



## PRESS RELEASE

### **Fresh wind in the brand sector Decisive - Just Beaufort 12**

CPLG expands its Brand & Sport portfolio, secures the rights to the lifestyle brand GARDA LAKERS® and is currently starting marketing in the G/A/S region. Founder and owner, Hartmut Leger, is counting on a long-term partnership covering the whole of Europe and is looking forward to the good cooperation with the team of Joachim Knödler, Managing Director Central Europe G/A/S.



The European trade mark (both word and figurative) protected 16 classes like e. g. classes of clothing, jewellery and accessories, sports equipment, food and beverage, catering and hotel, cosmetics, books and magazines, travel, incentives and events, and vehicles - on land, at the sea and in the air. Even the growth market of e-mobility and areas in the renewable energy sector are included in order to take sustainability into account.

Based on the Italian DNA, GARDA LAKERS® transports the sporty, maritime and Mediterranean spirit of the Lake Garda region. Visualized by the „G“ and „L“ of the international flag alphabet – in form of a compass needle – the brand sets an example.



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The slogan „WIND OF VICTORIES“ completes the USP. In addition to the unique Lake Garda winds, which water sports enthusiasts all over the world appreciate, the slogan also includes a refreshing experience on the bike, motorbike, motorboat, cabriolet or paraglides. Furthermore, the many and varied winds of Lake Garda are reflected in the fresh products, such as typical drinks and foods of the three regions: Trentino, Lombardy and Veneto.



In the future, you can live your life 24/7 with GARDA LAKERS® products, according to the vision of the brand owner and the licensing specialists. „From the first espresso, to pasta and wine, to the digestif, dressed in a sporty casual style,“ says Joachim Knödler, enthusiastic and convinced of the GARDA LAKERS® brand world.

In the legends of the Celts, the Romans and Goethe, Lake Garda fascinated in the past and captivated the protagonists. The passion is unbroken. Even today, locals and tourists, Olympic champions and world champions of various sports as well as top chefs share the passion for the region and more recently for the GARDA LAKERS® brand. Find your own way - Powered by the wind!

Sven Burscher, Marketing & Retail Director, is open to enquiries in the field of classic licensing, co-branding or with regard to exclusive brands in order to bring the Lake Garda feeling to the market in full.

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**GARDA LAKERS® – WIND OF VICTORIES**

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