



workbook 2018



Legend

CAMP

Products carrying the CAMP brand. Exceptions are made for several categories and products that carry the CASSIN brand in homage to the memory of Riccardo Cassin and his company, which C.A.M.P. purchased in 1997. The CAMP brand embodies an eclectic and unique blend of history, innovation, lightweight, quality, and sleek Italian design.

CASSIN

Products carrying the CASSIN brand. The roots of this technical equipment date back to 1935 when Riccardo Cassin made the first ascent of the north face of the Cima Ovest di Lavaredo (now rated 5.11d). He established his innovative climbing company down valley from C.A.M.P. in 1952. C.A.M.P. purchased the CASSIN brand in 1997 and honors Riccardo's memory by stamping his name on some of the most technical products in the line including Technical Ice Axes & Crampons, Big Wall/Aid Climbing, and Bouldering. Other select products with an established history under the CASSIN brand also carry his name.

NEW '18

New products for 2018.

UPDATED '18

Products with updates for 2018.

LIGHT&FAST

Products that are either the lightest in the world or lightest in their class.

1ST CLASS

Products with superior points of innovation making them the absolute top of the line.

BEST SELLER

Popular products that typically strike a fine balance between performance and price.

LADY

Products designed specifically for women.

JUNIOR

Products designed specifically for children.

SKI COMP

Products designed for ski mountaineering competitions. Usually the lightest and fastest in the world.

CC4U

Special markings for ice axes and crampons to show when points are dull beyond their safe limit.

Index

Ice Axes	3-15
Technical Ice	7-9
Mountaineering	9-15
Crampons	17-33
Technical Ice	21-22
Mountaineering	23-29
Hiking	30-32
Trekking Poles	33-36
Rock Protection	37-44
Aid Climbing	45-50
Pitons	51-56
Carabiners & Quickdraws	57-89
Carabiners	64-81
Quickdraws	82-89
Webbing	91-95
Rope Tools	97-115
Descenders and belay devices	101-103
Ascenders	104-106
Pulleys	106-111
Ropes Courses	112-115
Ropes	117-125
Dynamic	121-123
Static	124
Cords	125
Harnesses	127-141
Climbing	131-137
Alpinism-Ski Mountaineering	138
Groups	139-140
Chest harnesses	140
Junior	141
Chalk & Chalk Bags	142-144
Bouldering	145-148
Helmets	149-158
Via ferrata	159-168
Lanyards	163-166
Via Ferrata Kits	167
Via Ferrata Gloves	168
Campack	169-185
Mountaineering	173-177
Climbing	178
Ski Mountaineering	179-181
Trail Multisport	182-185
Essential Line	187-216
Essential Clothing	190-193
Essential Winter Outerwear	194-206
Essential Sleeping Bags	208-209
Essential Equipment	210-216
Winter Gloves	217-227
GeKo	221-222
G-Gloves	223-226
Mit'N Gloves	227
Gaiters Snow Stop	229-233
Snow Gear	235-240
Avalanche Shovels	237-239
Probes	240
Promotionals	241-244

Authentic mountain culture

In 2016, Marcin Tomaszewski was invited to the Gardena Valley in Italy to be presented with the Karl Unterkircher award for alpine accomplishments. He wanted to make the most of his trip by climbing in the Dolomites. During a trip to Premana, the historic home of C.A.M.P., he asked if we could recommend a partner. We put him in touch with another member of the C.A.M.P. team, Tom Ballard. The bond was instantaneous and the world has bold new routes like Dirty Harry on the NW Face of Civetta and Titanic on the North Face of the Eiger. Less important than the routes is the broadening of the conceptualization of what is possible.

We have seen C.A.M.P. athletes forming the strongest partnerships again in competitive ski mountaineering where the most amazing achievements are happening at the team level. In addition to European and World Championships, Matteo Eydallin and Damiano Lenzi have now won the Pierra Menta three times (2014, 2015, 2017), the Mezzalama three times (2013, 2015, 2017), the Adamello Ski Raid twice (2015, 2017), the Tour du Rutor (2014), and the Patrouille des Glaciers (2014).

What really moves us is the realization that these partnerships are not the consequence of simple desire, but of necessity. New routes are being opened and new records are being set only because individuals are finding the right teammates to get the job done. These bonds being forged inside of our athlete team touch the very core of what has made C.A.M.P. what it is today. We are proud to be at the center of such powerful partnerships and we strive to carry this kind of collaboration into everything we do and make. This is the spirit that resides at the heart of C.A.M.P., where we continue to operate as a small business from our remote village of Premana situated in the Alps of Northern Italy. Here we do not take a conventional business approach that would put delegation before collaboration or technology before humans. Instead, we are touched more and more with each passing year by the power of humans and especially by the power of the team.

Here's to another year of tying in together and discovering what is possible.

Carlo Caccia, journalist and text editor of C.A.M.P.



Tom Ballard and Marcin "Yeti" Tomaszewski on the North Face of the Eiger during the first ascent of *Titanic* - Ph. Marcin Tomaszewski



Damiano Lenzi and Matteo Eydallin in action during the Pierra Menta 2017 - Ph. Stefano Jeantet

Jeff Peabody mid-flight on the first ascent of La Quinta (5.10). The final pitch jump-across gains the summit of Oak Creek Spire in Sedona, AZ. The tower was first climbed in the 1970's by Bob Kamps, TM Herbert, and Don Wilson - Ph. Blake McCord



are brands of the **CAMP** GROUP

CAMP SPA

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A trusting team engaged in a double rope descent from Eichorn Pinnacle in Tuolumne Meadows, CA - Ph. Yann Borgnet