



## "FUN-ctional Mountainwear for Kids"

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### An introduction to Mountain Sprouts...

Founded in 2001 in Grand Junction Colorado, Mountain Sprouts manufactures competitively-priced technical outerwear for kids ages newborn to pre-teen. Not your average outdoor industry company, Mountain Sprouts is owned and run by three sisters, all deeply committed to making a better product for active kids.

Families want a truly authentic brand of kids' clothes - one that is special, one they can rely on. Mountain Sprouts delivers that authenticity through the design, construction, materials, and customer service. By structuring the company in such a way that we are quick to respond to consumer needs, we are always working to stay one step ahead of the pack.

Jackets for backpacking, hats for skiing, intelligent baby-shower gifts, booties for squirmy little feet, a shell for soccer practice, back-to-school gear, you think of a need and Mountain Sprouts is working to meet it!



### Why did we decide to make kids' clothes?

People said we were crazy. But about five years ago, Jen Taylor identified that there was not enough being done to encourage families to spend time in the outdoors. Personal experience taught her that many enthusiasts hang up their gear for a few years because they find it hard to stay active while starting a family. She rallied her sisters to the cause and they banded together behind the concept that better gear for kids would make it easier and more fun for parents to maintain their active outdoor lifestyle.

## Mountain Sprouts Provides Solutions

Mountain Sprouts enables families to share their love of nature and get back outside. Our kids clothes are not just a downsized version of an adult line - our focus is on quality, performance, fit and function, *from a kid's point of view*. Parents love the fact that all Mountain Sprouts products are designed to help facilitate the fun and eliminate the hassle. Every item we make and sell is created with the following in mind:

**Durability** – All Mountain Sprouts products are designed to withstand the tests of time (and rocks, dirt, mud, grass, stains, and drippy ice cream). Our products accommodate growth spurts and keep on performing as they are passed down from sibling to sibling. For example, the Bibster is designed to adjust for up to 3" of growth and features strategically-placed scuffs that protect knees from wear and tear.

**Versatility** – Parents are delighted when you can keep things simple. Mountain Sprouts products are NOT gender-specific so they can be shared by brothers, sisters, cousins and so on. All pieces are classically styled, interchangeable and incorporate bold colors that are fun and eye-catching.

**Safety** – Always a serious concern for parents, Mountain Sprouts takes great care in addressing safety issues through our product design. We use reflective material, strategically placed on key items of clothing. All youth jackets have safety whistles on the zipper pulls.

**FUN!** – By creating products for children that are functional, fashionable, versatile and safety-conscious, Mountain Sprouts is helping families focus on the fun of being in the outdoors. We care deeply about the elements of design so that families can fully enjoy the elements of nature!



## Bridging the Gap

Mountain Sprouts plays a key role in bridging a serious gap in the outdoor market. Outdoor Industry Foundation research indicates that levels of participation in outdoor activities significantly declines between the ages of 25-34. If becoming a parent reduces a customer's involvement in outdoor activities, then the solution is clear – encourage your customers to take their kids with them and get back outside. Mountain Sprouts delivers a solution to this perplexing drop-out phenomenon by providing gear essential to family enjoyment of the outdoors.

Now there are no more excuses!

Born in Colorado • Warrantied for Life



**"FUN-ctional  
Mountainwear  
for Kids"**



**Great clothes for kids is just the beginning...**

### **Start 'em Early**

Mountain Sprouts knows how important it is for parents to introduce their kids to outdoor activities while they are young. Outdoor Industry Foundation research shows that 90% of current active adults were introduced to outdoor recreation between the ages of 5 and 18. Of that 90%, nearly all participants were introduced to an outdoor activity by their parents, friends or family. By manufacturing smart gear for kids, Mountain Sprouts helps to create life-long outdoor retail customers.

### **Family Recreation**

Mountain Sprouts is committed to bringing families together through outdoor recreation. 4 out of 5 outdoor recreation participants say that these activities strengthen their family relationships. We encourage and enable families to get out and get active by outfitting children of all ages – from toddlers to teens. We have extended this concept to include active pregnant moms, so that even the expectant mother can comfortably get out and enjoy nature too.

### **Healthy Active Lifestyles**

Mountain Sprouts knows that good habits are developed early-on. We design clothes in which kids can hike, bike, camp and be active, practically from birth! We believe that instilling a love of the outdoors at a young age is key to cultivating healthy, active adults.

So, there you have it! Our existence is premised on this eternal challenge – how to balance the daily deluge of family, work, and personal health – the mind-body-spirit connection. We hereby offer the solution: cool gear for kids that works! Focus on the fun, don't worry about the elements (well, unless there's a tornado, then seek shelter...).

Mountain Sprouts products are available at select specialty retailers, nationwide. Products are also available on our website [www.mountainsprouts.com](http://www.mountainsprouts.com), and by mail-order – call or e-mail us and we will send you a catalog!

Toll Free (866) 686-7778 or [sales@mountainsprouts.com](mailto:sales@mountainsprouts.com)

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