

STOIRM


HIGHLANDER
FORCES





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HIGHLANDER

OUTDOOR

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HIGHLANDER
FORCES

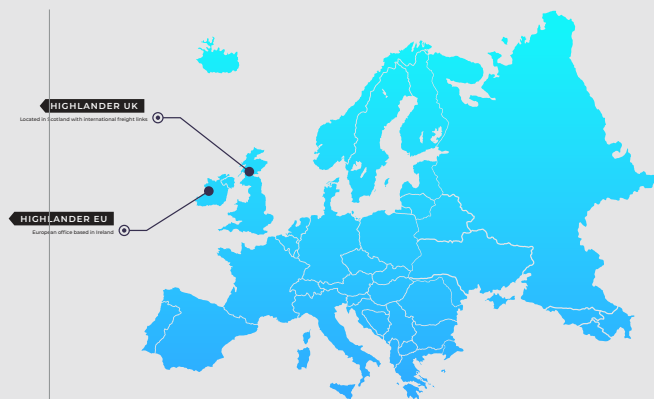
FORCES

STOIRM

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ABOUT US

Born in Edinburgh and tested in the rugged terrain of Scotland, STOIRM and Highlander Forces has been designing and producing performance oriented tactical, outdoor and survival kit since 1985. At the heart of that is a deep passion for creating tactical gear with embedded design and reliability to tackle our ever-changing climate with deep rooted functionality, durability to take on harsh environments and situations.



HIGHLANDER (SCOTLAND) LTD

Todd Square, Livingston, Scotland, UK EH54 5EF

Registered in Scotland SC162378

tel: +44 (0)1506 438 438

web: highlander-trade.com

email: sales@highlander-outdoor.com

HIGHLANDER EU LIMITED

Páirc Ghnó Ghaoth Dobhair, Doirí Beaga, Co. Dhún na nGall. F92 PT38

Registered in Ireland 709299

tel: +44 (0)1506 438 438

web: highlander-trade.com

email: sales@highlander-outdoor.com



A BRIEF HISTORY



Due to expansion, moved to larger premises

2000
Our range hits 1,500 product lines

2010

Appointed official licensees to the 2012 Olympic Games



2014

Awarded Scottish Family Business of the Year, The Herald



2017



Placed 74th in the Sunday Times 'Fast Track 100' fastest growing UK companies.

2023

New B2B portal launched



1985

Highlander founded in Scotland



1990

First produced our flagship rucksack, The Ben Nevis

2005

Expansion to current 80,000 sqft Headquarters



2013

Appointed official licensees to the 2014 Commonwealth Games



2015

30th Anniversary



2018

Signed the Armed Forces Covenant

2021

Highlander product sales begin in USA



2021/22

Highlander EU Incorporated





WELCOME

“As son of the founder, in a 2nd generation family business that was created out of a love for the Outdoors, my message to you is that building relationships and engaging in new ones are at the heart of our ethos at Highlander. One of our key missions is to make it easy and enjoyable to do business with us, and this is something we will always strive towards.”

– Ramin Golzari, Director



RAMIN GOLZARI
Director
ramin@highlander-outdoor.com
+44 (0)1506 438438



STOIRM

In the fusion between the Edinburgh metropolis where we can endure 4 seasons in a day, and Scotland's most arduous mountains, STOIRM gear was born; utility-focused through sustainable design with versatility at its core.

In the heart of our STOIRM is a product ECO-SYSTEM, engineered to keep you equipped in high-performance environments, whilst shielding you from shifting climates.

For 35 years, Our Stoirm has been brewing







Over the 3 decades our product range has expanded, but our mission has, and always will be the same; to enable you to operate in your environment knowing the kit you're using has been designed with performance focus, user-centric design and underpinned by value.

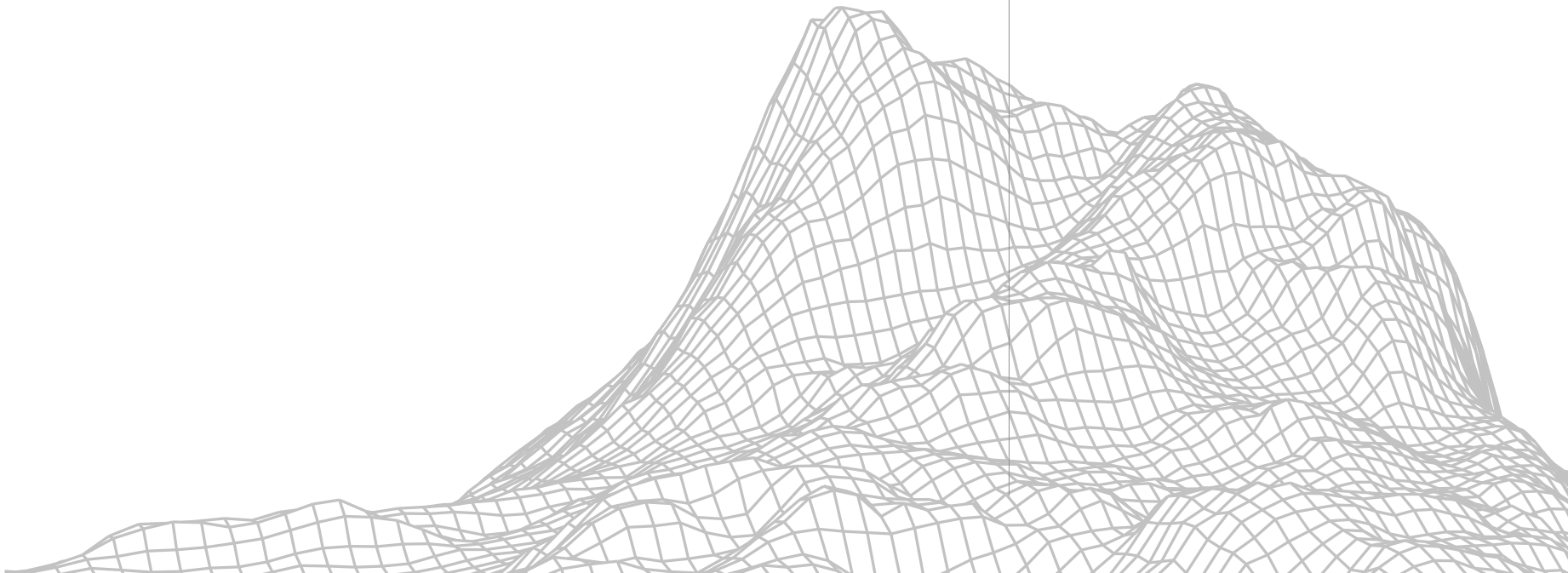
If there is any way you feel our product can better serve you, or even if you'd like to share one of your Highlander Forces experiences with us we'd be really interested to know.



GROWTH AND FORECAST

“Our business is all about partnerships. We develop long term business relationships built on trust, support and transparency. Our product quality and value proposition never goes out of fashion. We are constantly investing in our ranges, efficiency and our people so that our partners, and hence ourselves, can thrive and grow in an ever changing environment.”

– Ken Reeve, Managing Director





INSIGHTS

NUMBER OF SKUS OFFERED:
OVER 2200

STOCK AVAILABILITY
OVER 97%

FAULTY RETURN RATE
0.2%

MICROSOFT INTEGRATED NAVISION
ERP SYSTEM USED THROUGHOUT
THE BUSINESS



WAREHOUSE

COMPANY OWNED WAREHOUSE AND
HEAD OFFICE WITH A DEDICATED
TEAM OF 35 PEOPLE

OVER 7000 SQUARE METERS

CAPACITY FOR OVER 5000
BULK STORAGE PALLETS
PLUS OVER 3000 PICK FACES

4 DOCK LEVELLED TRUCK BAYS



SHIPPING AND SERVICE

- We ship daily from our warehouse to more than 50 countries across the globe
- Best in class B2B portal launched 2023
- Dedicated customer price lists
- Located on the M8 in the Scottish central belt
- Located within 10 minutes of Edinburgh Airport
- Great mark up all across all products

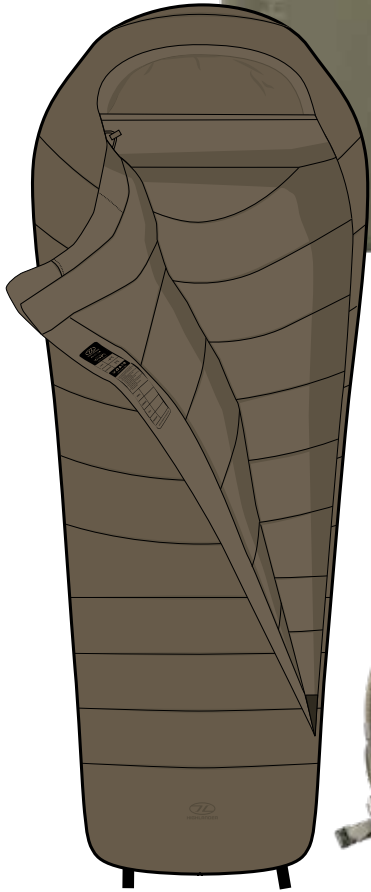




DRY SACKS (WITH NSN SERIAL NUMBERS)



SLEEPING BAGS



FORCES PINNACLE PACKS



FORCES ELITE PACKS

EAGLE PACKS



TACTICAL CAPS



WATERPROOF AND INSULATED JACKETS



HIRTA MID-LAYER RANGE



STOVES



TACTICAL GLOVES



DUFFELS AND LOADERS





MARKETING

Our inhouse marketing team live and breathe the outdoors. Over the years, the team has created thousands of pieces of high-quality content, always available at your fingertips, to support your marketing activities. We consider ourselves an extension of your team and we are ready to help and guide your Highlander business every day.



DOM GERACI
Digital Marketing Manager
marketing@highlander-outdoor.com
+44 (0)1506 438438



DAVID ALCOCK
Design and Web



INTERNATIONAL CONTACT

On behalf of the entire Highlander export team, we look forward to be growing your business. At Highlander we are a strong believer in a respectful partnership, information sharing and a high level of service.

Due to our international setup, we are able to offer you trade without friction:

- NO DUTIES
 - NO CUSTOMS
 - NO PAPERWORK
- for EU customers.

UK CONTACT

tel: +44 (0)1506 438 438
web: highlander-trade.com
email: sales@highlander-outdoor.com



YOUR DIRECT CONTACT PERSONS AT HIGHLANDER:

THOMAS WÆVER
Export Manager
tw@highlander-outdoor.com
Direct Dial: +45 22174950

MICHELLE ARRIGHI
International Sales Support
michelle.arrighi@highlander-outdoor.com
Direct Dial: +44 1506 445161



WEB PORTAL

IMPROVED **USER EXPERIENCE**

MOBILE RESPONSIVE

FAST LOADING

COMPREHENSIVE SEARCH

ALL PRODUCTS IN ONE LOCATION

**MULTIPLE CUSTOMER LOGINS
FOR 1 COMPANY ACCOUNT**

EXPANDED MENU

**AUTOMATIC SUBMIT ORDERS
FOR REVIEW ON NAVISION**





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