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## JACK WOLFSKIN WILL CONTINUE TO GROW IN CHINA



**Jack Wolfskin wants to expand further in China and has extended the contract with the hitherto existing distribution partner Tristate for another five years. With that the outdoor outfitter based in Idstein / Taunus cleared the way for future growth in China. Yet today, the country is second most important market for Jack Wolfskin.**

Skiing on black runs, kayaking in deep gorges and climbing on steep hills: Jack Wolfskin praises his clothes in advertising as products for people who have high standards. But not only skiers, extreme athletes and mountaineers now buy the functional clothing. The products with the wolf paw are popular not only in this core target group, in recent years the brand has opened consistently the outdoor theme for new target groups. Anyone who has a connection to nature and exercise and purchases a jacket or shoes, can also buy the feeling of being an adventurer. With this strategy, the 1981 founded provider of outdoor, sport, leisure and travel clothing, functional climbing and hiking shoes and backpacks, tents, sleeping bags and luggage is highly successful. Jack Wolfskin makes its financial investors happy with double-digit growth rates for years. The company has developed into a leading provider of outdoor equipment in Europe and the largest franchiser in the German sporting goods stores. Now the expansion in China shall be promoted.



The partnership between Jack Wolfskin and Tristate is existing since 2008 and has led to a rapid development in Chinese market for Jack Wolfskin. Revenues have doubled in each of the last four years, the company says. Currently, China has more than 220 Jack Wolfskin stores and 45 specialist retailers that carry the brand. "The Chinese consumers love the brand and the products. Jack Wolfskin has grown rapidly into one of the leading premium

brands in China. We look forward to continue this success story in collaboration with Jack Wolfskin, "said Josh Perlman, Managing Director of Branded Retail at Tristate.



"We're lucky to have found in Tristate a most professional partner that has in recent years developed successfully the Chinese market with us," also Mark Bötsch compliments, Chief Sales Officer (CSO) at Jack Wolfskin. "We naturally want to sustain and to expand this successful partnership." Until 2015, 600 points-of-sale are planned in China. From 2012 there is the option for Jack Wolfskin to participate in a joint venture of Tristate.

The product offering in the Chinese market consists primarily of the international collection of clothing, footwear and equipment, supplemented by local special models. According to the company the brand Jack Wolfskin ranks now number four in the Chinese outdoor market and number three among global brands. So the Chinese market after Germany's is the most important one for the brand, announced the company but does not mention specific sales figures for the Chinese market.



For fiscal year 2011 Jack Wolfskin is targeting total sales of more than 350 million euros, a growth of over 20 percent. To this growth, the different channels of trade contribute at home and abroad: the outdoor retailers, sports retailers and the Jack Wolfskin franchise stores. Across Europe there are now more than 3,700 points of sale, at which the products with the wolf's paw are available. They are made up of the Jack Wolfskin stores (286 in Europe, of which 229 in Germany) - operated of almost all franchisees, shop-in-shop solutions - so-called "Authorized Dealer" offering a wide range of all three product divisions , as well as many other specialized shops in the outdoor and sports retail. The area of the stores is between 60 and 700 square meters, the largest German Jack Wolfskin Store is located in Stuttgart. 460 people are employed by the company.



"The development of the last twelve months, underscores the dynamic growth of the brand Jack Wolfskin, their potential - especially in the international arena - is still far from being exhausted," said Mark Bötsch. "While the growth curve for clothing and equipment with over 20 percent consistently continues to face upwards, the footwear with an increase of 42 percent put on again disproportionately."

For the first time Jack Wolfskin will sell this year

more than 1.5 million shoes. The shoes can raise the share of revenues for Jack Wolfskin again significantly."

Even the outlook on the upcoming winter season 2011/12 is positive: "The winter pre-orders grew by an impressive 40 percent," said Markus Bötsch.

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