



Media Information: ISPO (1-5 February 2021)

NIKWAX®: THE AFTERCARE BRAND CHOICE FOR LEADING BRANDS & ATHLETES

This month's ISPO see's, albeit virtually, Nikwax celebrating its Best in Test accolades, whilst sharing the results of its Chosen By campaign and launching a new efficient Sales Toolkit.

Over the years Nikwax has built a reputation as leaders in innovative PFC-free clothing and gear systems, creating outstanding materials and aftercare for outdoor explorers, keeping them safe and dry in wild weather. Nikwax is a trusted and much-loved brand; with values steeped in innovation and care for our environment and a reputation for high performance products.



High performing! That's a big claim. Well don't just take our word for it. A recent independent test, conducted by Intertek, an internationally respected, independent laboratory, proved that when tested against six leading outdoor brand's cleaning and reproofing products Nikwax

Tech Wash demonstrated exceptional cleaning performance, whilst maintaining 100% of the DWR and TX.Direct came top for best performing, PFC-free product when it came to adding DWR across a range of outdoor fabrics.

Still not convinced? Check out <http://chosenby.nikwax.com> and see for yourself what major brands, outdoor enthusiasts and athletes in the outdoor industry think of the brand, its offering and ethos. There's a few key household names, including TV presenter and naturalist Nick Baker, who are coming on board to wave the Nikwax flag, joining a whole host of other key outdoor personalities and athletes.



Finally, in the current climate with so much emphasis on digital, this month will see the launch of the Nikwax Sales Toolkit, a digital central asset resource for retailers, distributors and sales teams worldwide. This new Toolkit allows access to the most up to date materials available to help with marketing and selling Nikwax as effectively as possible on a global scale. Information and assets can be shared quickly and easily whilst providing consistent and coherent materials to increase brand awareness and enable retailers to understand the company and its values. Assets accessible in the Toolkit include care guides, workbooks, images, logos, point of sale, and videos that retailers can view and download.

ENDS

To find out more about our 'Chosen By' campaign, take a look at our dedicated website:

<http://chosenby.nikwax.com/>

To find out more about Nikwax products, go to www.nikwax.com

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About Nikwax:

Nikwax® was founded in 1977 by Nick Brown, a keen mountain walker and traveller, who designed his own product - a waterproofing wax - to keep his leather mountain boots dry. Subsequently, Nikwax has become the global leader in environmentally safe aftercare and waterproofing solutions that extend the life and performance of technical footwear, clothing and equipment. Nikwax care products are distributed to 52 countries.

Nikwax is the only major aftercare company to have never used aerosols or fluorocarbons. Nikwax products are all PFC-free, use advanced elastomer technology, are not tested on animals and are non-persistent in the environment.

Nikwax has received numerous awards including the prestigious Queen's Award (4x), Sunday Times Best Green Award (3x), the Green Apple Award (x2), and, is ISO 9001 and 14001 certified. In 2014, Nikwax won the Queen's Award for Sustainable Development, one of only 13 UK companies to receive this pinnacle award for sustainable business, and the only Outdoor company to have ever received the award.

HIGH PERFORMANCE | LOW IMPACT
nikwax.com