



Obermeyer Training Page

Obermeyer Brand

- Founded in 1947 by Klaus Obermeyer.
- Klaus is still CEO of the company and it is entirely family run.
- Home base and testing lab is in the mountains of Aspen, CO
- Everything is designed from the ground up with our own boutique style.
- We maximize price value relationship. For every price point we are packed with features, style, and function. Our stuff looks good, works, and is something your customers can afford. We are best in class.
- We have the best customer service in the industry.
- For employee purchase login to www.3point5.com, check out www.obermeyer.com

Men's Collections

- Waterproof ratings from 5,000mm to 20,000mm
- Price points range from \$199 to \$499
- We offer big mountain, classic ski, and technical alpine styling in our line.
- Fabrics include Kinesis which is 52% recycled and a premium 4-way stretch fabric.
- ALL JACKETS include: critically seam sealed, waterproof breathable, under arm ventilation, removable hoods, powder skirts, fleece lined collars, goggle cloth, ski pass d-ring, sleeve cuffs with adjustable tabs, goggle pockets, cell phone pockets, MP3 pocket
- The primary difference between price points is the fabric and waterproof rating.

Ladies Collections

- Waterproof ratings from 5,000mm to 20,000mm
- Price points range from \$199 to \$399
- We offer freeride, classic alpine, technical alpine, and fashion styling in our line.
- Fabrics include nice soft textures, stretch, and flashy satin!
- ALL JACKETS include: critically seam sealed, waterproof breathable, under arm ventilation, removable hoods, powder skirts, fleece lined collars, goggle cloth, ski pass d-ring, sleeve cuffs with adjustable tabs, goggle pockets, cell phone pockets, MP3 pocket
- The primary difference between price points is the fabric and waterproof rating.

Junior Collections (jr sizes 6-18)

- Waterproof ratings are ALL 5,000mm
- Price points range from \$139 - \$189
- We offer freeride and classic alpine styling in both boys and girls.
- ALL JACKETS include: critically seam sealed, waterproof breathable, under arm ventilation, removable hoods, powder skirts, fleece lined collars, goggle cloth, ski pass d-ring, sleeve cuffs with adjustable tabs, goggle pockets, cell phone pockets, MP3 pocket.
- EWS in all junior pants. Junior pants can grow 2" in the hem.

Pre-school Collections (Sizes 1-8)

- Waterproof ratings are ALL 5,000mm (Best in Class)
- Price points range from \$99 to \$169
- We offer cool alpine and freeride styling. Coats that kids will wear on and off the mountain.
- I-Grow – First to introduce to the market. Sleeves extend 1.5" and pants 2". Lasts more than one season.
- ALL JACKETS include: Fleece ear warmers, removable hoods, inner pockets, fleece lined collar, ski pass d-rings, alligator clips, working compass

Regional Brand Managers

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