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## **MAMMUT CONNECT: GUIDING WHOLESALER INTO DIGITAL AGE**

Mammut launches first products with NFC technology in the outdoors



**Mammut is the first outdoor brand using NFC and also one of the first sport brands with an experience based concept behind the technology. Mammut Connect is able to connect the offline with the online world. Thereby it brings together hardware and software in one unique product. By launching Mammut Connect the Swiss outdoor company takes wholesale by the hand and guides it on a common path into digitalization.**

Mammut Connect is a new way of bringing emotional and interactive product information to the consumer and offers access to services on an App enabled through NFC technology. The App and its content support retail channels with in-depth product information to enhance the sales process. By doing so, Mammut supports wholesale in transformation from Point of Sale to Point of Experience, by guiding it into digital age – a joint transformation. Mammut Connect offers services and after sales offers for unique consumer experiences which again offer new ways of collaborations with retail partners.

In the three main parts of the App – *My Product*, *My Inspiration* and *My Activity* – consumers find a Mammut world full of inspiration. Mammut Connect offers a unique experience oriented platform for outdoor enthusiasts including an innovative, emotional and interactive presentation of product information and services, great after sales care with offers like the possibility of warranty extension, videos and stories for a virtual brand experience and exclusive event invitations to outdoor experiences in cooperation with retail partners. In *My Activity*, consumers have the possibility to collect their unique outdoor experiences in a personal summit diary at one point and they can share those with the community.



### **Mammut cooperates with strong partners**

On the way to become digital leader in the outdoors, Mammut has strong partners at its side. The companies Buero112 and Monostream support the Swiss brand in the conception and app development of Mammut Connect. When it comes to the NFC technology, Mammut cooperates with Smartrac and NXP in order to digitize its product. "Customers are digital, mobile and social. They communicate with brands, actively contribute and give feedback with much more concrete demands than just a few years ago. This is why Mammut is building an ecosystem. With Mammut Connect – a broad portfolio of real customer added value – we are creating an innovative platform and underlining our ambition to become digital leader in the outdoor sector," said Oliver Pabst, CEO Mammut Sports Group AG. "Therefore, we selected partners like Buero112, Monostream, Smartrac and NXP which have a leading role in software development and product digitization."

The Mammut Connect App will be available in your App Store on January 15<sup>th</sup>, 2019.

More information can be found here: [https://connect.mammut.com/  
http://db.pprmediarelations.ch/it/customer/Mammut](https://connect.mammut.com/http://db.pprmediarelations.ch/it/customer/Mammut)

### **About Mammut**

Founded in 1862, MAMMUT is a Swiss outdoor company that provides high-quality products and unique brand experiences for fans of mountain sports around the world. This leading international premium brand has stood for safety and pioneering innovation for more than 155 years. MAMMUT products combine functionality and performance with contemporary design. With its combination of hardware, shoes and clothing, MAMMUT is one of the most complete suppliers in the outdoor market. MAMMUT Sports Group AG operates in around 40 countries and employs more than 820 people.  
[mammut.com](http://mammut.com)

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