

Hi-Tec launches wearable electronics throughout Western Europe

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Global sports brand Hi-Tec has signed an exclusive deal with market entry experts, The Mustard Concept, to launch its new wearable and electronics accessories range throughout Western Europe.

As part of its ongoing strategy to license out key categories to complement its core footwear products, Hi-Tec is bringing activity trackers, location beacons and portable power chargers to high street stores, and sports and outdoor retailers across Western Europe. The devices have been designed to help consumers get more out their sports, leisure and outdoor activities and will link directly to Hi-Tec's current advertising campaign, 'Walking Just Got Better.'

The Mustard Concept, which has already outlined an effective channel strategy and is working with Hi-Tec to take advantage of the growing wearables market across Europe, was introduced to



Hi-Tec is launching a new wearables range across Europe



the company by Global Icons, a brand licensing agency which is representing Hi-Tec worldwide.

Nicola Christopher, Manager of Licensing at Global Icons confirmed: "The wearable electronics license is the first license that we have brought to Hi-Tec and demonstrates the continuing appeal for the Hi-Tec brand beyond its core products."

in 2013, with Western Europe expected to be the largest adopter of wearable products in the next three years. The Mustard Concept has exclusive rights to distribute a range of consumer electronics including wearable technology, outdoor accessories and other smart technology under the Hi-Tec Brand name and Managing Director Paul McIntosh said that the new wearables range is the perfect accompaniment to Hi-Tec's existing footwear and apparel products.

"Adding Hi-Tec to our portfolio of licenses has enabled us to complement the other areas we already cover by filling the gap between luxury tech and home electronics, with a globally recognised sports and outdoor lifestyle brand. The Hi-Tec reputation for athletically inspired footwear, apparel and sports equipment supports the range of wearable and smart electronics that we will be marketing to active consumers."

The new range will be available across Western Europe from October 2015 and is just the first of a new line of licenses that the company is working to launch. Hi-Tec has more than 20 licensees globally and currently has opportunities available for further licensees for apparel, bags, camping equipment and a number of other categories.

On working with The Mustard Concept to launch its new wearables range, Chris Mole, Hi-Tec's Group Licensing Director said: "We chose The Mustard Concept as our primary licensee in the electronics category as they have extensive industry expertise and consumer electronic retailer contacts across Europe. More importantly, The Mustard Concept were able to move extremely quickly to make sure that as a partnership, we could all capture a significant proportion of the rapidly growing wearables market."

- Ends -

About Hi-Tec

Hi-Tec is a privately-owned global sports company that designs, develops, manufactures, and sells a range of performance footwear, apparel and accessories. Founded in 1974, the company today has over 500 styles being commercially sold in 80 countries worldwide, under the Hi-Tec range of brands.

For further information on Hi-Tec, please contact:-

Group Licensing Director, Chris Mole on (+31 (0)207 118400 or email cm@hi-tecsports.com.

Alternatively, visit www.hi-tec.com

About The Mustard Concept

The Mustard Concept is a market entry expert, specialising in helping businesses enter challenging European markets. The company focuses on business development, sales growth, and go-to-market strategies to help its clients transform their products and services into established European brands. By tapping into its extensive market network, The Mustard Concept provides immediate consistent access to the UK and European markets.

For further information on The Mustard Concept please contact:-

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About Global Icons

Global Icons, the premier brand licensing agency, specializing in the development and extension of corporate brands and trademarks, has attracted world class clients by consistently developing new categories and unique products. Through the establishment of the right brand extensions, the company succeeds in increasing brand awareness, as well as, creating new customers and new revenue. Select clients include BMW, Buck Knives®, Crock-Pot®, Dairy Queen®, Dannon®, Duraflyme®, Ford Motor Company, GUINNESS®, Hollywood, HUMVEE®, JD Sports, Little Giraffe®,

MINI, Motorola, MR. COFFEE®, Mrs. Fields®, Oster®, Pop-Secret®, and Sunbeam®, among others. For more information regarding Global Icons, LLC, please visit www.globalicons.com.

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