

Mountex runs five corporate shops in Hungary and has franchisees running nine other stores in the country. Currently, Mountex distributes brands such as **Julbo, Tatonka, La Sportiva, Singing Rock, Osprey** and the brands of **Cascade Designs** in the Magyar country

OUTDRY WINS REEBOK VETERAN AS A NEW PARTNER

OutDry, the young Italian brand of laminate technology for footwear and gloves, has a new shareholder. **André Bruère**, who has sealed a capital/equity deal with **Nextec**, the company that markets the OutDry membrane. He is managing partner of **Referencia International**, a private equity firm focusing on companies at an early stage of development with high growth potential. Bruère has, however, used his own capital instead of that of his company to move into Nextec.

Bruère, who was born in Brazil, used to work for **Brown Shoe Company** as vice president of sales and marketing in Latin America. Later on, he headed **Reebok's** operations in Mexico before he switched to the brand's business in Italy. He left Reebok when its Italian operations were merged with **Adidas**, its new parent, in 2006.

Bruère has a 25 percent stake in Nextec where he takes the position of chairman of the board. Additionally, he will participate in OutDry's day-to-day operations with a particular focus on selling to American brands. Another 50 percent stake is controlled by OutDry's founders who continue to be at the top of Nextec, the brothers **Luca** and **Matteo Morlacchi**. The remaining 25 percent of Nextec is held by an Italian investor that wishes to remain anonymous.

In 2008, OutDry had sales of some €2 million. Matteo Morlacchi told this publication that he expects sales of between €2.2 and €2.3 million for this year.

Currently, OutDry supplies its membrane to brands like **Lafuma, Mountain Hardware, Trezeta, Hugo Boss, Gronell** and **Kamik**, as well as the Asian operations of **Mont-Bell, Descente** and **Bridgestone**.

Morlacchi sees potential for growth due to the fact that one major competitor, **eVent**, has halted its marketing efforts and announced its move into the mass market.

FURRER PLUCKS WILD ROSES

Gregor Furrer & Partner Holding has bought **Wild Roses**, the Swiss women's-focused outdoor apparel brand, from the Italian company **CDA**, for an undisclosed price. Gregor Furrer & Partner Holding, a Swiss company that serves as an exclusive distributor for a number of key brands in Switzerland, will present its first Wild Roses collection at **Ispo** in February 2010.

The company has installed **Reto Furrer** as president and chief executive of its new **Wild Roses International** subsidiary, which oversees the distribution of the brand's European-made products through a combination of distributors and licensees. The Wild Roses label is currently distributed in more than 17 countries worldwide. There are no plans to bring the brand into the U.S. market for at least one to two years.

Furrer was previously a major shareholder in **Völkl**. Through its distribution companies like **Völkl Schweiz** and **Uvex Schweiz**, it is also Swiss distributor of brands like **Vaude**. CDA, a company whose core business has been in sports apparel sourcing, bought Wild Roses many years ago in a diversification move. It remains the licensee for **Vuarnet** activewear.

TWINNER LAUNCHES AN OUTDOOR BANNER

Twiner, a French buying group for sporting goods retailers, is launching a label called **Montagne Authentique** for members located in winter sports resorts. Stores carrying this label will distinguish themselves with a technical offering and an eco-friendly attitude: they will recycle all of their skis and snowboards; use eco-friendly products, from shopping bags to wax; favor brands with an equally eco-friendly stance; and support initiatives aimed at protecting the environment.

The brand was presented at **Sport Achat**, the French sporting goods fair held in Lyon last month. The buying group has already identified up to 40 out of its 130 mountain stores that should qualify for the label for the coming season, while eight other independent retailers should join the buying group to get the label.

Twiner regards this as a way to distinguish itself from less specialized and less service-oriented rivals, which is precisely what it claims in hard-hitting ads to appear in the next months. A logo designed for the label will be affixed to the store front of the selected retailers, who will get dedicated merchandising and will have to display a special charter for this label. The launch of Montagne Authentique comes after the introduction of several other labels last year, for stores specialising in sports