



THIRST FOR MORE™



AN IDEA BORN FROM THE MOST BASIC HUMAN NEED

CamelBak was established in 1989 after the company's founder made a prototype using an IV bag of water and a tube sock, inventing the first hands free hydration solution designed especially for cyclists needs. A lot has changed since then, except Camelbak's thirst for innovation and quality. Today CamelBak is a household name and market leader in the hydration category with a wide range of drinkware products.

GOT YOUR BAK™ LIFE TIME GUARANTEE

CamelBak has built its reputation by engineering products that exceed consumer expectations for quality and durability. In 2011, CamelBak introduced the Got Your Bak™ Lifetime Guarantee for all reservoirs, backpacks, bottles and accessories, covering manufacturing defects in materials and workmanship for the lifetime of the product.

FOCUS ON SUSTAINABILITY AND DITCH DISPOSABLE

By 2025, all CamelBak products will be designed to reduce our climate impact and continue to be made with the safest materials. It is Camelbak's mission to reduce the use of single-use plastic by creating reusable water bottles you can count on. Instead of traditional plastic, CamelBak water bottles are now made with Tritan™ Renew, a highly durable, lightweight and innovative plastic that utilizes 50% recycled material in place of fossil-based resources.

CAMELBAK IN KEYPOINTS:

- CamelBak is a **pioneer brand in hydration since 1989**: over 30 years of experience and know-how in designing innovative drinkware
- CamelBak is one of the **most renowned brands** in Drinkware, and has a strong international brand awareness.
- **Products and people inspiring you to do more**: CamelBak is strongly connected to athletes, sport's teams, adventure photographers, whose mission is to empower people to live an outdoor inspired, active and healthy lifestyle.
- **Iconic products** famous for their hydrating backpacks and water bottles with legendary durability.
- CamelBak **broad range of styles, finishes and price points** enables to fulfil many gift briefs and will be well received by a wide range of end users.