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ALPS Brands Celebrates 25 Years of Quality Outdoor Adventure Gear

NEW HAVEN, Mo. – ALPS Brands, manufacturer of performance-driven technical support gear for adventure hunting, wilderness exploration, and family camping, is marking its 25th Anniversary this year.

Since its inception in 1993 by outdoor gear designer and company founder Dennis Brune, ALPS Brands has become an innovation and customer satisfaction leader. The company is also proud to be an official Browning licensee, manufacturing Browning "Buckmark" hunting blinds and broad-performance camping equipment and furniture.



Founder Brune enjoyed a successful career with technical mountaineering manufacturer Kelty, where he moved from product development to sales and marketing, then to management, but realized a void he needed to fill. He had a vision of an outdoor gear company that would deliver high-quality, innovative products priced within a comfortable reach of the everyday outdoorsman. In essence, premium outdoor products whose performance exceeded the expectations of their price points. This philosophy, combined with focused attention to delivering exceptional customer service and dealer on-time delivery, has resulted in ALPS Brands becoming a market leader in the hunting and outdoor recreation categories, with products ranging from tents and sleeping bags to extreme-duty expedition backpacks and specialized hunting gear.

"While I never doubted that we would 'make it,'" said Brune of the company's 25-year milestone, "I have to admit I would have never guessed we would have grown into the company we are today. Our customers have gotten us to this point and it is our goal to provide complete customer satisfaction in every product we offer. Being a family-owned company that is outdoor-driven, we understand the lifestyle and rugged products that need to perform when we have reached the limit. We want to exceed beyond expectations with our gear so our customers can experience once-in-a-lifetime moments in the great outdoors.



ALPS Brands is dedicated to the four principles of Save the Lifestyle—share, sustain, support, and save—and the importance of mentoring new and potential hunters in the outdoors to guarantee a promising future for everyone. ALPS Brands is also a strong supporter of the NWTF, RMEF, Delta Waterfowl, Sportsmen's Alliance, Whitetails Unlimited, Backcountry Hunters & Anglers, Quail Forever, Quail & Upland Wildlife Federation and the National Deer Alliance in combined efforts to ensure upcoming generations the gift of hunting.

For more information on ALPS Brands and its family of companies, visit alpsbrands.com.

About ALPS Brands:

Beginning in 1993 with the establishment of ALPS Mountaineering, ALPS Brands is a continuously growing and expanding group of companies dedicated to developing and manufacturing high quality, performance-driven outdoor products. Currently making up the ALPS Brands family of companies are ALPS Mountaineering, ALPS OutdoorZ, Cedar Ridge, Browning Camping and Hunting Blinds. ALPS OutdoorZ—the hunting gear moniker for ALPS Brands—made its mark several years ago by offering packs purposefully designed for remote wilderness hunting. Today, ALPS OutdoorZ products cover everything from day and expedition packs to waterfowl blinds and turkey hunting vests, as well as furniture, gun cases and sleeping bags. ALPS OutdoorZ items are sold and distributed in the best camping, backpacking and outdoor dealers throughout the entire US and Canada. For more information, please visit www.alpsoutdoorz.com.

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