

## BACKGROUND

Pascal **Guidetti**, a French industrial product designer and mountain lover developed in 1998 the first hiking pole equipped with a telescopic system which allows it to be automatically adjusted at any stage of the hike. Its locking and unlocking system patented in 1999 has been commercialized since 2002, the year that **Guidetti** Frères was created.

Bruno is the managing director and Jean-Luc and Pascal **Guidetti** are shareholders. In 2005, Pascal **Guidetti** decided to take over the management of the company in order to develop a new commercial policy. It is based on a new range of hiking and outdoor products.

Now, at the end of 2007, three French patents are regularly exported to Europe, the United States and Canada. The success of the company is the result of the hard work of a six-person team and of our clients' loyalty, not forgetting the essential role played by the users of our equipment in the promotion of our brand into the future.

## AUTOMATIC TELESCOPIC POLE



This automatic hiking pole (**EasyTrek**, 3 different designs: « Alpage » - « Glacier » - « Framboise ») is comfortable, simple and safe to use. (**Easy Trek**)

Thanks to its exclusive locking system (new) located in the handle, simply pressing with the thumb automatically adjusts the stick according to the user's height and the type of terrain. In this way it provides the user with increased support and safety and exceptional walking comfort throughout the hike.

The system is very useful in the winter for backcountry skiing and snowshoeing, particularly on sloping terrain due to its easy adjustment.

## BOTTLE CLIP

The "**Guidetti bottle clip**" is a highly practical water bottle holder for hiking, positioned on the left hand side of a rucksack. Its swivelling system allows the user to grasp the bottle and drink from it using one hand whilst keeping the rucksack on.

The "**Guidetti bottle clip**" can be attached to any rucksack which has a waist support strap and can hold bottles up to a diameter of 100 mm (bottle not supplied).

## THE GUIDETTI COMPANY CHARTER

Innovation, technology, comfort and simplicity are the determining factors of our concept's success. We are committed to respecting the environment by adapting to its colours and diversity. We want to offer a real service to our clients, based on a relationship of product exchange and follow-up, to enable our concepts to evolve.

Our know-how is a testimony to the quality of our products and attracts the attention of our customers both in France and abroad.

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