



## **PRESS RELEASE**

### **HALTI and Sympatex start cooperation**

Unterföhring, 25<sup>th</sup> January 2012. Sympatex and HALTI will start their cooperation right on time for the ISPO, presenting the first styles for the winter season 2012/2013. The first joint winter collection includes nine women's and nine men's styles respectively. The outfits are part of the HALTI Outdoor Collection and especially suitable for ski touring and winter hiking thanks to their highly functional equipment with the Sympatex membrane.

The cooperation will start during the first half of 2012 with a training for all Finnish Intershop branches, amongst others things. In order to increase the brand awareness in Finland, there will be marketing campaigns in the B2C sector during the second half of the year. In addition to TV commercials, there will also be print advertisements in outdoor magazines as well as poster advertising.

„The combination of performance and sustainability has convinced us,“ says HALTI product specialist Tarja Rantonen. „Not only does the Sympatex membrane offer first-class performance data, but the brand philosophy is also a perfect match for HALTI.“

#### **About Sympatex**

As one of the internationally leading producers, Sympatex Technologies has been a pioneer for high-tech functional systems in clothing, shoes, accessories and workwear for decades. Together with selected partners, Sympatex develops, produces and distributes membranes, laminates and functional textiles worldwide. Sympatex membrane systems are highly breathable, wind- and waterproof and regulate the climate. Of course, they are environmentally friendly as well: The Sympatex membrane is PTFE-free, 100% recyclable, bluesign® certified and received the „Öko-Tex-Standard 100“ certificate.

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