



**HABAGAT®**  
OUTDOOR EQUIPMENT  
Built by Hand. Tested by Nature.

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## Habagat celebrates 20 years of adventure

Habagat Outdoor Equipment celebrates 20 years of adventure this year with a more challenging Carrera Habagat 2007 in Bukas Grande, Surigao; an all-new 20th year commemorative pack models, exciting activities like nationwide motorcades and caravan, and the sales and promotions in all Habagat outlets and dealerships.

### THE HABAGAT STORY

Twenty years ago, three friends, serious outdoors enthusiasts, were like the rest of the country, flush with the possibilities opened by the “people Power” revolt. They decided it was time to embark on a higher adventure. That is, to set up a company that designs and manufactures outdoor equipment that was far better than what was locally available then and was at par with imported equipment.

With P4,500, a motorized Singer sewing machine and pac designs informed by their own experiences as mountaineers, Habagat Outdoor Equipment was born. In not time the growing national mountaineering community was won over as the initial packs were introduced in climbs of the Mountaineering Federation of the Philippines (MFPI), climbs of other mountaineering groups and in other outdoor activities.

From then on it was a steady expansion of manufacturing facilities continuous introduction of more pack models and other products and establishment of dealership throughout the Visayas and Mindanao,

capped with the opening of the SM Megamall Habagat store 10 years later in 1997. Habagat was now a truly national brand.

Hand in hand with these, Habagat continued to be involved in outdoor activities, hosting them or supporting individuals or teams that join them. These include being part of the pioneering efforts in promoting mountain biking, caving, kayaking, rock and sports climbing --- at one point setting up the first sports climbing wall outside Metro Manila, and of late, multi-discipline adventure racing --- the Carrera Habagat.

Now on its 6th edition, the yearly race brings together the country’s top outdoor athletes in a multi-day race that serves as a live laboratory where designated Habagat packs undergo a grueling test of design effectiveness and durability have been Habagat’s commitment in all of its products since day one. All these to ensure that your adventure continues along with that of Habagat.