

## **MEDIA RELEASE**

The Katadyn Group brands on display at the OutDoor Trade Show in Friedrichshafen

# **Everything and much more for your perfect outdoor kitchen**

Wallisellen-Zurich, July 15, 2010 – The **OutDoor** trade show in Friedrichshafen is being held for the 17<sup>th</sup> time this year, attracting the outdoor industry to the international summit meeting on the shores of the Lake of Constance on July 15 – 18. Katadyn has been part of the action right from the beginning. This year, it will present everything that is needed for the perfect outdoor kitchen with its **Katadyn**, **Optimus**, and **Trek'n Eat** brand products. Its new **Katadyn MyBottle** has just won the **OutDoor INDUSTRY AWARD**, which has evolved into an important quality label in the industry.

The new **Katadyn MyBottle** has been on the market for only a short time, but is already revolutionizing drinking water treatment in outdoor applications. The **MyBottle** supplies pure drinking water anywhere and at any time – quickly and easily, without requiring any pumping and without using any batteries or chemicals. Thanks to its integrated three-stage **ViruPur** water filter, the **MyBottle** is the perfect drinking system for active people who are used to moving around autonomously in open Nature. The **Katadyn MyBottle** has been selected this year from over 400 products as winner of the **OutDoor INDUSTRY AWARD**. It is available in two variants: as **MyBottle Purifier** and as **MyBottle Drinking Bottle**.

The **Optimus stove brand** is also proving its innovative power. This year, the company has launched the **Optimus Long Spoon**, the perfect piece of cutlery matched to the convenient resealable stand-up pouches of **Trek'n Eat**. These stand-up pouches are highly popular, and the **Long Spoon** reaches the very last morsels right at the bottom of the pouch. This year, the food designers of **Trek'n Eat** have created a **Couscous with Chicken**. As all other **Trek'n Eat** meals, too, this mouth-watering oriental menu contains neither added preservatives nor

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added taste enhancers and is available in single or double servings. All Trek'n Eat food has a shelf life of three years.

The Katadyn Group offers dealerships new product videos on the Katadyn MyBottle and on the Optimus Nova and Optimus Crux outdoor stoves. The videos are available in English, German, and French and provide quick and easy-to-understand information on the benefits and applications of the products. Dealerships interested are welcome to apply the videos at their points of sale.

*The Swiss Katadyn company is the world's Number One for individual water purification systems and products, with a global market share exceeding 50 percent. Katadyn has been developing water filters, chlorine and silver-based sterilizing agents, and mobile desalinators for the trekking and marine markets for over 80 years now. Numerous international relief organizations and special army units rely on the products of Katadyn for survival and life saving. The company has further diversified by adding two other outdoor market brands: "Trek'n Eat", the Number One for freeze-dried outdoor and expedition foods in Europe and the Swedish brand Optimus with its range of outdoor stoves and accessories.*

*At the end of 2009 Katadyn expanded its sphere of operations into the industrial and municipal water treatment sector by acquiring a majority stake in AQUAFIDES Switzerland and Germany*

*Katadyn is headquartered in Wallisellen-Zürich, Switzerland, and operates subsidiaries and sales offices in Germany, France, the U.S.A., Sweden, and Singapore. The group employs some 100 persons worldwide and achieved a turnover of roughly 38 million Swiss Francs in 2009.*

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