

PRESS RELEASE

FOR IMMEDIATE RELEASE

October 1st, 2023



A1 SPORT BECOMES THE EXCLUSIVE CANADIAN DISTRIBUTOR FOR LORPEN

Boisbriand - A1 Sport is thrilled to announce an exclusive agreement with Lorpen, a renowned European brand in the high-performance sock industry. Starting from October 1st, 2023, A1 Sport will be responsible for the exclusive distribution of Lorpen products in Canada, covering all aspects of procurement, inventory, shipping, orders, and billing.

This new agreement represents a significant milestone in the successful relationship between the two companies, with A1 Sport already holding the role of Lorpen's national agency in Canada since 2016. This new step will further solidify its expertise in promoting and distributing sports products in the Canadian market.

The primary goal of this partnership is to optimize operations and enhance the level of service offered to retailers. This strategic collaboration also aims to ensure significant growth in Lorpen's presence in Canada by offering Canadian customers exceptional quality products that meet their specific needs.

A1 Sport promises its retail partners a seamless and smooth experience through its expertise. The distributor will continue to provide them with access to a full range of performance products and quality service.

For its operations and sales team, this represents an exciting opportunity to collaborate with a prestigious brand like Lorpen and actively contribute to its expansion in Canada.

For more information or inquiries, please contact Alain Sisler at asisler@a1sport.ca.

ABOUT A1 SPORT

A1 Sport, a division of A1 Imports Inc., was born in 2014 after years of importing and distributing sports goods to pan-Canadian retailers. The passionate sports team represents and distributes renowned brands and high-quality products for active consumers. Every detail is carefully considered to enhance their experience, serving over 1,700 stores across Canada.

ABOUT LORPEN

Founded in 1985, Lorpen is a globally renowned European company in the field of manufacturing high-quality technical socks. It has distinguished itself through its commitment to innovation, quality, and performance. The Lorpen brand is synonymous with comfort, durability, and protection across a variety of weather conditions and sporting activities.