



# Return to the mountain

50+ years of radical value







**Hi, I'm Michele.**

VP Marketing @ MEC



A photograph of two hikers in a mountainous landscape. The hiker on the left is wearing a dark blue long-sleeved shirt and dark pants, carrying a large green backpack with a red fuel tank on top. The hiker on the right is wearing a plaid shirt and dark pants, carrying a large orange backpack. They are standing on a grassy path with a rocky, forested hillside in the background. The text "About MEC" is overlaid in large white letters, and "A little history" is overlaid in smaller white letters below it.

# About MEC

A little history



A black and white photograph of a mountain landscape. In the foreground, a calm lake reflects the scene. A rocky shoreline is dotted with several tall, dark evergreen trees. Two simple, light-colored tents are pitched on the shore, their forms reflected in the water. In the background, a large, rugged mountain with significant snow cover rises against a clear sky. The overall mood is serene and remote.

# Where it all started

On a dark & stormy night in a tent in the 1970s



# Mission

To provide great affordable outdoor gear in one place.





Our first store was this van ↪





A photograph showing four different types of Rad gear arranged in a row on a rocky, uneven ground. From left to right: a Cruiser Frame, a Large Divided Cruiser, an Expedition Cruiser, and a Medium Divided Cruiser. Each piece of gear is made of dark, heavy-duty fabric and features a metal frame with multiple horizontal and vertical supports. The Cruiser Frame is the simplest, while the others have more complex internal structures and straps. The text 'Rad gear' is overlaid in the center of the image in a large, white, sans-serif font.

# Rad gear

Eventually we started to make our own gear

**Cruiser Frame**

**Large Divided  
Cruiser**

**Expedition Cruiser**

**Medium Divided  
Cruiser**





*def:* “Gorpcore” coined in 2017, is a mainstream style trend focused around wearing functional, outdoors-inspired gear. It comes from the acronym for trail mix: “Good Ol’ Raisins and Peanuts”

# Rad Pants

Cult classics, before GORPcore was a thing

Rad Pants in the 1990s





# Deep Roots in Community

Since 1987: \$48M+ to outdoor community partners...

(which includes funding 10+ outdoor outhouse projects over the years)



# 50 years of giving a crap

1994: recycled content in fleece

1998: organic cotton

2005: first Canadian retailer to be bluesign® partner

2006: founding member of Leave No Trace Canada

2008: bag-free in stores

2008: make our factory lists public

2009: “sushi-roll” packing (to reduce polybags)

2011: founding member of Sustainable Apparel Coalition

2013: accreditation from the Fair Labor Association

2014: our first Fair Trade Certified products

2015: fund microplastics research

2018: founding member of Protect Our Winters

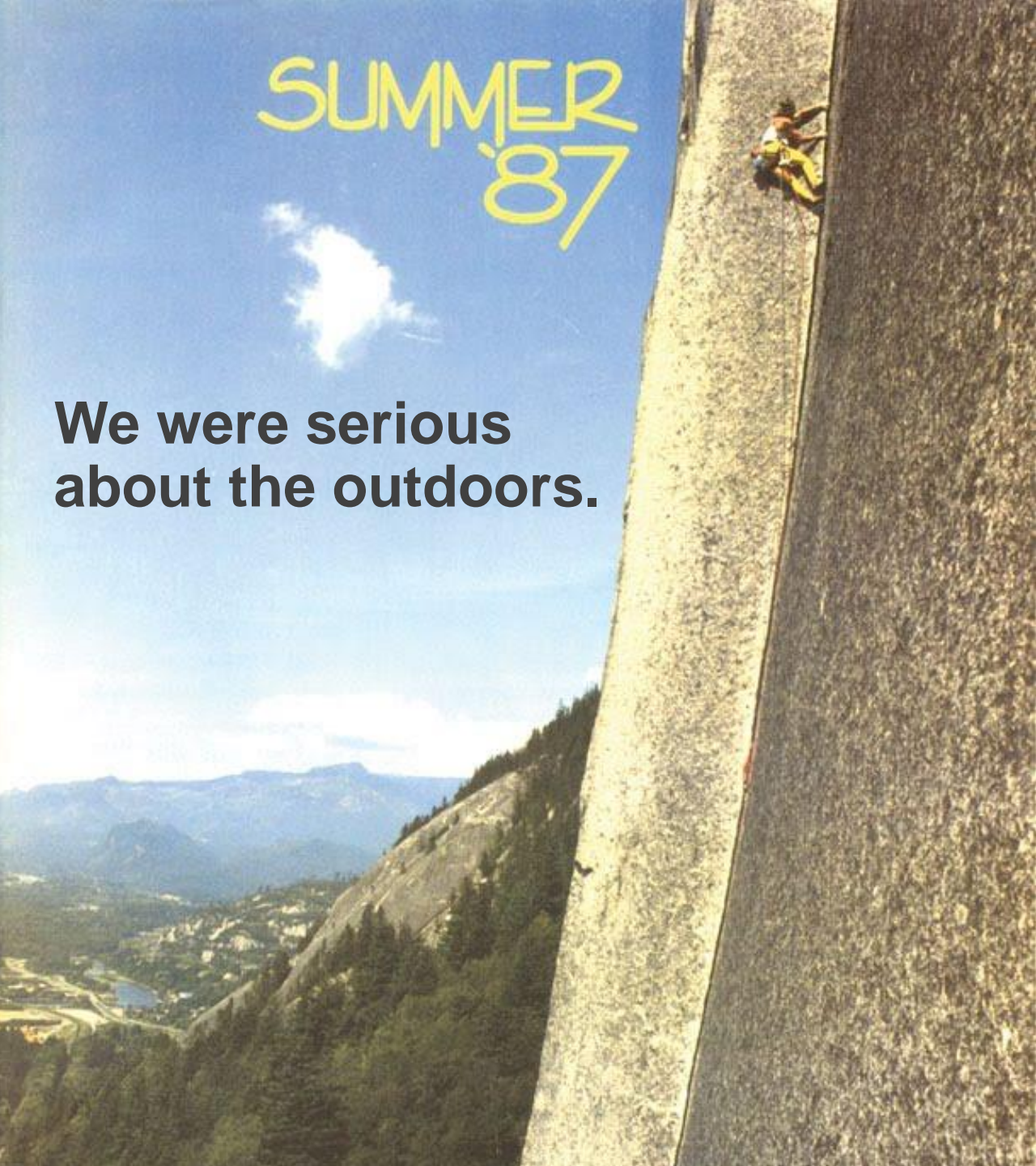
2019: close stores for day of global climate action





SUMMER  
'87

We were serious  
about the outdoors.



But not too cool.  
(Only cool adjacent)







(And we were a co-op)



A photograph of a man with a white beard and mustache, wearing a red knit hat with a pom-pom and a red puffy jacket. He is smiling slightly and looking towards the camera. The background is a snowy mountain landscape under a clear blue sky. The image has a vintage, slightly grainy quality.

# So what happened?

2020: a perfect storm



“Can I have  
my \$5 back?”





Where else are you  
going to buy freeze-dried  
lasagna, kayaks, bike tubes, tents  
climbing harnesses and titanium  
sporks all in the same place?

**Canada needs MEC**

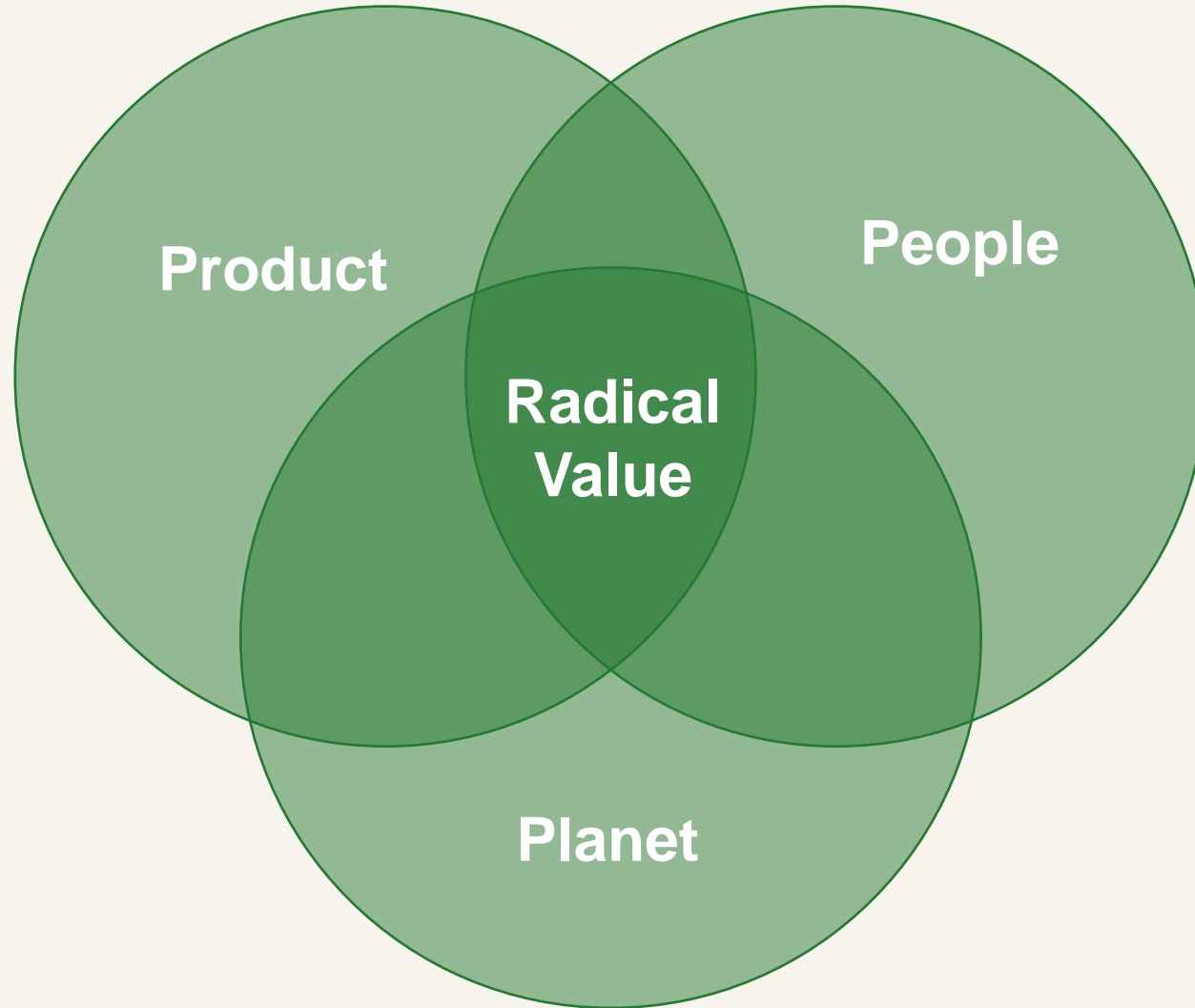




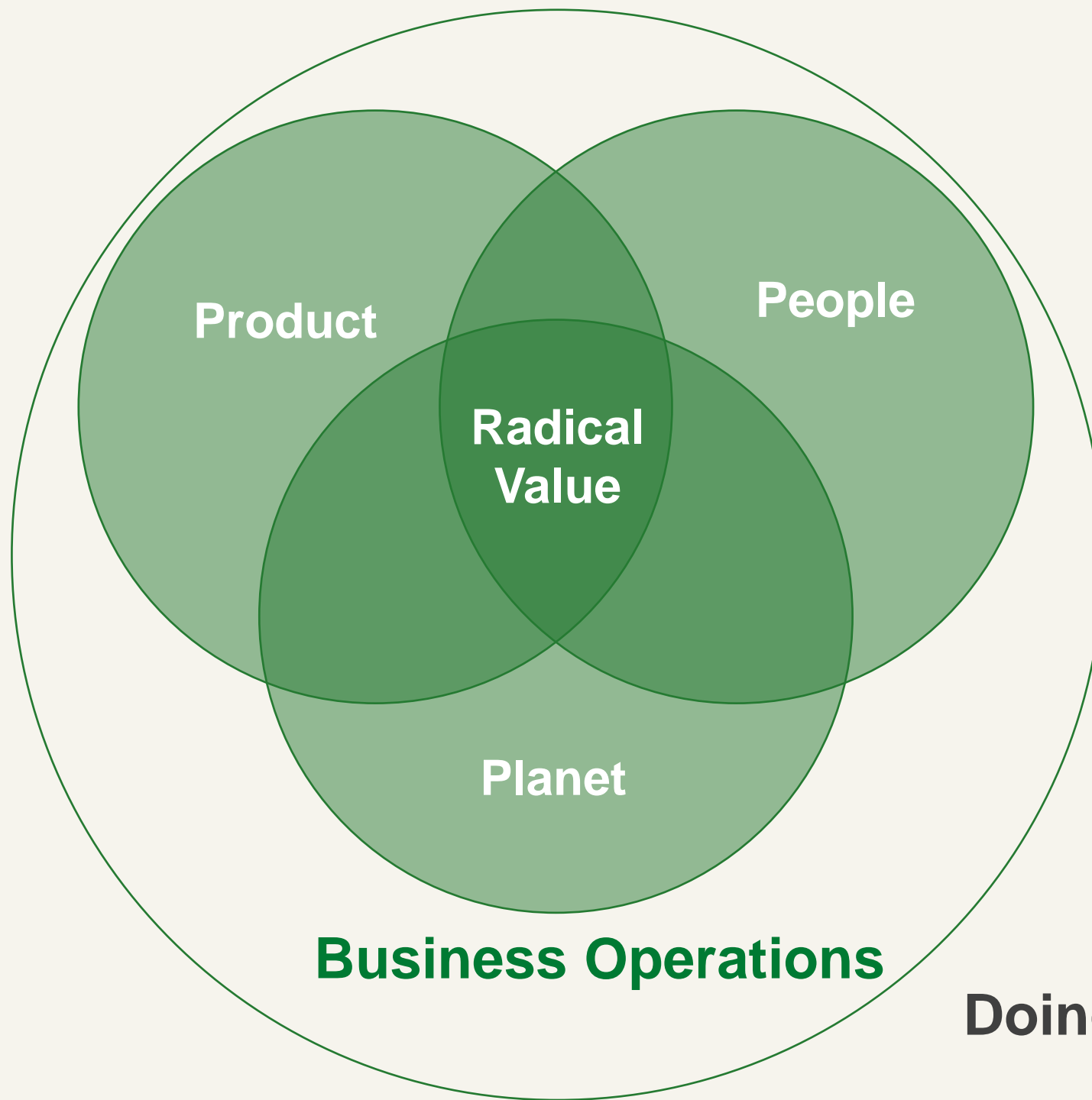
A photograph of two hikers in a mountainous landscape at dusk. The hiker on the left wears a yellow beanie and a blue jacket, holding a yellow spoon. The hiker on the right wears a black beanie and a yellow puffy jacket, holding a metal cup. They are cooking over a campfire, with steam rising from a pot. The background shows rolling hills under a twilight sky.

**A new era for MEC**  
Keep it real, not fancy









**Business Operations**

**Doing well to do good**




# Return to the mountain

(new old logo)





# A few power stats



**21**  
standalone  
stores

**3**  
Shop-in-shops

**~1500**  
Staffers

**~2M**  
Active  
members





Our people



A full-page background image of a male rock climber in a bright yellow jacket, olive green pants, and a black helmet with a headlamp. He is ascending a steep, textured rock face. A purple rope is visible running down the side of the rock. In the bottom right foreground, a blurred orange climbing tool is partially visible. The sky is a clear, pale blue.

Our planet

# Higher peaks, lower emissions

Cut emissions

55% by 2030 and 90% by 2050





# Outdoor impact

Since 1987: \$48M+ to outdoor community partners...



Avalanche  
Canada



CPAWS  
CANADIAN PARKS AND WILDERNESS SOCIETY



Leave  
No  
Trace  
Canada







# MEC's journey towards Truth and Reconciliation

Responding to Call to Action 92

**Protect Our Winters Canada**  
Turning passionate outdoor people into climate advocate  
MEC founding sponsors

**Parks Canada**  
Educate to new Canadians/campers  
Hosted 1,000 Learn-to Camp events  
Helped >65,000 folks get outside in 2022

**New Grant: Queer Gear Kits**  
Awarded to 4 new LGBTQ2S+ community group with funding and camp gear

**Truth & Reconciliation**  
First org. to recognise National Day of T & R as a paid day for action/reflection  
Increased internal education  
Increased our partnerships with Indigenous led organisations



# Our Product: MEC Label







This is Joel  
in Vancouver  
designing  
backpacks







# Modern:

A new peak in packs 2023





Rad Pants back in 2022

# Familiar: Archive favourites



Klettersack another catalogue classic from the 1990s



A hiker with a backpack is balancing on a rocky ridge in a forest. The hiker is wearing a grey long-sleeved shirt, dark shorts, a cap, and sunglasses. They have a blue backpack with a red water bottle. The hiker is in a dynamic pose, with one leg raised and arms outstretched. The background shows a dense forest of green trees and a clear blue sky. The text "Back on our bullsh\*t" is overlaid in white, bold, sans-serif font across the center of the image.

**“Back on our bullsh\*t”**



# **Future goals?**

**Keep our operating costs low**

**Our emissions lower**

**Our technical gear well priced**

**Our community growing**

**Expand our membership (hint – new locations)**

**Keep our staff climbing, hiking, biking, paddling,  
camping and using sporks on the daily**



A full-page background image showing two hikers standing on a rocky mountain peak. The hiker on the left is wearing a blue jacket and an orange backpack, with arms outstretched. The hiker on the right is wearing a white jacket and a black backpack, also with arms outstretched. They are overlooking a vast valley with dense green forests under a cloudy sky at sunset or sunrise.

# Thank you

Fan-peaking-tastic