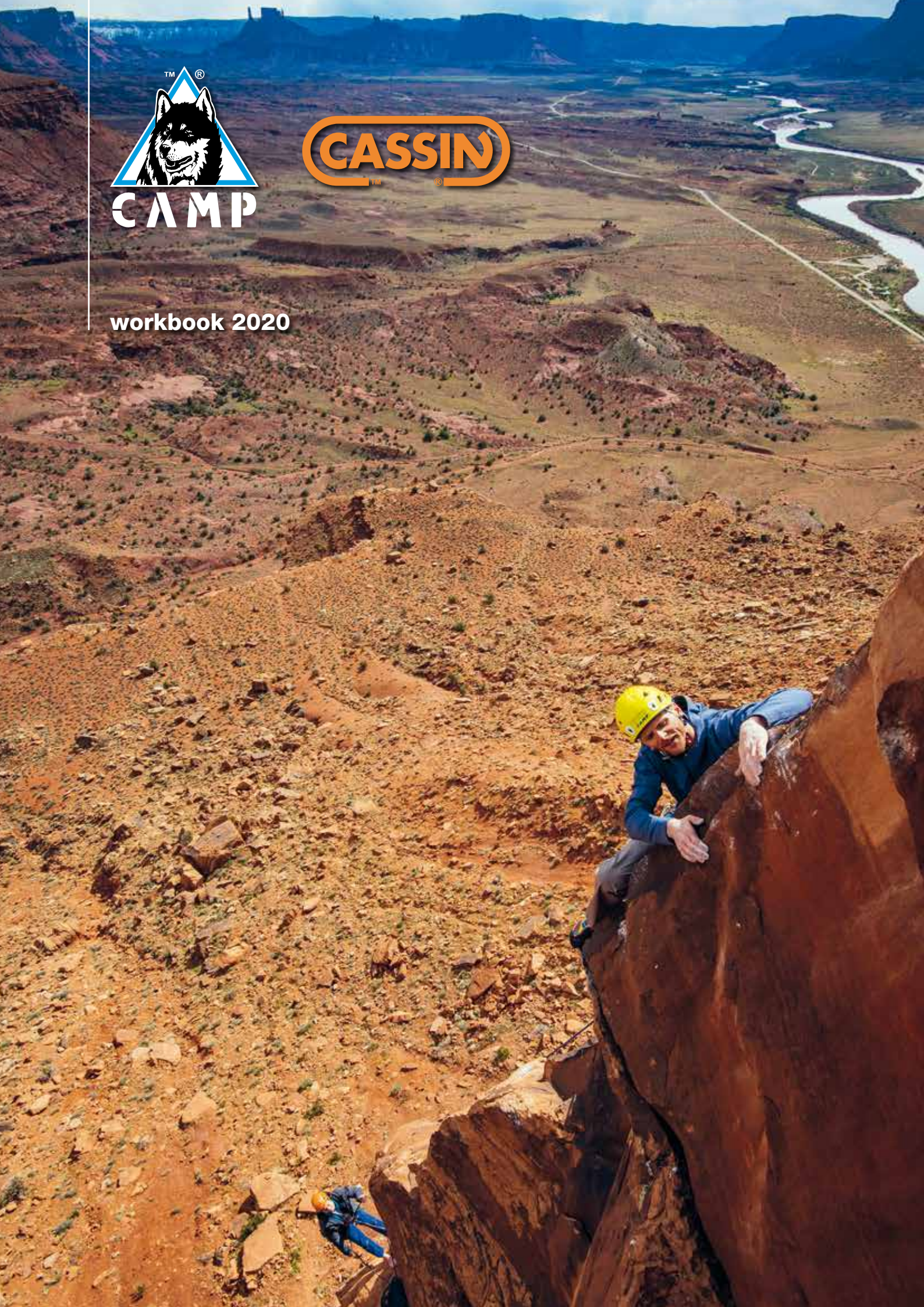




CAMP



workbook 2020





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 '20

New products for 2020.

UPDATED '20

Products with updates for 2020.

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.

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Authentic mountain culture

2019 marks the 130th anniversary of C.A.M.P. 1889 was the middle of the Belle Epoque. It was the same year that the Eiffel Tower took center stage at the Universal Exhibition in Paris and the same year that the famous green, red, and white pizza was dedicated to Margherita Queen of Italy. On April 16, Charlie Chaplin was born in London. On July 8, the first issue of The Wall Street Journal was released in New York. The cities were already restless and people had to seek peace in the mountains. In the Orobic sector of the Alps close to the town of Lecco, the thousand souls of Premana were going about their business as usual.

The Premanese are people born and raised in the hills. They have been dedicated for centuries to artisan metalworking and in 1889, Nicola Codega would set up his workshop in the upper part of the village and begin the long history of C.A.M.P.

Back to the present and the contrast is exciting. That black and white world of 1889 has given way to a multi-colored and complex reality. C.A.M.P. has seen far and gone farther with a focus always on innovation and a youthful spirit. That youthful spirit is something that C.A.M.P. continues to embrace, most noticeable in Janja Garnbret who in 2018 won three consecutive Lead World Cups and now has her eyes set on the Tokyo Olympics. It was in 2014 that C.A.M.P. started to sponsor Garnbret when she was only 15 years old!

On the snow slopes of Monte Rosa, the 2019 edition of the Mezzalama Trophy will be remembered not only for the terrible weather, but also for the incredible second place finish of the extremely young team of Giulia Murada, Ilaria Veronese, and Giulia Martini, with a combined age of 63!

And in the mountains, we take a moment to reflect on the greatest mountaineering accomplishment of 2018 with the first ascent of the huge North Face of Latok 1 (7145 m, Karakorum). Tried and tried again for decades, it was Luka Strazar and his team who would finally put it down. Luka made a presentation to the C.A.M.P. staff during a recent trip to Premana and he marveled at everything he saw that lies behind the tools he uses on the mountains. It is with this sense of wonder, awe, appreciation and youthful spirit that we continue our enterprise and to face the new challenges and possibilities that the future will hold. Firmly rooted in the past, setting the bar in the present and excited for what is yet to come!

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



Janja Garnbret competing in the Lead World Cup in Arco, Italy - © Klaus Dell'Orto



The young gun team of Giulia Murada, Ilaria Veronese and Giulia Martini at the starting line of the Mezzalama 2019...with a combined age of just 63, they took second place! - © Maurizio Torri



Luka Strazar during the first ascent of the huge North Face of Latok 1 (7145 m, Karakorum) - © Aleš esen
