



# "Aiding progression towards the inaccessible"

## Table of contents

- Accessing the inaccessible
- Education and communication
- The Petzl Foundation
- A policy of corporate responsibility
- Safety without compromise
- Products that set the standard
- Strength in action
- The people
- Profile

## Press relations contacts

Anne Géry  
33 (0)4 50 47 24 61  
annegery@infocimes.com

## Petzl contact

Hervé Bodeau  
33 (0)4 76 92 09 00  
hbodeau@petzl.fr

Text and photos on CD

# ACCESSING THE INACCESSIBLE



Petzl was founded on a commitment to serve: "Aiding progression towards the inaccessible". From the outset, this idea is in the spirit of founder Fernand Petzl, a caver looking for solutions to the challenges presented by progression.

For 30 years, Petzl has been designing and distributing solutions that aid in commitment and progression on vertical and/or dark terrain with optimal efficiency, freedom and safety.

While looking to bring concrete solutions to the user, Petzl aims to solve the technical challenges encountered on the terrain.

The company's greatest innovations have been the result of expertise, and also of a method: listen to the client, analyze his needs, experiment, develop, test.

## **It all started with caving...**

The company was started by Fernand Petzl. A great inventor and caver, he spent his life experimenting with new vertical progression techniques.

Fernand created completely innovative rope-access solutions for caving: using nylon rope instead of ladders in 1943; building the first ascenders and descenders in 1968.

In the beginning of the 1980s, his son, Paul Petzl, applied these tools to other vertical terrains: first to the mountains, with climbing and mountaineering, and then to the professional domain, with work at height and with rescue in difficult to access environments (confined spaces, mountains, etc.).

## **Our two areas of expertise:**

- sport: mountaineering, climbing, caving, trail running...
- professions: difficult access, tree care (arborists), rescue, intervention...

## **Petzl offers solutions that have over the years become complete, and include:**

- systems and tools for verticality and hands-free lighting
- technical advice and training

## **These solutions are built on a continuous process:**

- in a relationship with users, based on sharing
- with a constant drive to improve
- anticipating and innovating to make practices evolve

Through our ongoing search for improvements in safety, comfort and simplicity, Petzl has greatly contributed to the emergence and evolution of new vertical disciplines in sport, industry, and rescue. While closely involved with outdoor sports enthusiasts and professionals, we remain true to our core values and ways: listening to and valuing our customers, taking innovative and practical approaches and demanding the highest quality.

# EDUCATION AND COMMUNICATION



To share our solutions with others is a value held strongly at Petzl. Beyond our products, technical information and training are at the forefront when it comes to our clients practicing their discipline independently and with the utmost safety.

We have invested many years in the production of technical information that explains the correct use of Petzl products in the different situations encountered in the field. This information is mainly distributed to end-users through catalogues, technical notices, packaging, the internet, videos, or through direct encounters with customers at events, workshops, etc.

## **V.axess: to go beyond...**

V.axess, the Petzl Institute, was established in July 2008. This center was designed as a place for sharing and experimentation around the concept of verticality. Its goal is to unite experiences and knowledge under one roof in order to invent, develop and communicate the techniques of tomorrow. To reach these objectives, it is necessary to increase our understanding of the different components of verticality. In order to do this, the structure is an entirely modular tool that allows analysis of different phenomena observed in the field and to simulate behaviors and situations. These exceptional qualities make V.axess a one-of-a-kind lab, discussion forum and training center for verticality.

## **International partnerships**

From its beginnings, Petzl has depended on a network of marketing and commercial partnerships around the world. Today our distributors represent the brand and transmit our values to our customers in more than forty countries.

The Petzl Foundation was created in 2006, an initiative of Paul Petzl,

president of Petzl, with the objective of serving the milieu which has allowed the company to exist and grow. The mission of the Petzl Foundation is to direct activities compatible with sustainable development in France and around the world.

It is involved primarily in three domains:

- > safety education
- > preserving the environment
- > supporting fundamental research

## Safety education

Safety in the professional domain is considered one of the prime causes requiring support on a global scale. Depending on the specific needs of each country, the Petzl Foundation proposes training programs, tools for teaching and training individuals about safety in collaboration with local associations or non-governmental organizations (NGOs).

Projects supported:

- > In France and Italy, workshops on mountain safety
- > In Nepal, a training center for mountain professionals
- > In Peru, training and a technical handbook for firefighters

## Preserving the environment

One of the Petzl Foundation's commitments is to contribute to the preservation of the environment. In particular, it supports scientific expeditions and preservation projects for several European birds of prey, and has contributed to protecting access to climbing sites.

Projects supported:

- > In Europe: protection of birds of prey, i.e. the Bonelli eagle, the bearded vulture
- > In the United States: access to Red River Gorge, Kentucky, climbing sites
- > In Patagonia, Chile: Ultima Patagonia, scientific and caving expedition

## Supporting fundamental research

The Petzl Foundation takes an active part in fundamental research projects related to the heart of its business. Today, it contributes to the advancement of a project with the Laboratoire de Glaciologie et Géophysique de l'Environnement (CNRS), one of the most highly reputed laboratories in its field in the world.

Projects supported:

- > The ice crystal, a fundamental study of frozen waterfalls, led by this lab since 2006. The project aims to bring a better understanding of the very unique formation and behavior of waterfall ice to both the scientific community and winter sports enthusiasts.

# A POLICY OF CORPORATE RESPONSIBILITY



## **Petzl's corporate decisions revolve around three objectives:**

- to take social and environmental responsibility into account
- to seek out long-term corporate partnerships
- to continuously maintain our expertise

## **Petzl's main locations:**

- in France: Crolles (38)- headquarters, Eybens (38), Rotherens (73)
- in the USA: Salt Lake City (Utah)
- in Malaysia

## **Innovation through expertise**

Whether in sport or in the professional world, Petzl invents and innovates using the experience of those in the field. Their expertise in each domain is shared with a cutting edge R&D department, contributing to the invention of new products and techniques.

Innovation at Petzl is ongoing. Safety, ergonomics and simplicity constantly drive our research.

Our expertise is multifaceted and thorough. Products must meet very strict technical use constraints: resistance to shocks, wear, extreme temperatures, etc.

This is why Petzl has mastered:

- a wide range of different materials: textiles, metal, plastics, electronics, etc.
- specific technologies: sewing, fine plastic molding, forging, thermal insulation, injection molding, etc.
- Petzl has been ISO 9001 certified since 1995



Many of Petzl's products are PPE (Personal Protective Equipment) designed to facilitate safe progression, and to provide protection in case of a fall; reliability, comfort and ergonomics guide our research and innovation.

For sports enthusiasts and work and rescue professionals, safety is a principal concern. Petzl and all its employees share this concern. No errors are permitted in the design and production process.

## Products are tested at each step

Products are checked for quality at every step: from development and manufacturing to after-sales-service. They undergo numerous tests and inspections in the lab (test tower, dark room for headlamps), on the terrain (by testers of all levels) and on the production lines. All anticipated uses and associated risks are analyzed (mishandling, misuse, etc).

## Test lab

Petzl was the first company in its sector to equip itself with a testing lab in 1986.

The test tower, a key piece of equipment, is designed to reproduce the conditions in which our products are to be used.

Tests performed: the performance of the products under different loads and stresses, their strength over time, their potential wear and deformation, fall tests for harnesses... Product component prototypes (slings, buckles, etc.) are also tested in the tower to validate material selection. The tests are performed according to international standards and Petzl's own criteria.

## Individual strength tests

All PPE is tested individually for strength and marked in a way that guarantees traceability.

# PRODUCTS THAT SET THE STANDARD

The equipment for verticality consists of several product lines: harnesses, helmets, belay devices, descenders, carabiners, ice axes, crampons, anchors, pulleys, ascenders, packs and accessories.

## **Our product lines are:**

- for sports related to verticality: rock climbing, ice climbing, canyoning, caving, via ferrata
- for the professional market, specifically for:
  - > rope-access and difficult-to-access work specialists
  - > work-at-height professionals: roofers, carpenters, arborists, high-line workers,
  - > technical rescue professionals: firefighters, mountain rescue specialists

In the domain of lighting, Petzl invented the concept of the "entirely on the head" headlamp, which allows hands-free progression over dark terrain.

Petzl headlamps complement other verticality solutions (sports or work at height).

Examples: the mountaineer or hiker setting out at night, the rescue professional who works in the dark.

They are also used in many activities requiring hands-free lighting: bivouac, camping, sailing, trekking, fishing, professional tasks carried out in the dark (electrical installation, canalization).

## **A leader... yesterday, today, and tomorrow**

Over a span of 30 years, Petzl has significantly contributed to the evolution of vertical sports and professions - often using revolutionary concepts.

Our brand is present on all major worksites, on large current explorations and in the emergency services. Many of Petzl's developments have represented important stages in the evolution of sport and professional disciplines.

## **Trophies, awards: Petzl's innovation recognized by professionals**

In June 2007, Petzl received the Trophée des Éponymes in the Innovation category.

Every two years since 2000, the Trophées des Éponymes award entrepreneurial families chosen by a jury of professionals on the basis of the association's core criteria: ethics and growth, continuity and transmission.

Some awards for Petzl:

Every year, Ispo Winter and Outdoor (summer trade show) give awards for the most innovative developments.

- In January 2008, Petzl was awarded first prize in the Technology/Electronics category for our new ULTRA BELT headlamp.
- In January 2009, we received the prize for innovation for the SUM<sup>TEC</sup> ice axe. It offers the mountaineer the efficient placement of a climbing axe combined with the versatility of a classic mountaineering axe with its curved shaft, new hot-forged head, interchangeable ALPIX pick, and adjustable TRIGREST hand rest.
- In July 2008, the ULTRA BELT won the Industry Outdoor Award at the Outdoor trade show in Friedrichshafen.
- In July 2009, the ELIA helmet won an award in the "helmets, clothing, footwear" category.



- The GRIGRI belay device

Invented in 1991, this belay device with rotating cam makes belaying easier and more secure. It remains essential for rock climbing.



- The ASAP® fall arrester

In 2005, Petzl created a particularly innovative and functional product for work at height: designed for rope-access work, the ASAP® represents a real leap in terms of safety.

Thanks to an innovative toothed wheel system, it automatically follows the worker's movements so that he/she can concentrate on the task at hand. It automatically brakes in case of a fall or excessive speed.



- The QUARK ERGO ice axe

Leashless ice tool with angled grip. It allows ice climbers to move more freely, approximating more closely the movements of rock climbing. This tool symbolizes the strong collaboration between the R&D department and the members of the Petzl team. It led to the birth of the NOMIC, which is today the essential ice axe for mixed and ice climbing.



- The ELIA helmet

The ELIA helmet was designed and developed in 2009 to respond specifically to the needs of women in vertical sports. Its OMEGA (Petzl patent) headband system allows the helmet to be put on and removed without interference. It can be positioned very precisely on any head shape or hairstyle to allow climbing with a helmet that stays securely on the head and does not get tangled in the hair. In addition to this exclusive feature, the helmet has a new headband adjustment mechanism. It allows the helmet to be adjusted very precisely, ensuring comfort and excellent protection.



- The EXO

New York firefighters and Petzl: a collaboration of experts

In 2005, Petzl produced a rope descender, the EXO, for New York's 12,000 firefighters.

The EXO is an individual rescue system that allows a person to extricate himself from a building or structure in case of an emergency. The descent is quick and reliable, thanks to a fully integrated system. It originated at the request of New York firefighters and is now a tool used by thousands of firefighters in the USA and around the world. The FDNY / Petzl collaboration produced this easy to deploy evacuation system which is compatible with a 7.5 mm, fire-resistant rope.



- The TIKKA® headlamp

Introduced in 2000, this is the first LED headlamp. It is ultra-compact and provides white, uniform lighting with an exceptional 120-hour burn time, at a weight of 78 g. With all these features, the TIKKA family of lamps has attracted users well beyond the climbing community and has spread the concept of the "entirely on the head" headlamp which allows hands-free progression in the dark. Today, the TIKKA has been updated with the new TIKKA<sup>2</sup> line, for even greater performance and comfort.



- The ULTRA headlamp

In 2007 the ULTRA headlamp solved a great challenge. An 'ultra'-powerful headlamp, with exceptional weight-to-power ratio, dedicated to action and adventure. Its lighting is particularly powerful and wide (350 lumens), and its comfort is optimal, for perfect stability in action. It is remarkably lightweight for the power it offers: with the ULTRA BELT version, the weight worn on the head is only 230 g!

The reliability and durability of the ULTRA allow the user to move confidently on any terrain, under any conditions. Its useful accessories - the carrying harness for the rechargeable battery pack, the quick charger and the extension cord - further increase its ease of use and make this headlamp essential for extreme conditions, in the cold, rain or snow.

# STRENGTH IN ACTION



## **The Petzl team**

The Petzl Team brings together climbers, mountaineers, trail runners, and adventurers who are not only known for their remarkable talent, but also for their personalities. They are ambassadors for the brand which supports them through their site development projects and their travels. The expertise of the members of the team is priceless to the company. With close collaboration with the R&D department and from their personal experience, they contribute to the design and improvement of Petzl products and techniques.

## **Petzl and Mike Horn**

For over ten years, Petzl has shared in the adventures of Mike Horn.

Using our headlamps and equipment, he has covered thousands of kilometers, mostly in extreme conditions: humidity, arctic cold, rainstorms and sandstorms... These are ideal situations for testing the reliability, comfort and safety of Petzl products. Petzl has been participating in the Pangaea expedition since October 2008. Over a period of four years, Mike Horn will promote respect for the environment and actively participate in the preservation of the planet's natural resources in order to protect future generations. This adventure includes the active participation of youth (13-18-year-olds) around the world, who will discover the beauty of the planet, local traditions, the importance of ecosystems and of taking action! Pangaea will explore all the ecosystems: oceans, rivers, mountains, deserts, jungles, tundra, ice, rock... ecosystems which, along with environmental concerns and the training of the young, are at the heart of Petzl's activities. Mike Horn's motto, as he heads off on this four-year expedition is: sharing, discovery, experimentation, learning. Values that Petzl has been promoting for over 30 years.

## **The painters / climbers on the Eiffel Tower**

The Eiffel Tower undergoes a facelift for its 120th birthday, with Petzl!

Eighteen month of painting work have been undertaken since March 2009 by about twenty people who move around at approximately 200-300 meters above ground, making this a worksite like no other, where there is no room for error. These specialists of work at height must apply the 60 tons of "Eiffel Tower brown" paint on the 250 000 m<sup>2</sup> of beams and girders that make up this complex structure. In order to work safely, the painters (from the Greek company, Stelma) all use PETZL equipment for moving along the lifelines. This is a unique worksite, where safety is vital.

Petzl brings all its expertise, experience and training to this job and is proud to participate in the renovation of this national monument.

## **The UTMB**

No more running in the shadows!

Started in 2003, The North Face® Ultra-Trail du Mont-Blanc® is a globally unique event in the domain of trail running. Crossing over three countries (France, Italy, Switzerland) and nine municipalities, the UTMB®, takes place in one phase, on a 166 km trail that completely encircles Mont-Blanc and climbs over ten hills of 2000 meters in altitude, with an ascent and descent of 9400 meters. Petzl has been a loyal partner for six years and provides assistance and expertise; the runners have a one or two night race ahead of them. Depending on the weather, once night falls, a long headlamp procession forms. Imagine 5000 headlamps on a mountain! Light becomes the prime element of safety. It allows the participants to advance, run, orient...

Six years of partnership with the UTMB has meant many nights of emotion, sharing and assistance. On the terrain, Petzl truly shares in this adventure.

# THE PEOPLE



## Paul Petzl: President

Paul Petzl was born on April 5, 1950, in Saint-Ismier (Isère), at the base of the Dent de Crolles - in the Chartreuse Massif. His grandmother was French and his grandfather a German immigrant, an engineer, having left Germany for France at the beginning of the 20<sup>th</sup> century. This grandfather undertook different small-scale business and manufacturing activities.

Fernand, Paul's father, was born in 1913. From the age of 14, he worked as a carpenter and cabinetmaker. As an adult, Fernand set up an independent wood and metal workshop, used by the Kroning foundry (coated sand), in Saint-Nazaire Les Eymes (Isère). Fernand Petzl had one true passion: caving. In 1933, with Pierre Chevalier, he explored 17 kilometers of the Dent de Crolles network. From 1952, he headed the Gouffre Berger expedition. In 1956, one thousand meters of depth were reached, a world record at the time. In 1933, Fernand began producing tools, notably rigid ladders, for himself and his companions. In 1942, he tested his first nylon ropes and devoted himself to the production of flexible ladders. Between 1968 and 1970, ladders were eliminated, and the fundamentals of rope progression were established. After meeting Bruno Dressler, Fernand began manufacturing pulleys, rope clamps, and descenders for caving.

Paul was also a caving enthusiast and understood the importance of advancing progression techniques. After studying in Grenoble (BAC and technical diploma in mechanics), he joined his father's small-scale workshop, where his brother Pierre was already working. Ideas fused and culminated in 1973 with the creation of new rope clamps and the first "entirely on the head" headlamp. Sales were made by mail order and during caving conventions... in 1973, Catherine Petzl, Paul's wife, joined the team with her diploma in management.

In 1975, things changed with the creation of the first Petzl corporation and the construction of the first building at Crolles. Sales at the time were 500 kF, and the company had seven full-time employees. Distribution became structured, and direct sales were replaced by a network of retailers and foreign distributors (Italy, Switzerland, Spain, Belgium).

The equipment manufactured by Petzl began to catch the interest of sports other than caving: mountaineers were buying the SHUNT, ASCENSION and headlamps designed specially for them. Petzl touring ski bindings were created and manufactured from 1973 to 1990. The 1980s saw an explosion in the practice of rock climbing. Petzl invented climbing harnesses for these new markets and designed the machines that would produce them.

In the 1990s, many mountaineers and cavers set up businesses in the field of aerial work. This was a new challenge for Petzl. The work at height sector was about to develop. The establishment of European standards was especially significant, as it brought safety to the forefront of many professions.

In 2000, Charlet Moser (manufacturer of crampons and ice axes) joined the Petzl group. Another important event in that same year was the invention of the first LED headlamp: the TIKKA.

In 2006, the Petzl Fondation was born. It supports projects in the sports, work-at-height and rescue sectors in three areas: education and prevention; environment; research. 2008 was another significant year with the creation of Vaxess, The Petzl Institute, which was designed as a place for sharing and experimentation.

In 2009, Paul Petzl was at the helm of a business with sales of 77 million euros, 450 employees, and a distribution network spanning forty countries.

Today, Paul lives with his family at the base of the Chartreuse. He has two sons, Sébastien and Olivier, the latter a member of the Petzl team.

"To run this company, I remain attached to a few essential values:

- to continually improve so that the company's success gives it the means to be independent and to develop
- to always listen to the needs of the users in each industry, to serve them best and with the most avant-garde techniques
- to keep the human and family dimension of a company that respects its clients and its employees"

Paul Petzl

## Romain Lécot: General Director

Romain Lécot, General Director of Petzl since February 2009, was head of R&D and Industrialization at the Pêchiney group from 1991 to 1997. From 2000 to 2007, he was General Director of CGL Pack (PSB Industrie group), a company specialized in the design and manufacture of packaging. He managed 400 employees on many sites and was responsible for strategically steering the company towards eco-design.

He devoted 2008 to more personal projects, including his return to an organic bread bakery.

Since his arrival at Petzl, he has applied his experience as General Director to serve the company and its employees: "I'm like the skipper coming to work for the owner of a really nice boat. The goal is to steer the vessel to the right port, not to rebuild it. I have known Paul Petzl and his company for many years, and I am very happy to accompany him in this adventure."

Aside from his professional expertise, he is also the head of a great family "business" composed of six children! Mountaineering (climbing, ski touring) and sailing are his favorite sports activities.





## Brands:



## 2010 sales:

90 million euros, 80 % outside of France

## Locations:

- headquarters: Crolles (France)
- production sites: Crolles, Rotherens, Eybens (France), Petzl Manufacturing Malaysia

## Collaborators:

450 people

## ISO 9001 certification

## International distribution:

South Africa, Germany, North America, Argentina, Australia, Austria, New Zealand, Benelux, Brazil, Bulgaria, China, Chile, South Korea, Croatia, Denmark, Arab Emirates, Spain, Ecuador, Finland, France, Great Britain, Greece, Hong Kong, Hungary, India, Indonesia, Iran, Ireland, Israel, Italy, Japan, Malaysia, Mexico, Norway, Poland, Portugal, Reunion, Romania, Russia, Singapore, Slovakia, Slovenia, Sweden, Switzerland, Taiwan, Czech Republic, Thailand, Turkey, Ukraine, Venezuela.

## Address:

Petzl headquarters:  
ZI Crolles, Cidex 105 A  
38920 Crolles / France  
Tel: +33-(0)4 76 92 09 00  
[www.petzl.com](http://www.petzl.com)

