

# Profile of Jack Wolfskin: a premium outdoor apparel brand

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## Abstracts

Jack Wolfskin is a leading Germany - based supplier of functional outdoor clothing, footwear and equipment. Over the years, the company has built up a vast distribution network and today its products are sold in more than 800 franchise stores and in over 4,000 points of sale across Europe and Asia. The Jack Wolfskin brand has enjoyed growing popularity among outdoor enthusiasts and, as a result, the company's sales have grown at highly creditable rates over the past ten years. At the same time, the company is following a rigorous corporate social responsibility (CSR) agenda which involves the elimination and replacement of chemicals routinely used by makers of outdoor apparel, including fluorocarbons for waterproof breathable garments. In meeting this agenda, the company will have to develop environmentally friendly production methods in the supply chain and this is likely to result in higher costs. Nonetheless, the company enjoys a solid position in a market which has good potential for growth. The report highlights the company's development, products and applications, product innovations, sourcing, distribution, sales and marketing, and corporate social responsibility (CSR), as well as providing an outlook for the future.

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