



FOR IMMEDIATE RELEASE:

HeiQ and Mammut team up to provide state-of-the-art Swiss technology

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Bad Zurzach / Seon, Switzerland, Dec 2 2008 — Mammut Sports Group, and HeiQ Materials announced today that HeiQ's composite silver antimicrobial has been selected for Mammut's new range of Alpine Underwear to provide quality odor-free underwear products.

Odor-control is a common must in modern sports garments and finding solutions that are high-performing and wash-durable yet sustainable has been very difficult - until now. Mammut has worked closely with HeiQ to develop garments that will keep its odor-controlling effect for the lifetime of the product. Using a minimum of naturally occurring silver provided by HeiQ in a suitable form for textiles, the Mammut Alpine Underwear collection meets the consumers demand for freshness feel lasting the lifetime of the product.

“At Mammut we are always on the search for innovations for the high demands of our customers. We found what we were looking for in the HeiQ effects after extensive testing and see that this will bring good value to our products” says Michael Gyssler, Head of Marketing at Mammut.

Through a clever combination of natural and synthetic fibres coupled with the latest body mapping technology, Mammut Alpine Underwear is the result of a three year development program. It allows each area of your body to be regulated individually by transporting moisture away from the body, cooling and heating precisely where needed. Furthermore HeiQ's advanced silver antimicrobial provides the wearer with long lasting performance, all day long no matter what the mountain throws at you.

“We are delighted to work with Mammut on their Alpine Underwear program” says Kristofer Skantze, Head of Marketing and Sales at HeiQ. “Mammut are the clear market leader when it comes to high alpine apparel and equipment . By selecting the most effective and efficient antimicrobial on the market today under the ‘Pure by HeiQ’ brand name they demonstrate being also innovation leaders.

With *Pure by HeiQ*, HeiQ provides a sustainable odor-reducing product for textiles through a unique and patented silver composite technology requiring a minimum of active substance to achieve strong and highly durable performance.

Learn more about the Alpine Underwear range and the technology behind it go to http://www.mammut.ch/en/apparel_alpineunderwear.html

Visit www.PureByHeiq.com for more information on the technology or contact:

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About HeiQ: HeiQ Materials AG is a Swiss company manufacturing high performance additives and state-of-the art, sustainable textile effects for the most demanding functionalities. The company's goal is to mimic nature's effects and transfer these to textile fabrics, making them naturally performing. HeiQ's products are characterized by high efficiency coupled with long-lasting performance, yet with a minimum impact on the environment. Being a young and innovative company, HeiQ has already received several awards for its state-of-the-art technologies.

About Mammut: Mammut Sports Group AG has, with its great innovative strength and intensive cooperation with material producers, acquired a high level of professional competence. Whether alpine, outdoor, climbing or snow sports, Mammut offers the right equipment for every area of use. Its products distinguish themselves through especially good quality, technology and function. Mammut is continuously improving its products. An example of this is the use of professional alpinists such as Stefan Siegrist who continuously test the equipment.

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- Mammut underwear images: [Mammut Alpine Underwear.pdf 281kB]
- *Pure by HeiQ* branding scheme poster [Climb like a goat.JPG 601kB]