



Andreas Jauslin named as the new International Sales Director for Halti

Halti, the Finnish market's leading outdoor clothing company, has appointed Andreas Jauslin as the new International Sales Director. The aim is to strengthen Halti's international market growth. The 37-year-old Swiss will be a member of the executive management team, reporting directly to the CEO, Martti Uusitalo. Jauslin has been working with Helly Hansen for the last five years. He ran and restructured the Swiss subsidiary before he soon became head of sales for central Europe, where he played an important role in the repositioning of the Helly brand.

"We are very happy to have Andreas Jauslin in our team. He will strengthen our international approach and knowledge of what will be needed in our core market areas in Central Europe. I am sure that with Mr. Jauslin and the existing team we are in the right track to support Halti's international distribution and brand building", stated CEO Uusitalo.

For further information:

Halti Oy, CEO Martti Uusitalo: tel. +358 40 510 1380, martti.uusitalo@halti.fi