



## **Project Pawprint: Jack Wolfskin Joins Utah's Outdoor Products Industry**

December 2020

The Utah Governor's Office of Economic Development (GOED) and the Economic Development Corporation of Utah (EDCUtah) are pleased to announce Jack Wolfskin North America will expand its operations in Utah, creating 50 new jobs in the next five years.

"Jack Wolfskin will be an excellent addition to our outdoor industry sector," said Val Hale, GOED executive director. "Utah has a great love for the outdoors and welcomes excellent brands like Jack Wolfskin into our vibrant outdoor ecosystem."

Jack Wolfskin is an outdoor apparel and equipment brand founded in Frankfurt, Germany in 1981. Its products include high-end mountain and leisure clothing, footwear, backpacks, sleeping bags, and tents that range across multiple outdoor activities. Callaway Golf acquired the brand in 2018.

"We're thrilled to expand Jack Wolfskin North America in Utah," said Diana Seung, general manager of Jack Wolfskin in North America. "This state is a perfect reflection of our brand tenets of living an adventurous, active outdoor life."

The GOED Board has approved a post-performance tax rebate not to exceed \$105,461 over the five-year life of the agreement.

"This company reached out to us in late September," said Theresa A. Foxley, president and CEO of EDCUtah. "The speed at which this project came together is a testament to Utah's business friendliness, the responsiveness of our partners, and the customer's degree of organization and focus. The brand power of Callaway and Jack Wolfskin is an exciting addition to our state's outdoor products industry."

To learn more about Jack Wolfskin, visit <https://www.jack-wolfskin.com/>

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