



OUTDOOR FOOTWEAR
SINCE 1921

PRESS RELEASE HANWAG ROTPUNKT



In the early 1980s, HANWAG, the mountain boot and hiking shoe manufacturer, was one of the first companies to make sport climbing shoes. Now, one of its iconic styles is enjoying a revival: the ROTPUNKT. The functional mountain & leisure shoe with retro styling is available as a limited edition.

ROTPUNKT – An ode to freedom. Paying homage to the free-thinking climbers and paragliders who shaped an entire era. With HANWAG boots and shoes on their feet, they went way beyond existing standards, to free new routes and explore new ground. Sepp Gschwendtner was one of these pioneers. The Bavarian climber was one of the first redpoint climbers and early paragliders. Simultaneously, as a professional toolmaker, he was also involved in developing HANWAG climbing shoes. A trip back to the early eighties, and the birth of sport climbing.



“The new climbing shoes gave you so much more feel in your feet – and this gave us massive confidence.” It opened up a whole new world. From this point onwards, it was all about free climbing.”

SEPP GSCHWENDTNER

ABOUT HANWAG

“Born in Bavaria – worn around the world”: Hanwag has been manufacturing high-quality mountaineering and trekking footwear at its headquarters in Vierkirchen, near Munich since 1921. Hanwag footwear stands for traditional Bavarian craftsmanship and durability combined with technical expertise and continuous innovation. With a specific focus on the perfect fit, robustness and high-quality materials, all of the company’s footwear is made in Europe. Almost all of HANWAG’s footwear is made using either traditional handcrafted double-stitching or cemented construction methods. Using these two high-quality techniques means that most of HANWAG’s footwear can be resoled, which in turn extends the life of their footwear.

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1980

BREAKING NEW GROUND

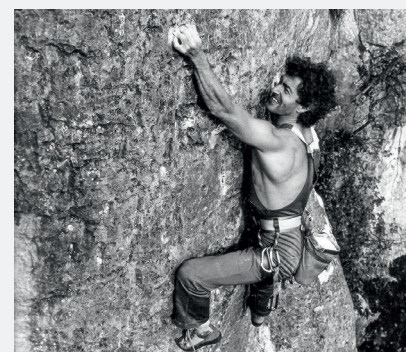
In outdoor stores, the range of mountain boots continues to expand. At the start of the Eighties, HANWAG introduces one of the first specialist rock climbing shoes, in close cooperation with Sepp Gschwendtner, one of pioneers of modern sport climbing. The shoes come just at the right time. A year later, the first ninth grade routes in Germany are climbed, by, among others, Sepp Gschwendtner. In 1985, the first ever international climbing competition was held in Bardonecchia, Val di Susa, Italy and sport climbing finally starts to gain recognition.



SEPP GSCHWENDTNER - PIONEER AND DEVELOPER

Sepp Gschwendtner was one of the top German climbers at the start of the 1980s. He made sport climbing history – wearing Hanwag rock shoes. In 1985, he was awarded the Silbernes Lorbeerblatt (Silver Laurel Leaf), the highest sports award in Germany, – along with Wolfgang Güllich and Kurt Albert. In 1981, he climbed Münchner Dach in Altmühltal in Frankenjura, Bavaria – Germany’s first ever ninth grade (UIAA) sport climbing route. In 1984, he climbed Zombie in the Quaderwand, also in Altmühltal. This was one of the first 10- (UIAA) routes. Subsequently, he went on to be one of the first ones to repeat the historic route The Face (UIAA 10-) – at the age of 40.

Simultaneously, as a professional toolmaker, he was also involved in developing HANWAG climbing shoes. In the mid 1980s, he wrote one of the first ever books about free climbing and went on to become a successful paraglider.



PERSON

Bright, colourful, different – what motivated sport climbers in the 1970s and 1980s? What influenced their special attitude and lifestyle? Sepp Gschwendtner enjoys talking about the period. There’s an extensive interview with the pioneering climber on [HANWAG STORIES](#)



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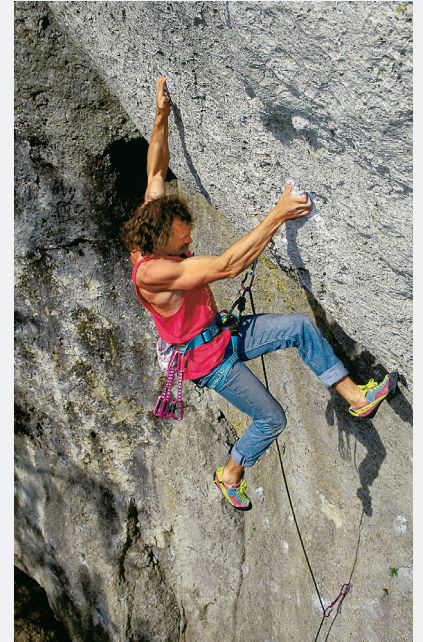
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SPORT

REDPOINT CLIMBING

Who invented it? Redpointing started in Frankenjura, Germany. It was invented by the Nuremberg climber Kurt Albert. The outstanding climber started marking routes that could be free climbed with a red dot (Rotpunkt). Redpointing involves rehearsing and then climbing a route in one go free, without falls, without resting on the rope and without the use of 'artificial aid' for progression. The demanding technique revolutionized modern sport climbing from the 1970s and 1980s onwards. Redpointing has since been adopted internationally and is now probably the most popular form of climbing all over the world. A route is generally only considered as properly climbed if it has been redpointed or climbed in an even harder style (onsight or free solo). The 'redpoint' became the accepted definition of a 'first free ascent' in sport climbing and has influenced the development of climbing grades ever since.



SHOE

ROTPUNKT – THE SHOE

HANWAG launched its first climbing shoes in the 1980s. Today the iconic design sees a revival. The ROTPUNKT pays homage to the pioneering spirit and bold colours of the period. Rock legends and free climbers, such as Sepp Gschwendtner and Kurt Albert, inspired a whole era. Originally an approach shoe, today it's a retro-inspired, functional mountain & leisure shoe with high-quality details. Both the HANWAG logo and the construction of the shoe are true to the original 1980s design. The new ROTPUNKT is limited to just 999 pairs – each pair has an embossed serial number. This special edition model comes in a custom retro shoebox with two additional pairs of laces and a number of ROTPUNKT extras.



KEEP THE SPIRIT ALIVE.

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HANWAG ROTPUNKT LL & ROTPUNKT LADY LL



Upper material: Suede

Lining: Leather

Weight lady: per pair 1000g (UK 5)

Weight men: per pair 1220g (UK 8)

Sizes lady: 3,5 – 9 (UK)

Sizes men: 6,5 – 13 (UK)

RPP 350,- EUR

[489701]-lagoon/ocher



[597700]-seablue/yellow



[523489]-magenta/lagoon



- Limited edition: 999 pairs only, each with an embossed serial number
- Retro-inspired shoebox with ROTPUNKT extras
- Two additional pairs of laces
- HANWAG 1980's logo
- High-quality suede leather upper and leather lining
- Ribbed rubber rand



VIBRAM® CHIRONICO

