers know what climbers need."



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### **RED CHILI: Only climbers know what climbers need.**

The RED CHILI climbing brand is inseparably linked to the name of Stefan Glowacz. The professional climber and triple Arco Rock Master winner founded the brand with the chili pepper over 20 years ago, together with Uwe Hofstädter. Both are climbing pioneers and know all about designing climbing shoes, right down to the smallest detail. Together with their team, they develop climbing shoes – by climbers for climbers. This unique expertise is evident in every RED CHILI shoe. Over the years, the portfolio has expanded to include an apparel line. RED CHILI climbing apparel is known for its fashionable styles, functional cuts and flamboyant designs.

### **About EDELRID: Creative Technology**

EDELRID was founded in 1863. Today it is a leading manufacturer of ropes, climbing equipment and Personal Protective Equipment (PPE). The company is well known for its particularly high level of innovation and commitment to sustainability. EDELRID invented the kernmantel rope and also introduced the first bluesign® certified ropes. The entire product development takes place in Isny in Allgäu, where 60% of all EDELRID products are also manufactured (in particular all ropes). This guarantees the exceptional quality and functionality valued by EDELRID customers around the world and ensures permanent innovation.