

Garmont North America thanks Gord Bailey for 15 years of service

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After 15 dedicated years with Garmont N.A. – overseeing Garmont Ski and Hike, Bridgedale socks and Life-Link backcountry equipment – Bailey is leaving the group to pursue new challenges in the outdoor and ski industries.

“Gord has nurtured the Garmont brand for more than a decade, helping grow it to the strong position we enjoy today. The current collection of award-winning, performance-driven ski boots, hiking boots, socks and backcountry gear in the Garmont N.A. family is unparalleled, and we wish him nothing but success in his future endeavors,” said Joshua Gibbs, national sales director for Garmont N.A.

During the transition, Gibbs will direct national sales efforts across all divisions (joshuag@garmontusa.com), as Patrick O’Neil (patricko@garmontusa.com) will oversee all financial and operational duties.

“We are having our best spring in the history of Garmont N.A. Sell through has been strong at retail and a number of our models have been praised by various publications. I am confident that with our expanded winter footwear collection and new ski boot designs, fall will be equally record setting,” Gibbs stated.

This spring, Garmont’s Zenith Mid GTX hiking boot was named to the 2011 Gear of the Year list by Outside, America’s leading active lifestyle magazine. Winning the “Light Hiking” category highlighted Garmont’s dedication to trail specific footwear for both men and women.

Coming in the fall, Garmont’s cutting edge PowerFrame Freeride AT collection establishes an entirely new class of boot, blending superior alpine performance with full uphill capability. With this collection Garmont has once again proven itself a leader in the rapidly growing world of alpine touring.

“Both personally and professionally, it’s been a great experience working with Garmont the last 15 years,” said Bailey. “Helping the brand grow to become a cornerstone of the outdoor industry has been extremely satisfying.”

ABOUT GARMONT NORTH AMERICA: Garmont North America is the exclusive distributor of Garmont Hike, Garmont Ski, Bridgedale Socks, and Life-Link backcountry equipment. Garmont’s exceptional product family includes award-winning alpine, alpine touring and telemark ski boots; and outdoor footwear for mountaineering, backpacking, hiking and trail sports. Bridgedale is the market leader in the manufacture of technical outdoor socks for walking, hiking, mountaineering, running, skiing and everyday use. Life-Link is an iconic backcountry brand, known worldwide for innovative ski poles, trekking poles, avalanche shovels and probes, snow tools and packs. For more information on Garmont N.A. and their diverse collection of performance designs, please visit www.garmontusa.com.