

# Press Release



## Panama Jack starts at belboon GmbH

Berlin, 5th March 2020 – Today, Panama Jack started as a new program partner at belboon. The Director of Account Management & Strategy at belboon, Katharina Downar, is delighted to start the cooperation with the famous label, to broaden the repertoire of fashion advertisers of belboon. Panama Jack will start in Germany, Spain and the Netherlands expanding from their previous position in the Spanish market. Our Country Manager for Spain, Vanesa Minaya, is also thrilled of the expected cooperation. “Our new belboon platform offers Panama Jack a lot of positive opportunities. For instance, it will be able to offer a full image of the customer journey. With our new platform, we can offer Panama Jack a stable tracking in the future, which is of course really important to them.”

### About Panama Jack

The stamp of Panama Jack was first impregnated in 1989 on a pair of boots - 100% made in Spain. For as long as they exist their manufacturing process took place in Spain. “We are proud of our high quality, long living and extremely comfortable product. To wear Panama Jack is a way of living”, as stated by the company. Indeed Panama Jack lays great importance on volunteer work. A series of different projects have already started:

- RUTA QUETZA: Since 1992 Panama Jack supports this project which has been led until 2016 by their good friend and adventurer Miguel de la Quadra Salcedo. Every year more than 300 young adults from all over the globe travel through the most remote and spectacular regions of South America and Spain.
- FOUNDATION VICENTE FERRER: Since 2002 they cooperate with this foundation. In this duration they build schools, apartments and reservoirs.
- FOUNDATION UN ABRAZO DE LUZ: Their cooperation has been lasting for 5 years now. Their focus lies on the support of children in a particular state of need. Where their goal is to enable a better future for them.

### About belboon GmbH

With around 1,800 partner programs and 80,000 publishers from around 50 nations, the belboon GmbH is one of the leading performance networks in the D-A-CH market. Every year belboon generates more than 2,5 million transactions. Companies of different sizes trust the international experienced account management and the market leading technology of the performance marketing network. belboon offers the possibility to use modern tracking technologies, interfaces for external partner, and works with automated, data based technologies such as retargeting or programmatic-advertising. The belboon GmbH was founded in 2002, is based in Berlin and part of the detailM group since 2018.

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