

## DID YOU KNOW...?

### ***ALPS stands for Active Lifestyle Products and Services***

The "ALPS" in ALPS Mountaineering is an acronym for the company name and not a reference to the mountain range in Europe? Heck, we've got our own stunning mountains right here in North America—many of which you no doubt have hunted and hiked yourself over the years—had we wanted to go that route. What many people don't know is that ...

**ALPS stands for Active Lifestyle Products and Services.**

## WE HAVE A FAVOR TO ASK OF YOU!

We know that it is quite difficult to remember all the style guides used by companies today, and that trying to adhere to some of those styles can make for clumsy and awkward text presentations in your copy. Many companies use ALL CAPS in their company or product names simply as stylistic attention-getters—kind of an "art for art's sake" thing. Just know that ALPS Brands isn't about that at all.

"ALPS" is the proper acronym for our company...Active Lifestyle Products and Services. It is a brand name and usage that we've worked hard over the years to establish and never with the intention of trying to be "cute" or "creative" or to try and get media outlets to shoulder the burden of our own brand recognition efforts.

So, we are asking all our friends in the media to help us maintain our brand name integrity by correctly using the acronym ALPS (in all capital letters) when discussing the company and its products instead of "Alps" (the European mountain range)—as in ALPS Brands, ALPS Mountaineering, and ALPS OutdoorZ.

We thank you for your assistance in this effort and look forward to continuing to work with you in fulfilling your editorial needs for years to come.

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