

Globetrotter Ausrüstung opens branch in Munich

On 5 March 2011, Globetrotter Ausrüstung will open a new branch on Isartorplatz (formerly Rieger City). With a retail space of 6,500 square metres, the outdoor-equipment company from Hamburg will provide an exceptional shopping experience, complete with rain chamber, canoeing basin, climbing wall, altitude cold chamber and a unique sound space concept.

With a product range comprising a total of 25,000 items from over 700 manufacturers, customers will be able to find everything they need in the outdoor and travel segments, starting with functional clothing and shoes, tents, bags, rucksacks and sleeping bags, maps and books to biking, winter and water sports, and mountain equipment.

One of the main attractions is the 125-square-metre **altitude cold chamber**. It simulates typical trekking and expedition heights in arctic temperatures. This gives customers the opportunity to test equipment and clothing on-site and also prepare for their next expedition with the help of various training equipment.

In the basement, there is a 100-square-metre **water action surface with countercurrent**, on which folding boats, canoes and kayaks can be tested. During the winter months, customers will be presented with a comprehensive range of winter sports equipment here. The 350 various shoe models from the Globetrotter range will be presented on the **60-metre-long shoe wall**.

A **glass climbing wall** with 74-square-metre boulder area, as well as a rain chamber with wind machine, also encourage people to try the products. The 260-square-metre children's area also offers equipment specially designed for small globetrotters.

On a **special surface** of 234 square metres, an individual company will be given the chance to present their wares for a year. For the first year, the Canadian company Arc'teryx will display its high-quality products here. A travel agent and travel clinic where customers can get vaccinations complete the offer. In addition, the Oberland section of the German Alpine Society will also have a service point in the Globetrotter branch.

Press release

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Press release:
www.globetrotter.de/muc_pm_eng

Press images to download:
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www.globetrotter.de/presse

Additional information

Eight million euros in renovation costs

From a convoluted construction with 32 different levels in the former Rieger City, we created a 6,500-square-metre retail space on four floors. Globetrotter Ausrüstung invested over eight million euros in the renovation of the shop. The Hamburg architect Professor Holger Moths is responsible for the planning and realisation of this unusual outdoor business. He is setting new standards by renovating the Rieger block into an unusual shop design and is also in charge of renovating the Globetrotter branches in Hamburg, Berlin, Dresden, Frankfurt and Cologne.

100 new employees

Around 100 employees, whose jobs were created at the beginning of this year, will ensure that things run smoothly both on the shop floor and behind the scenes of the new Munich Globetrotter branch. Globetrotter Ausrüstung's recipe for success is a motivated service- and advice-oriented team. The sales staff, who are all experienced travellers, are the heart and soul of this successful company – genuine and believable people who identify with the philosophy of Globetrotter Ausrüstung and also enjoy various outdoor sports themselves.

The company

Globetrotter Ausrüstung was founded in Hamburg in 1979 by world globetrotters and survival experts Klaus Denart and Peter Lechart. Since 1989 and 1991 respectively, Andreas Bartmann and Thomas Lipke have been managing partners. With a turnover of 230 million euros in the 2010/11 business year, Globetrotter is a market leader within the European outdoor industry. Today, Globetrotter Ausrüstung has seven branches in Hamburg, Berlin, Dresden, Frankfurt, Bonn, Cologne and Munich, giving it a total retail space of 27,900 square metres. 56 per cent of the company's turnover is achieved here. 44 per cent is generated by mail order, 80 per cent of which is via the Internet. The company currently employs approximately 1,400 employees from 60 different countries.

The Dachau-based artist Till Julian Huss took almost a year getting the theme of 'outdoor emotions' onto canvas for Globetrotter Ausrüstung. 25 works can be seen in the Munich branch. They show that art can also be used to give retail spaces an impressively exciting touch.

Facts about Globetrotter Ausrüstung

Munich branch:

Opening:	Saturday, 5 March 2011 at 10 a.m.
Address:	Isartorplatz 8-10, 80331 Munich +49 (0)89 444 555 7 - 0 shop-muenchen@globetrotter.de
Opening hours:	Monday to Saturday 10 a.m. - 8 p.m.
Transport connections:	Isartor S-Bahn station, tram 17 and 18 Isartor station, Rieger City car park
Branch manager:	Jens Holst
Employees:	Approx. 100
Retail space:	6,500 square metres over four floors
Investment amount:	8 million euros
Cooperation partners:	DAV Summit Club, travel clinic of Berlin Centre for Travel and Tropical Medicine (Dr Tomas Jelinek), Oberland section of German Alpine Society
Highlights:	125-square-metre altitude cold chamber, 60-metre- long shoe wall, 100-square-metre water action surface with countercurrent, rain chamber, glass climbing wall, 260-square-metre children's area, special section

The company:

Company founders:	Klaus Denart & Peter Lechhart
Year of foundation:	1979 in Hamburg
Managing directors:	Andreas Bartmann & Thomas Lipke
Total retail space:	27,900 square metres
Turnover business year 2010/11:	230 million euros
Total number of employees:	Approx. 1,400
Three mainstays:	Branches in seven major cities, mail order, online shop
Shops:	Hamburg, Berlin, Dresden, Frankfurt, Bonn, Cologne, Munich
Handbook:	Published once a year, comprises over 700 pages, circulation: 1,200,000 copies, also summer special, autumn and winter catalogue
Range:	25,000 items from around 700 manufacturers
4-Seasons:	Customer magazine, published four times a year. With 430,000 copies and 90 pages per edition, it is the Outdoor magazine with the highest circulation in Europe
4-Seasons.TV:	Full programme on the Internet for all outdoor, adventure and travel fans: current news, exciting documentation, information about travel destinations, tests and tips regarding equipment, brands and products
Events:	Event calendar in every branch, published twice a year

Cooperative partners

From 5 March 2011, the **Summit Reisebüro** travel agent will be present in the new branch of Globetrotter Ausrüstung. Located on the ground floor, it is designed to be accessible for those with disabilities. As well as offers from well-known event organisers, it will also offer DAV Summit Club trips, enabling it to provide attractive options for all holiday requirements. It will focus particularly on individual and tailor-made holidays, as well as active and cultural trips across the world.

The DAV Summit Club GmbH has an annual turnover of 13 million euros. With around 12,000 participants per year in the German-speaking countries, it is a leading provider of active mountain and cultural experiences. Currently, customers can choose from more than 450 trips and courses in over 60 countries. As the world's largest mountain climbing school with over 50 years of experience, the focus lies on mountain climbing, walking and trekking, as well as Alpine training. This broad palette is completed by ski and snowshoe tours, expeditions to seven- and eight-thousanders and bike trips.

In the **integrated travel clinic**, run by Dr Tomas Jelinek's Berlin Centre for Travel and Tropical Medicine, specialist doctors inform customers about medical travel preparations and organise all necessary vaccinations, e.g. against typhoid or malaria. The travel clinic is located on the first floor of the Globetrotter branch in Munich, which is also the floor where customers can get kitted out for their trip. Customers can be seen individually by experienced doctors without making an appointment and learn about the health risks and necessary health prevention measures for their own trips.

In addition, the service point of the **Oberland section of the German Alpine Society (DAV)** will be present in the branch from the day it opens. As well as general services, members and interested parties will also have access to a rental library with guidebooks and maps for Alpine regions, a mountain sports equipment rental service and a shop. Non-managed Alpine huts can also be booked at the service point. In the seminar area, there will be ongoing events on theoretical and practical topics related to mountain climbing.

'With our extended opening hours (Monday to Saturday up to 8 p.m.), we want to be more easily accessible for our members and work with our partners to establish the branch as the first port of call for mountain climbers in Munich and the surrounding area,' says Dr Walter Treibel, chairman of the Oberland section, who is himself a passionate mountain climber and doctor.

Contacts Cooperation Partners

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Öffnungszeiten:

Mo. - Sa.: 10.00 - 20.00 Uhr



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Öffnungszeiten:

Mo., Fr.: 08.00 - 20.00 Uhr

Di., Mi., Do., Sa.: 10.00 - 20.00 Uhr



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Öffnungszeiten:

Mo. - Fr.: 15.00 - 19.00 Uhr

Sa.: 12.00 - 17.00 Uhr

