

A further step towards a circular economy

JACK WOLFSKIN'S SKITOURING ALPSPITZE TOUR 3L JKT M WINS ISPO AWARD 2023

IDSTEIN (November 2023) – Jack Wolfskin, a world-leading producer of outdoor performance apparel, equipment and footwear based in Idstein, Germany, was named as the recipient of a prestigious ISPO Award announced in early November. Globally, the ISPO Award is the gold standard in the outdoor industry for technical and sustainably-conscious product design. The award was determined by a jury of specialist editors with different fields of expertise and sports enthusiasts from the ISPO Collaborators Club. It is designed to inspire further industry innovation and guide consumers in making informed product purchase decisions.

Jack Wolfskin proudly introduces high-end sustainable ski touring jacket: The Alpspitze Tour 3L Jkt M. The outdoor brand sets a milestone in the industry for a **future closed loop** system with the material innovation **Textile to Textile**.

The sustainable fabric technologies and specific ski touring features are highlighted in the ISPO-awarded Alpspitze Tour 3L Jkt M, part of the FW24 Ski Touring collection. The outer material of the jacket is made from **previously worn garments & textile cuttings**. The membrane of the jacket is made from cuttings left over from the manufacturing process & returned to the production cycle – a zero-waste concept. The Texapore Ecosphere Pro Textile Waste 3L offers ultimate weather protection, comfort & freedom of movement. Equipped with RECCO®, pit zips, an adjustable hood, ski pass pocket, snow skirt and higher-located hip pockets, the jacket is a sustainable pioneer in the ski touring sector and perfect companion for ascents and descents.

“This combination of new sustainable materials with high-performance technologies into a clean design stands out as a best practice case. Implementing a Textile to Textile recycling solution for this type of technical garment is a brilliant achievement. Additionally, great fit and features make this truly a state-of-the-art product.” **ISPO Award Jury.**

“For us winning the ISPO Award 2023 is a recognition that underlines and confirms our intensive development work in the field of a circular textile economy and new sustainable solutions. We’re grateful that the jury honors our dedication in developing a high-end yet sustainable ski touring jacket. This award inspires our commitment to pushing the boundaries of sustainability and innovation in outdoor apparel even further.” **Amy Williams, Category Director – Outdoor Technical.**

The Alpspitze Tour 3L Jkt will be available for men and women together with the entire Ski Touring collection worldwide beginning fall 2024.

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