



CHALK REBELS

Welcome & Inspiration For Ambassadors

Welcome

IMPORTANT! Keep this, it's meant to inspire you & help you represent CHALK REBELS in your community. It's our cheat sheet whenever we talk about Chalk Rebels.

CHALK REBELS is chalk & skincare products, by climbers, for climbers. Welcome to our tribe.

We're super happy to have you on board as an AMBASSADOR.

We're a very small company but we hope to make a big impact on the climbing world. And you can help!

Mission

THE MISSION of Chalk Rebels is twofold:

1. **Make the best possible grip & skincare products for climbers.** Chalk Rebels gives you the best possible grip so you can send with confidence.
2. **Preserve the climbing environment** by educating about environmental issues. So future generations can enjoy the magic of climbing.

As an Ambassador & Fan, you can help us to achieve this mission by **promoting the brand & educating climbers.** This doc will give you some inspiration for things you can do to help!

TLDR;

- **Use Our Products.** We love product shots in social media.
- **Talk about the brand.** To other climbers & professionals.
- LESS CHALK, MORE GRIP, OWN THE SEND.
Spread the tagline.
- **Introduce us** to gym owners & retailers. Help us grow!
- **Be Authentic.** Be you. Share your climbing highs & lows.
- Climbers look up to you. Tell a good story.
Inspire confidence.
- **Educate.** Help keep climbing magic. Educate other climbers.

Less Chalk. More Grip. Own The Send.

LESS CHALK. Use chalk responsibly. You need less than you think. Brush your holds.

MORE GRIP. Grip Matters! We obsess about friction to give you the best grip possible.

OWN THE SEND. Trust Chalk Rebels for the best friction so you can send with confidence.





**CHALK
REBELS**



About

Chalk Rebels is made by 3 passionate climbers: Francis, Tianyi & Emilia.

All of our chalk & skincare products are **made with love in Europe**, by climbers, for climbers.

We are a proud member of **1% For The Planet** and plant One Tree for each product you buy online.

We plant one tree for each product purchases on our website at chalkrebels.com, certified by **One Tree Planted**.

All of our chalk products are made with clean **seawater-based chalk**. Better for the planet. And your hands.

Our magic chalk & smooth chalk contains **Upsalite® for 2x friction**. It's the first true innovation coming to chalk in over 50 years.

Feeling matters. How chalk feels matters & no climber is alike. That's why we make two kinds of chalk powder: chunky & smooth.

You can trust all CHALK REBELS products to be **backed by science, not bullshit**. We only use the cleanest chalk and best ingredients.

We encourage all climbers to use **liquid chalk as a base layer** and top up with chalk powder as necessary. Don't over-chalk.

We're committed to bringing you the best & cleanest **liquid chalk** to help you use less chalk while maintaining maximum friction.

We worry about giving you the best possible product so you can focus on what matters: enjoying the magic of climbing!

Help Us Grow

Use Our Products. The single best way to help us is to USE Chalk Rebels products, share them with your friends & SHOW you use our products. Let the products speak for themselves!

Spread Our Tagline: "LESS CHALK, MORE GRIP, OWN THE SEND!" ... we make the highest performing chalk so you will need to use less of it. And have the best possible grip so you can send with confidence.

Be Authentic. Be YOU. We don't do sponsored posts on social media, or coupon codes, or affiliate links. Incentivized posts tend to turn cringe. So we don't do that. Be yourself. Show the products. Be kind.

Help Us Keep Climbing Magic. A lot of new climbers are entering the sport. If we want to keep this sport magic for generations to come we need to treat our climbing playgrounds with respect. Do your part. Educate the people around you.

Encourage chalk moderation. Don't over-chalk. Brush your holds after you climb and educate your audience about the importance of this.

Encourage respect for nature. You know best the issues that impact climbing access in your area. Talk about those issues, raise awareness.

Thanks for joining the club. Together we can do something great for this wonderful sport! I want to leave you with these words, I don't really know what they are: a poem? a manifesto? Inspiration?

Keep Climbing Magic

Buy Less. Play More. Choose Flow Over Send.

Think Before You Travel. Travel Green If You Do.

Respect Nature. Be Few. Be Quiet. Stay on Paths.

Leave No Trace. Build No Fires. Pack Out Your Trash.

Use Less Chalk. Brush Your Holds. Be Kind.

👌 Peace 👌 - Francis, Tianyi & Emilia

THANK YOU