



PRESS RELEASE  
12 July 2023 17:00:00 CEST

## USWE Sports and Giant Loop Opens Bend Concept Warehouse Showroom

**Opening Event, Wednesday, July 12, 3-9pm 63025 OB Riley Road, Suite 6**

(BEND, OR) USWE Sports AB is opening its first retail concept storefront in the USA, the USWE Sports Giant Loop Adventure Shop. Powersports packaging company Giant Loop was acquired by USWE Sports last year, and the company's warehouse now serves as the US base of operations for both brands.

The brands will host an open house on Wednesday, July 12 from 3:00 p.m. to 9:00 p.m. The new concept warehouse showroom is located at the Giant Loop headquarters at 63025 OB Riley Road, Suite 6 in Bend.

Customers will be able to try on and purchase USWE Sports hydration packs and backpacks, as well as USWE's new performance apparel for motorcycling, mountain biking and running. Motorcyclists are invited to ride to the Adventure Shop for help test fitting Giant Loop's expedition-ready packing systems.

"Bend is the ideal location for our U.S. operations," said Jacob Westerberg, CEO of USWE Sports. "The outdoor lifestyle aligns perfectly with the primary target markets of both brands: cycling, trail running, skiing and motorcycling. We look forward to becoming an integral part of the local community of outdoor enthusiasts while introducing them to our benchmark-setting, innovative product designs."

Opening Event, Wednesday, July 12, 3-9pm 63025 OB Riley Road, Suite 6

### Contacts

---

Jacob Westerberg, CEO, USWE Sports AB  
Tel: +46 (0) 732-344 318  
Email: [jacob.westerberg@uswe.com](mailto:jacob.westerberg@uswe.com)

The shares in USWE Sports AB are admitted to trading on Nasdaq First North Growth Market with ticker code "USWE". Västra Hamnen Corporate Finance AB is Certified Adviser to the company and can be contacted through [ca@vhcorp.se](mailto:ca@vhcorp.se) or +46 (0) 40 200 250.

## About Us

---

USWE ("you-swii") designs and produce bounce-free backpacks and hydration packs for the international sport- and outdoormarket. The product range has focus on high-speed activities like mountain bike, motor sports, skiing and trail running. All backpacks are based on our own designed and patented system called - No Dancing Monkey™. The product offering also include bicycle apparel in the premium segment which are sold under the trademark VOID Cycling. In July 2022 the Oregon, USA based company Giant Loop LLC was acquired. Gian Loop is specialised on packing bags for off road motorcycles.

USWE was founded in 2007 in Skåne, Sweden and today we have the whole world as our market through a well-established distribution network and web sales from our own web shop and via Amazon. The product range include backpacks, hydration backpacks, hip belts, cycling apparel and soft packing bags for off road motorcycles.

## Attachments

---

**USWE Sports and Giant Loop Opens Bend Concept Warehouse Showroom**