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Tel: +44 (0)77 13 098120 Date: 18th June 2019

**For immediate release**

YKK partner with Outdoor by ISPO in the Basecamp of Inspiration

YKK was introduced to ISPO Brandnew Village in 2007 and have since been one of the main sponsors for the village whilst also launching some striking and interesting campaigns.

For the first time the “Basecamp of Inspiration” will take place as part of Europe’s largest outdoor trade fair OutDoor by ISPO being held in Munich on Sunday 30th June until Wednesday 3rd July where YKK are once again proud to support.

The Basecamp of Inspiration will hold interactive demo formats, a conference stage and networking areas.

“YKK has a great story to tell, we have many new and innovative products on our booth in Hall B4 and our team of experts can show you the functionality of these products” says Engin Ertugrul, Senior Marketing & Communications Manager, EMEA (Apparel Fastening Materials)

YKK won the trust of its customers through the comprehensive quality management and integrated production systems which provide a stable supply of high quality products globally suiting customer’s requirements. The quality of the products and services customers expect will never be compromised.

ENDS

For further information, please contact Lynn Whittingham, YKK Europe Limited, Tel: +44 (0)77 13098120

Note to Editors

YKK PHILOSOPLY CYCLE OF GOODNESS

No one prospers unless he renders benefit to others

Established 1934, 111 companies, 71 countries, 44,674 employees

over 2 million kilometres of fasteners annually

Corporate profile: <http://www.ykk.com/english/corporate/group/index.html#this_is_ykk>

The environment: <http://www.ykk.com/english/corporate/csr/eco/index.html>

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