



OUTDOOR FOOTWEAR
SINCE 1921

PRESS INFORMATION

MANAGEMENT CHANGES AT HANWAG AND FJÄLLRÄVEN

Vierkirchen, 15 December 2017 – Thomas Gröger starts as new Managing Director of Hanwag GmbH, Lars Ryslev takes over position of Managing Director in Germany for the Fjällräven Sportartikelhandels-gesellschaft mbH. Kasper Holmboe is new Country Manager of Fenix Outdoor Denmark.

For 1 January 2018, Fenix Outdoor group is making management changes. Thomas Gröger, formerly Managing Director in Germany for Fjällräven Sportartikelhandels-gesellschaft mbH, International Sales and Export Manager and Deputy Managing Director Fjällräven International is taking over the helm at Hanwag. After seven years with Fjällräven, the industry expert is now moving to Fenix Outdoor's footwear brand. As Managing Director Hanwag, Thomas Gröger will have the responsibility for development, production and operation as well as international distribution and marketing. He takes over from Alex Koska, who has been Hanwag's interim managing director for the last one and a half years. Alex Koska will now be able to devote more energy to the global expansion of the Fenix Outdoor Group.



Hanwag's new managing director, Thomas Gröger is looking forward to the challenge. "As one of Europe's leading manufacturers of mountaineering footwear, Hanwag has enormous potential." Due to its position as a traditional, German brand, manufacturing exclusively in Europe with a comprehensive and established collection and new technologies and ideas, I am confident about its future development. Having worked next door to my Hanwag colleagues at the company's international headquarters in Vierkirchen, I developed a good understanding of its products, challenges and potential during my time with Fjällräven. I'm looking forward to this exciting challenge."

The Fenix Outdoor base in Vierkirchen also sees a new appointment – Lars Ryslev. He starts as Managing Director for Germany at Fjällräven Sportartikelhandels-gesellschaft mbH from 1 January 2018. As such, the 54-year old Danish outdoor expert, follows on from Thomas Gröger to assume responsibility for the Swedish brand's strongest market. Lars Ryslev has been with Fenix Outdoor since 2001 and formerly held the position Managing Director for Denmark. In Denmark, he was initially responsible for marketing and distribution for Fjällräven and later also for the Fenix Outdoor brands Hanwag, Primus and Brunton.

At Fjällräven Denmark, forty-year old Kasper Holmboe steps up as Lars Ryslev's successor. The new Country Manager Fenix Outdoor Denmark has been with the company since 2008 as sales manager for the region Jutland. As such he knows both the Danish market and Fenix Outdoor brands inside out.

ABOUT HANWAG

"Born in Bavaria – worn around the world": Hanwag has been manufacturing high-quality mountaineering and trekking footwear at its headquarters in Vierkirchen, near Munich since 1921. Hanwag footwear stands for traditional Bavarian craftsmanship and durability combined with technical expertise and continuous innovation. With a specific focus on the perfect fit, robustness and high-quality materials, all of the company's footwear is made in Europe. All Hanwag footwear is made either with a cemented construction or a traditional, handcrafted, double-stitched construction. These very complex techniques are the highest-quality methods available for making robust and sturdy footwear. They ensure that all Hanwag models can be resoled. As a result, they literally last a lifetime. www.hanwag.com // #hanwag

PRESS ROOM

www.press.hanwag.com

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