

2015 / 16

CONTRIBUTE

Oberalp Corporate Social Responsibility



**DISCOVER OPPORTUNITIES
TO CONTRIBUTE.**



*Dear business partners,
colleagues and outdoor enthusiasts,*



The Oberalp Group is a family-owned, management-driven business. Responsibility plays an important role in my family, especially where future generations are concerned. What the mountains teach us has a considerable impact on our way of thinking, on how we shape our everyday lives and our business. Values such as trust, humility and community create the foundation for our decisions.

Indeed, in the Alps, there is a fine line between the euphoria of success and the disappointment of failure. During my many adventures in the mountains, it has been my experience that intuition and guts can only take you so far – it is past experiences that prevent careless behaviour. I apply the same principle to challenges I face in my personal and professional lives. With one eye on the target, I always have the next step, the path my journey is to take and the peculiarities of the terrain in mind.

Today, as my life enters a Golden Age, I often think about what I have experienced. I look at mistakes I have made in the past and how I have learned from them. This has made me aware that taking responsibility for things you HAVEN'T done also plays a significant role. This is great motivation regarding the company's social responsibility and environmental awareness, and how we can implement this in the improvement process. It puts me in the shoes of my managers in offering a vision, an overall approach that will spur them on to plan long term and to advocate for sustainability. This always includes the challenge of developing and implementing a brand and company strategy – a strategy that doesn't just nourish short-term actions, but rather creates a healthy foundation for the future.

The modern, global, digital world we live in opens us up to an enormous wealth of information, yet I wish to remain authentic and careful, as it's important to be clear in this regard. As a businessman, father and grandfather, I feel it is my ultimate responsibility to protect core values and impart them to future generations. While doing so, I always pause and ask myself if the changes make sense before I implement them. Up to now, we have covered a good part of this journey together and I would be delighted if you would continue to accompany our business on its journey. Together, let us look ahead and face the challenges which await us in the mountains head on, accepting the struggles and efforts that are part of it because, at the end of the day, the steeper and longer the path, the more beautiful the view.

Yours,
Heiner Oberrauch

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THE OBERALP GROUP



The origins of the Oberalp Group lie with the Oberrauch family, which has been active in the textile industry for five generations. Established in 1846 by Anton Oberrauch, the original company was founded upon knowledge about, and passion for, high-quality fabrics as well as the development of treatments that enhance their features. The dedication to excellence and the benefits for the customer were paramount. From this expertise, the company developed further and began to produce and distribute functional clothing and other related products for both everyday use and more specialised occasions. The Oberalp Group we know today – founded in 1981 by Heiner Oberrauch – now employs more than 500 people and is active in various sectors of production, retail, wholesale and distribution in the fashion industry and sporting goods field. In 1990, Oberalp acquired the Munich-based *Salewa* brand and, since then, its share in the mountain sport market in Europe, Asia, the USA and other key regions has continuously increased. Furthermore, the brands *Dynafit*, *Pomoca* and *Wild Country* have also been

acquired, becoming Oberalp Group brands, thus completing our range of specialised products for the mountain sport sector. Under the guidance of Oberalp brand experts, we now have an experienced multi-national distribution unit which has the expertise to implement international brands into a national market environment. The effects of brand development are based on deep involvement of the specific user communities as well as other stakeholders, such as athletes, journalists, bloggers and, of course, a loyal base of supplier contacts. This 360 degree brand development mentality made it possible for us to pursue partnerships which include well-known brands like Speedo, Fischer, Löffler, Halti, Barts, Armada, Rip Curl, Silva and others. As a family-owned company, the Oberalp Group follows the mentality that PEOPLE, driven by the passion for sport and mountain activities, are key components and that business values are of more long-term importance. Such inspiration arises from a healthy lifestyle, dedication to the careful use of resources and to protecting the environment.

OUR HEAD- QUARTERS

With family and business roots settled deep in the rich soil and high in the majestic mountains of Italy's South Tyrol region, it's no surprise the Oberalp Group has made an impressive statement by locating its international headquarters in Bolzano.

This structure of glistening steel and glass, nestled beside the busy A22 motorway which connects Austria and the Brenner Pass in the north to all parts south, really can't be missed. This ten-storey building is the tallest in the region and, actually, we had to obtain special permission to construct it. We had to prove that it would not be taller than the churches or detract from the majestic mountains which form the area's backdrop

before the authorities would allow us to build it. Indeed, it needed to be an asset – not only to the company and to the region, but also to its employees, suppliers, international partners and the outdoor community near and far.

“I believe my responsibility as an employer and company owner is to create an environment where my staff can thrive and grow,” says President Heiner Oberrauch. “A company's headquarters is much more than a place to work. The building is a place where people can meet and socialise. They should feel at home here, and see it as somewhere they can evolve professionally.”





THE OBERALP GLOBAL HEADQUARTERS ARE THE HEART AND SOUL OF THE COMPANY, OFFERING PIONEERING ENVIRONMENTAL FEATURES IN A LANDMARK STRUCTURE THAT REMAINS WARMLY WELCOMING AND STILL DOES MORE THAN ITS PART IN SUSTAINING THE PLANET FOR FUTURE GENERATIONS.



With this personal and business mandate in the forefront of Mr Oberrauch's mind, the creation of such a unique building was conceived five years before its doors finally opened in 2011. Top global architects competed for the opportunity to make the kind of statement that was needed, with Italians Cino Zucchi and Filippo Pagliani winning the contract. Today, our building turns heads, regardless of whether you are heading north or south. Its angular structure, reminiscent of a mountain, is eye-catching and in no way looks out of place within the surroundings.

Oberalp's world headquarters was the first building in Italy to earn the "Work&Life" certification from the Climate-House Agency, which mandates that buildings achieving the award take nature and its ecological balance, as well as life and its socio-cultural aspects, into account and are transparent with regard to development and maintenance costs.

"You can't talk about sustainability if you are not willing to change yourself," Oberrauch says. "You must be honest."

The building, however, goes way beyond just being a welcoming, warm, ecological workplace for approximately 180 Oberalp employees. In fact, it offers an interface between employees and the brand with local residents, alpinists and, of course, each other:

• A climbing hall dubbed the "Cube" is among the largest in all of Italy, and a significant centre of reference for alpinists and climbers. A large gate can be opened to let in fresh mountain air, and expansive indoor and outdoor areas provide the appropriate challenge for all abilities. Heights soar to 18.5 metres. Climbing lessons and competitions take place regularly.

• We have a bistro and a park with a pond, which are ideal for taking refreshing breaks from work or climbing. Local residents are also welcome to join us for meals and snacks.

• A concept retail shop stocks all the latest gear for anybody who stops by.

• Staff can enjoy fresh, family lunches prepared by our own chef. The on-site kitchen offers a couple of meals each day for only a few Euro.

It is the building's sustainability features which are so impressive:

• A living "green roof" provides ecological insulation.

• In harvesting 436,000 kWh of energy per year from the sun, which is much more than it uses, the photovoltaic system supplies energy not only to the headquarters complex but also to the region. This also reduces CO₂ emissions by 413 tonnes per year.

• Loden wool walls offer soundproofing and a natural style.

• Its heating/cooling system relies on concrete core activation. This means the entire structure is laced with pipes embedded within the concrete. These are only slightly heated in the winter and slightly cooled in the summer. This transforms the ceilings into a very large thermal storage system, preventing rapid overheating or overcooling, regulating temperatures and saving energy.

• A technologically advanced, computer-controlled, automated central warehouse system streamlines supplies and products – handling more than 30,000 items each day.

The Oberalp global headquarters are the heart and soul of the company, offering pioneering environmental features in a landmark structure which is welcoming and which fulfils its role in sustaining the planet for future generations.

CSR AT OBERALP

MANAGEMENT CONTRIBUTION

*Sustainability is a matter of shared responsibilities
within the Oberalp Group.*



We are a group of mountain enthusiasts, a family of brands, united by our passion for mountain sports and driven by our commitment to the communities where we live and work. Our aim is to integrate the mountaineering spirit of respecting nature, preserving resources by using only what is necessary, leaving as few traces as possible and taking responsibility for those people around us in our daily life and operations as well as inspiring others to do the same.

As a global leader, we believe in our duty to operate responsibly, but also see an opportunity to create long-term positive value for society.

ALL OUR BRANDS HAVE
ONE THING IN COMMON:
A DEEP PASSION FOR
THE MOUNTAINS.

AND THE MOUNTAINS TEACH
US TO LOOK BEYOND
THE OBVIOUS AND DECIDE WHAT
IS REALLY NECESSARY.

Massimo Baratto, Oberalp Group CEO, Salewa General Manager.

Reiner Gerstner, Oberalp Group Brand and Marketing Director.

Andrea Garzotto, Oberalp Group Human Resources Director.

Marie Måwe, Oberalp Group CSR Manager.

Benedikt Böhm, Dynafit General Manager.

Josep Castellet, Pomoca General Manager.

Stefano Madau, Wild Country General Manager.

Massimo Baratto – *on sustainability and company culture*

“Sustainability started as a project within the Oberalp Group and has found its way deep into our culture. We believe this is a logical consequence that derives from our enthusiasm and our love for the mountains. There is no love without passion, but also not without respect for what we love. To establish this culture, we went through a process that calls for the ability to change. For example, when we started working on sustainable product solutions, we asked experienced partners like bluesign® for support. Today, our product managers automatically search for the most sustainable solutions. It has become an unprompted and proactive approach in the development of new products. As a result of this shift in the mindset of our associates, 50 per cent of products in our 2015 spring/summer collection now use bluesign®-approved apparel. That’s up from a mere 10 per cent in 2011. This really makes us proud.”

Reiner Gerstner – *on sustainability and community contributions* “To contribute also means to inspire, to create a positive community that drives social responsibility and sustainability. This community should unite people from both inside and outside the Oberalp Group. As a company active in the outdoor business, we believe it is our duty to spread the word and to provide a platform that brings together people with a common goal and a long-term vision to change things for the better in life. Positive attracts positive, and strong networks help to achieve objectives.”



» **Reiner Gerstner**, Oberalp Group Brand & Marketing Director.

Andrea Garzotto – *on sustainability and employees*

“We want new employees to become part of a team that puts people first. This also means understanding that we each have to consider our individual actions and what their consequences might be. To that end, it is important that new employees, as well as those who have worked for us for a longer period, have access to all relevant information that explains our company vision. It is our responsibility, as the management team, to work together to provide these kinds of communication tools – authentic, credible, accessible and consistent in the messages we want to provide.”

WE BELIEVE IT IS OUR DUTY
TO SPREAD THE WORD AND
TO PROVIDE A PLATFORM TO
CHANGE THINGS FOR THE
BETTER IN LIFE.

WE STILL HAVE A LOT TO LEARN. WHEN IT COMES TO CORPORATE SUSTAINABILITY, EVERYBODY CAN BECOME A DRIVER, SO OUR MANAGERS MUST LEAD BY EXAMPLE.

Marie Måwe – on sustainability and work

“Work is a part of life. As a company, we need to offer several ways to enable our employees to feel this way. Examples are a kindergarten, longer parental leave, and healthy on-site nutrition. All of this adds value to our colleagues’ daily lives, but we also believe we still have a lot to learn. When it comes to corporate sustainability, everybody can become a driver and we want this to be an integral part of our company, so our managers must lead by example. They must be the first to embrace sustainability and responsibility in our business.”

Benedikt Böhm – on sustainability and Dynafit

“Our team actually spends a large part of its work and leisure time in the mountains. These activities teach us to look beyond the obvious and decide what is really necessary. This means a continuous search for what makes sense. Our interpretation of this search includes the commitment to manufacturing our products in Europe. This means we remain close to home and close to most of our primary markets. This is something that makes sense for the Dynafit brand. Today, we produce 82 per cent of our products in Europe, and our goal is to bring more production back home, so this figure can reach 90 to 99 per cent.”

Josep Castellet – on sustainability and Pomoca

“Sustainability is not a communication topic. It concerns hard facts and critical issues, engaging our quality of life and, mainly, our children’s quality of life. At Pomoca, we develop skins for ski touring. We, therefore, have to face a definitive challenge when it comes to the performance of our products. This performance relies on the use of chemicals for waterproofing treatments – substances that may have been proven to have negative influences on the environment and on people’s health.

I am talking about PFCs. We dedicate a lot of time and resources to the search for better solutions, and I can say we have already achieved some excellent results along the way. Since April 2015, we can confirm that we no longer



» **Marie Måwe**, Oberalp Group CSR Manager.

use PFCs in our treatments! Yet, this doesn’t solve the entire problem. Fluorine is still used in our treatments (like in all other existing treatments today). This is not as dangerous as PFCs, but still not 100 per cent harmless. Therefore, we continue to research fluorine-free treatments and hope to present exciting results very soon. We aren’t doing this because we hope to sell more products, we’re doing this for the sake of ourselves and our children, because we must take an active role in protecting the planet.”

THERE IS NO LOVE WITHOUT PASSION, BUT ALSO NOT WITHOUT RESPECT FOR WHAT WE LOVE. TO ESTABLISH THIS CULTURE, WE WENT THROUGH A PROCESS THAT CALLS FOR THE ABILITY TO CHANGE.

Stefano Madau – on sustainability and Wild Country

“Wild Country is a small brand, but one with a strong community. Climbing is what we do in work and in life. Even though it remains a niche activity, we know it still has a considerable social impact. What we can learn from climbing is the approach to a balanced life, and balance is a prerequisite for sustainability. Every climber has to find a connection with people who share his or their passion. Within this network, climbers need to build trust that helps them challenge themselves and set new goals. We have taken the lessons learned from climbing and apply them when leading our actions as a brand.”

TOGETHER WE CAN

Salewa meets Sherpa Women



Our mission for the community

Mountains are sources of inspiration and power. We move among the world's alpine climbs in search of adventure, escapes and encounters with nature. Then, we return with innumerable impressions and deep insights – including insights into our own selves that appear minute against the mountains' majestic beauty. High up in the mountains, our focus turns towards the essentials, as well as towards respect for nature in all its forms. Moreover, there's also camaraderie, a fellowship that makes our experience of the moment both intense and comforting at the same time. Salewa wants to contribute to raising awareness of those special moments, ensuring that our actions reflect respect for the community. This means looking beyond one's own needs and coming up with specific initiatives that make sense in their entirety.

Sherpa Women – a special project

Sometimes it's the most beautiful places that give rise to the greatest suffering. We turn our gaze westward towards Nepal and the Himalayas, a place that has conjured up myths, dreams and also terror for generations of climbers. Here, people live in harmony with the mountains and nature. People share our passion for mountain sports and make a living out of it. These are people with whom we feel a deep connection which transcends geographical boundaries. Unfortunately, it is also true that women traditionally play a subservient role in this area. Even today, they are often oppressed and are not permit-

ted to express themselves freely in life. Through on-site visits and exchanges with local institutions, we formed a picture of the situation and are committed to making a difference for these women.

In 2011, we launched the Sherpa Women Project, a movement for women in this region, dedicated to adding a female chapter to the history of mountaineering in the Himalayas. Specifically, this means that we offer specialised training for a group of women selected by our local partners. The training is supported by English language courses, which is a prerequisite for jobs in the Nepalese trekking business. In addition, through practical training in the mountains, these women learn the basics of climbing and organising mountain tours. To us, this is about creating a sense of belonging through shared experiences in the mountains and building networks. A three-week, intercultural trekking trip in November 2014 was our modest attempt to build a bridge between different cultures and open up new perspectives for these women. We are mindful of the fact that such a project only makes sense if it has scope to endure long-term and is established in dialogue with local initiatives.

In Paulo Groebel, a French mountain guide who has lived and worked in Nepal for many years, we found an excellent ambassador who helped us to organise the on-site training and connected us with the right people. "The goal of the





IN 2011, WE LAUNCHED THE SHERPA WOMEN PROJECT, A MOVEMENT FOR WOMEN IN THIS REGION, DEDICATED TO ADDING A FEMALE CHAPTER TO THE HISTORY OF MOUNTAINEERING IN THE HIMALAYAS.

» Mountain guide Paulo discussing the route with two Nepali participants.





» Great group, great memories. At Annapurna Sanctuary in November 2014.



» In addition to the Nepali participants selected, six European women, among them an Oberalp associate, participated in a kind of “sponsorship programme” on a three-week trek in Nepal.



Sherpa Women Project is to show, share and promote the idea that Nepali women, from all over the country, from all ethnic groups, castes, conditions and education are able to trek and to climb in the Nepal Himalaya, and work in the mountaineering industry of Nepal. Sherpa Women is only a name for the project, the project itself is dedicated and open to all Nepali women,” Groebel explains.

Our vision and next steps

Women in western Nepal should have the opportunity to earn their own livelihood. In an area that has been touted as one of the dream destinations of international mountaineers, alpine climbing is being enriched by the female element. Over time, a dwelling place will be created to give this initiative a home, space to meet and to mark a starting point. In the future, Nepali women will be able to take charge of their own destinies and mark out their own paths - in the mountains and in daily life. In the next step, we will be working with the International Climbing and Mountaineering Association (UIAA) and Nepalese institutions to secure official recognition of the courses we organise, along with their integration into the official course programme.

The milestones at a glance:

In **2011**, Salewa established contact with the local NGO “Empowering Women of Nepal”. This led to the creation of the joint aid project “Sherpa Women”. The aim of this project is to provide women in western Nepal with specific training in the tourism and trekking industry so they can find work and earn their own living. The training programme is designed to run for two years. Salewa is supporting the initiative by donating one Euro per item of clothing sold from a designated range. In December **2013**, a group of Nepali women started three weeks of basic training in the Naar Phu area of Nepal.

In November **2014**, the next stage of the “Sherpa Women” project started. This time it was all about cultural exchange. In addition to the Nepali participants selected, six European women, among them an Oberalp associate, participated in a kind of “sponsorship programme” on a three-week trek in Nepal.

Follow the project on ***salewa.com***
Facebook.com/sherpawomen



» *Diku Tamang, a participant in the Sherpa Women project.*



» *Our colleague Emy Leitner in Nepal.*

»	TOTAL DONATIONS
	2013 EUR 30,371
	2014 EUR 38,210



DYNAMIC BY NATURE

Dynafit's emphasis in its CSR work has been its efforts to protect the snow leopard. In addition, however, the brand is continuing to work to improve its value chain, increase the number of products that are "Made in Europe", extend product lifecycles, support production at Caritas facilities for the disabled, and further emphasise the integration of both Fair Wear Foundation-approved working conditions and bluesign®-approved materials.



DYNAFIT



Snow Leopard Trust: our lengthy partnership

The snow leopard is not only Dynafit’s trademark, this beautiful big cat (panthera uncia), which lives and thrives at high altitude, embodies all our brand’s values and cultures better than any other living creature. This is why a stylised image of a regal snow leopard’s head was selected as our brand’s emblem. This is, however, more than just an emblem. It is our inspiration... the very embodiment of the characteristics and skills required to ensure survival in the mountains. The snow leopard is, indeed, a magnificent animal, with the perfect combination of speed, slick and supple movement and dynamism.

A truly extraordinary and impressive cat, the snow leopard has been “critically endangered” since 1972. Today, there are only an estimated 3,500 - 7,000 living in their native habitats, high in the central Asian mountains we have grown to love – the Himalayas, Karakoram, Hindu Kush and others – and the population continues to shrink for many reasons. Examples are poaching for their beautiful fur, retribution killings if they are deemed a threat to livestock, mining, and loss of habitat and resources. We must take steps to prevent their extinction. This is why we at Dynafit continue our long-term working relationship

with the non-profit Snow Leopard Trust, based in Seattle, Washington, in the United States. Since 2007, we have supported this organisation, which was founded in 1981, with donations, gear and mutual projects, alongside our work raising awareness through our international media connections. The Snow Leopard Trust is a global leader for the protection of, education about, and research regarding this wonderful wild cat.

So far, the most successful project as part of this partnership has, without a doubt, been our Snow Leopard Day, which took place for the fifth time in 2015. Public ski mountaineering events are held around the world where participants can “collect” vertical metres, which Dynafit then turns into a one-cent-per-metre donation to the Snow Leopard Trust. Since its inception in 2010, the event has attracted 3,000 participants in nine countries, all of whom have become more aware of the plight of the big cat depicted by Dynafit’s logo. The resulting donation goes to projects which the trust and Dynafit select each year. Since the launch of our partnership, annual donations have included gear, cash and in-kind donations.




Snow Leopard Trust

The Snow Leopard Trust is the largest and oldest organisation working solely to protect the endangered snow leopard (Panthera uncia) and its habitat in twelve central Asian countries. The Trust is a non-profit organisation with its headquarters in Seattle, Washington.

The present total population of snow leopards in the wild is estimated at between 4,000 and 7,500.

WWW.SNOWLEOPARD.ORG

- 2007
PROJECT BEGINS
- 2008
PURCHASE OF HAND-MADE STUFFED ANIMALS VALUED AT *US\$ 1,300*
- 2009
SALE AT AUCTION OF THE ERLÖS PROTOTYPE SKI FOR *EUR 1,100* WITH PROCEEDS GOING TO THE SNOW LEOPARD TRUST
- 2010
FIRST SNOW LEOPARD DAY IN AUSTRIA – 184,500 VERTICAL METRES ACHIEVED RESULTING IN A DONATION OF *EUR 1,845*
- 2011
THE SNOW LEOPARD DAY EXPANDS INTERNATIONALLY TO INCLUDE EIGHT COUNTRIES – *EUR 3,000* DONATED
- 2012
2ND ANNUAL INTERNATIONAL SNOW LEOPARD DAY – *EUR 4,000* DONATED
- 2013
3RD ANNUAL INTERNATIONAL SNOW LEOPARD DAY – *EUR 7,000* DONATED
- 2014
4TH ANNUAL INTERNATIONAL SNOW LEOPARD DAY – *EUR 9,000* DONATED
- 2015
5TH ANNUAL INTERNATIONAL SNOW LEOPARD DAY – *EUR 9,000* DONATED



1 GERMANY
50.0 %
value (FOB)

5 TAIWAN
4.8 %
value (FOB)

9 CHINA
2.3 %
value (FOB)

2 ITALY
17.0 %
value (FOB)

6 LITHUANIA
4.2 %
value (FOB)

10 FRANCE
0.5 %
value (FOB)

3 AUSTRIA
8.4 %
value (FOB)

7 SWITZERLAND
2.5 %
value (FOB)

11 SLOVENIA
0.2 %
value (FOB)

4 SOUTH KOREA
7.3 %
value (FOB)

8 HONG KONG
2.5 %
value (FOB)

Made in Europe

We are proud to have a value chain which is improving daily. As an innovator and developer of technical equipment and gear for mountain sports, our biggest challenge – next to, of course, the quality and performance of our products – remains how to work sustainably. The safety and responsibility of our users in the mountains is a given, as is, of course, a social responsibility to people and the planet. All along the value chain we look to conduct business sustainably and engage in transparent communication with all our user groups. Fair working conditions, high quality standards, shorter transport distances – all of this conserves resources and is our

highest priority in the ongoing search for appropriate production facilities in Europe. At this time, more than 80 per cent of our products are produced in Europe – and we are very proud of that fact, although we do continue to make improvements here. Yet, if we look a little closer, we see that 100 per cent of bindings, our core product, is made in Europe. As part of our partnership with Caritas, production workshops which employ the disabled, they are produced at three facilities in Germany.



» Dynafit's working lab in Aschheim, Germany.

Lengthening product life

In-house repair and service product “life” refers to the length of time a product can perform and be used before some key components must be replaced or repaired. Regardless of the type and intensity of use, product life can be extended with proper care, regular maintenance, and repairs. This is especially true for more technical products. With that in mind, it is clear that developing service and repair options are vital.

As our brand's mission is to provide passionate mountain athletes with gear that is innovative, lightweight and premium, Dynafit places a high value on customer service. We pursue core values such as speed, performance and technology plus less weight, while also working to improve product life. Thus, one goal is to avoid excess product waste. We are expanding the selection of replacement parts that we offer customers free of charge at our retail outlets – including long after a product is discontinued – and every subsidiary operates a workshop with trained personnel who can repair our products.

» IN HOUSE REPAIR SERVICE COVERS:

BINDINGS

85 DIFFERENT REPLACEMENT PARTS ARE KEPT ON HAND SO WE CAN REPAIR NEARLY 100 PER CENT OF BINDINGS.

FOOTWEAR

315 REPLACEMENT PARTS AND SPECIAL TOOLS ARE AVAILABLE.

POLES

ALL PARTS THAT EXPERIENCE WEAR AND TEAR ARE IN STOCK. THESE INCLUDE, FOR EXAMPLE, REPLACEMENT BASKETS AND PARTS WHICH ARE USED TO MEND BROKEN SHAFTS.

PACKS

PARTS THAT CAN GIVE OUT WITH WEAR, FOR EXAMPLE, BUCKLES, ARE ON HAND.



» Caritas production workshop in Passau.

TODAY, MORE THAN
80 PER CENT OF OUR
PRODUCTS IS PRODUCED IN
EUROPE, AND OUR GOAL
IS TO BRING MORE
PRODUCTION BACK HOME.



IN THE DONAUHOF FACILITY

40 ASSOCIATES PRODUCE TOE PIECES. IN 2014, 140,000 UNITS WERE MADE.

IN THE POCKING FACILITY

APPROXIMATELY 127,000 BINDINGS WERE PRODUCED.

IN THE DREIFLÜSSE FACILITY

APPROXIMATELY 30 ASSOCIATES MADE 9,700 TOURING BINDINGS.



» **Benedikt Böhm**, Dynafit General Manager.

Enabling the disabled

Production in partnership with Caritas facilities: In today's culture, much of our lives is filled with work, which can be a satisfying and fulfilling experience. Dynafit, therefore, entered into partnership with Caritas in 1999. Caritas is an organisation which makes it possible for disabled people to enter into the world of work by providing facilities that cater to their specific needs, thus enabling them to experience the independence, involvement and recognition Dynafit believes they should have.

It is in these facilities where most of the assembly and production of our ski touring bindings takes place. The employees work full-time, are highly motivated and the equipment is modern and accessible. 9,700 touring bindings were produced by 30 members of staff in 2014. Through continuous development of the assembly process and our own testing facilities which measure, for example, binding release forces, high quality standards are guaranteed! This partnership is really important to us, so much so that Dynafit team members paid a visit the Pocking facility in early 2015 and associates were taken on a short ski tour so they could test the products they make. Their excitement and enthusiasm was indescribable!

SWISS MADE

For Pomoca, moving towards more sustainable manufacturing and environmentally safer products is part of our DNA – so much so that we don't put an emphasis on communicating what we do ... we just do it!

Still, for such a small company with such a small team, what Pomoca, the world leader in ski skin manufacture, does to support CSR is quite substantial. In just the last few years, our efforts have grown considerably.



**PO
MO
CA**
SWISS MADE



» Pomoca employee sewing skins in Denges, Switzerland.

FOR SUCH A SMALL COMPANY WITH SUCH A SMALL TEAM, WHAT POMOCA DOES TO SUPPORT CSR IS QUITE SUBSTANTIAL.



» Josep Castellet, Pomoca General Manager.



1.

THE SWISS BRAND HAS MADE GREAT STRIDES IN DECREASING THE USE OF PFCS IN ITS SKINS – WE COMPLETELY CONVERTED TO C6-BASED CHEMISTRY AS OF SPRING 2015, BUT THIS IS JUST THE BEGINNING.

2.

WE HAVE INCREASED OUR WORK WITH MANUFACTURING PARTNERS WHICH ENABLE PEOPLE WITH DISABILITIES TO MAKE OUR PRODUCTS, WHICH ARE ALL PRODUCED IN EUROPE. WE EXPECT THIS PRODUCTION AVENUE COULD BE RESPONSIBLE FOR A HUGE PERCENTAGE OF PRODUCTS VERY SOON.

3.

CUTTING BACK ON WASTE IN PRODUCING OUR SKINS IS AN ONGOING ENDEAVOUR, WHICH HAS NOW GONE HIGH-TECH AND SEEN HUGE IMPROVEMENT – WITH SOME POTENTIALLY BIG STEPS DOWN THE ROAD.



» Pomoca skins ready to be mailed to international customers – directly from Switzerland.

PFC-free skins: not an option, but a mandate

PFCs, or perfluorinated compounds, are a bane to the industry because of the damage they cause to our beloved environment. When it comes to ski skins, the transfer of processes is not an easy one since performance of skins on the snow – and the safety that comes with that – is a requirement. If the skins aren't waterproof, they absorb moisture from the snow and freeze, which causes them to lose performance.

The question is not how PFCs in skins will harm us – at least not directly – rather how they will get into the environment and cause damage to it. With skins, the transference to the environment happens more directly due to the friction with the snow which, in turn, can release PFCs into snow and, later, into the environment. Any fluorocarbons, therefore, used in the manufacture of skins must go. As of April 2015, we have made the move to 100 per cent C6-based chemistry – this was the first step, for sure, and one that came with some difficulty, but tenacity is our nature.

The next step for us is to get rid of all fluorocarbons without losing performance. Our work to that end is a blur because we are in full swing with the development of a more environmentally safe product. In fact, five per cent of our sales are being invested in this, and, of our seven-strong team in Switzerland, two team members are working in research and development. This means 29 per cent of our staff is dedicated to progress in this area.

“Finding ways to avoid all use of chemicals is our aim,” says Pomoca General Manager, Josep Castellet. “Continuing to use PFCs is perhaps easier, but it is not the best answer by far.”

Made-in-Europe products: Manufactured with pride by disabled people

Our work with manufacturing partners who enable

people with disabilities has grown exponentially in just the last two years. What we love about this partnership is, of course, not only how it helps to enable the disabled, but also how it keeps our manufacturing base in Europe. Our first partnership began in 2013 with a group called Ampans based in Manresa, near Barcelona, Spain. There, people with mental disabilities can complete simple assembly tasks, such as putting things in bags.

“Ampans is a huge foundation that just celebrated its 50th anniversary,” Castellet says.

Then, in 2014, we began to work with an agency called

L'Adapt, which is based near Annecy, France. In the first year, the group and its staff made 1,000 skins as a test run. In 2015, we expect the group to make about 15,000 skins – or roughly 14 per cent of our total. By 2017, that number could jump to as much as 80 or 90 per cent of our total production. At L'Adapt, employees can perform relatively complicated tasks such as, in our case, stitching on the front and back attachments and packing and labelling the product. This work is carried out after we laser-cut the pieces at our headquarters in Switzerland and send them to L'Adapt.

“To do the work they do we would need four to six full-time employees,” says Castellet.



Reducing Waste: Good for the environment, good for costs

Eliminating waste is another of our huge goals since every little shred of material we throw away could damage the environment, not to mention how this excess is worked into costs, driving up the price for the consumer.

Laying out a narrow fabric pattern with curves and a narrower waist may sound easy, but determining how to lay these patterns out best to eliminate waste has meant that Pomoca now uses a special software program that



» Pomoca Headquarters in Switzerland.

ELIMINATING WASTE IS ANOTHER OF OUR HUGE GOALS SINCE EVERY LITTLE SHRED OF MATERIAL WE THROW AWAY COULD DAMAGE THE ENVIRONMENT.



controls production. “It monitors materials, what we use and measures our efficiency,” says Castellet. This, in turn, gives the company indicators as to where it can improve. This was implemented in 2015 and the data will be analysed to determine the next step. Actionable results are expected by 2016. Meanwhile, there is the matter of how to lay out skin patterns on the materials for cutting. That, too, depends on the kind of roll of materials Pomoca has to

work with. If all goes as planned, in the coming years of testing, new procedures could cut losses by as much as 30 per cent. This means 30 per cent less wool, polyesters, glues and rubbers – as well as the current C6 treatments in them – that would otherwise go directly to landfill. “The best thing for the environment,” says Castellet, “is to have nothing to throw away.”

BABY SEALS



» *The Saimaa ringed seal lives for around twenty years. Only 300 are left in the wild.*

Kaarina Tiainen inspires peace and determination as she juggles her family life and her passion for seals. She is currently engaged in an active struggle against fishermen and politicians for the protection of the Saimaa ringed seal, the seal species most threatened with extinction. One of her missions is to visit schools, kindergartens, and cultural events to raise awareness about the Saimaa ringed seal and the other inhabitants of Lake Saimaa so that the next generation will know how to preserve and protect them. The Saimaa ringed seal is a subspecies of the ringed seal, and was isolated from the Baltic Sea in Lake Saimaa, Finland, some 8,000 years ago. It has been estimated that, right after the ice age, the population of Saimaa ringed seals was several thousand. During the 20th century, the population of Saimaas fell

drastically from 1,000 to 150, mainly as a result of hunting. In 1955, seal hunting was banned. Currently their greatest predators are non-approved nets and traps, made of nylon, and environmental toxins. Work on protecting the species began in 1980; since then the population of Saimaas has climbed to 300, but this still is not enough to preserve the species.

Nowadays, their greatest predators are illegal fishermen (non-approved nets and traps are responsible for 50 per cent of baby seal deaths), an increase in the number of tourist cabins on the shore of the lake, and climate change (very poor weather conditions in mid-winter). Our sport is directly connected to the seals since, as recently as the 1930s, climbing skins were made from real



» **Kaarina Tiainen**



» *Saimaa Lake is about 250km east of Helsinki and 200km north of St. Petersburg. The lake contains around 14,000 islands.*

seal skin. Even today, the skins are called “seal skins” in several languages. To highlight the seals’ plight, Pomoca has decided to establish a long-term relationship with Kaarina and the Finnish Association for Nature Conservation in support of their actions. The seal will once again take its place in the soul of Pomoca and of our sport, only this time we are protecting it!



» **Hi, I’m Saippa**, the new Pomoca seal. I come from Lake Saimaa in Finland and, seeing as love being free to glide around in the lake, from now on I will be the mascot of all Pomoca FREE products.



CSR POMOCA

THIS PROJECT IS PART OF POMOCA’S CSR PLAN, AND ALSO INCLUDES THE ELIMINATION OF PFOA (ACHIEVED IN APRIL 2015, WHICH BROUGHT US TO 100 PER CENT NON-FLUORIDATED TREATMENT, A REDUCTION OF WASTE, RECYCLING DURING PRODUCTION, AND THE EMPLOYMENT OF DISABLED STAFF).

MORE INFORMATION AT WWW.POMOCA.COM/CSR.PHP

WITH A LIT FROM MY

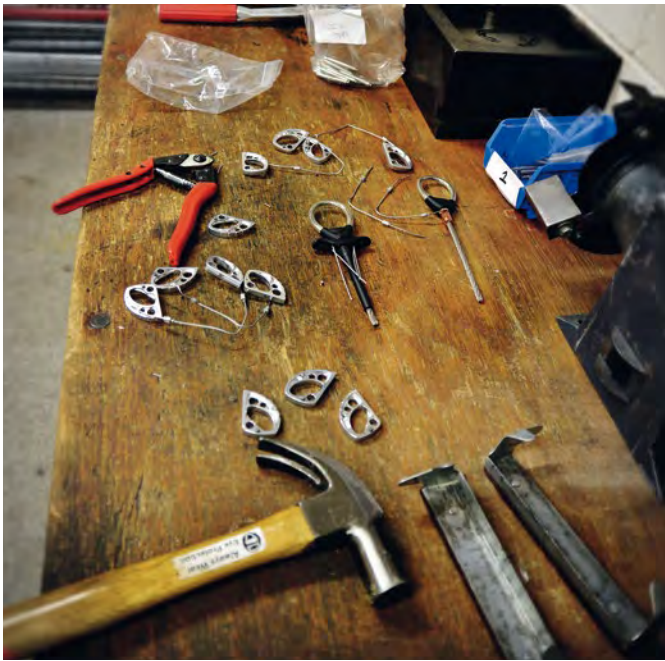
WILDCOUNTRY. 



THE HELP FRIENDS

*Founded in 1977, Wild Country is a world-famous climbing brand that designs and manufactures high-quality rock climbing equipment from its base in Tideswell, in the heart of one of the UK's most revered climbing areas – the Peak District. The Salewa Group bought **Wild Country** in February 2012.*





» At Wild Country, they know how to use tools.

The company started out as the brainchild of British climber and entrepreneur Mark Vallance after he met American climber, adventurer and inventor Ray Jardine in Colorado. They climbed together, first in the Boulder area and, later in Yosemite. Ray, who had worked as an aerospace engineer, undertook notable first ascents in Yosemite Valley – the most famous being the Phoenix (5.13a) – made possible using his invention, a new piece of equipment with a double set of opposing and independently spring-loaded cams. To keep the prototypes a closely-guarded secret, they were referred to simply as “Friends”. The name stuck. Mark and Ray joined forces to manufacture Friends in the Peak District and Wild Country was born. The first several hundred Friends were assembled on Mark’s kitchen table. Officially launched in January 1978, within six months they were being exported to fifteen different countries around the globe. Friends have revolutionised climbing all over the world ever since.

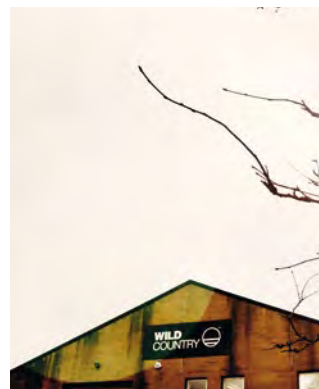
Not content with resting on its laurels, in the 1980s Wild Country introduced the Wild Country Rocks – the world’s first curved nut, which remains the definitive design to this day. The company went on to make harnesses (it was the first manufacturer to use bar tacking) and market climbing shoes. By 2015, Wild Country had introduced, among other things, the smallest camming device in the

world (Zero Cams), the definitive trad climbing Helium carabiner, prize-winning helmets, a revolutionary light-weight bouldering mat and its Superlight Offset Rocks, the lightest passive protection per size in the world.

Wild Country is a company run by climbers, for climbers that, today, makes a focused and specialised range of climbing hardware, harnesses, helmets and apparel. Always looking to improve the perfect rack, it continues to pioneer innovative climbing technology with a company ethos that is about harnessing the experience and expertise of its own employees to design and build high-quality products that are directly relevant to climbers.

Based in the Peak District

It’s no coincidence that Wild Country is based in the Peak District. The national park, close to the cities of Manchester and Sheffield, is home to some of the most challenging and popular rock climbing routes in Europe. The area is famous for the trad routes of its distinctive gritstone edges, such as Stanage, where the style of climbing varies from hand jamming cracks, to delicately smearing up slabs with superb friction (the majority of the bouldering is also at these gritstone crags). In addition, there are limestone areas with both natural crags and quarries. Venues such as Stoney Middleton (the epicentre of British climbing in the 60s and 70s and still home to some of the country’s hardest routes), offers single pitch and multi-pitch trad routes, although you might also find the oc-



» The Wild Country Headquarters in the heart of the Peak District.



» *Products are immediately tested on-site by local staff.*

casual insitu peg. Other significant single-pitch limestone sport venues include Chee Dale (The Embankment, Two-Tier, The Cornice), the attractive Rubicon in Water-cum-Jolly on the River Wye and Raven Tor (Miller's Dale), a crucible of hard UK sport climbing and bouldering and also home to the hardest routes in the Peak, Mutation (9a) and Hubble (8c+). People always ask Wild Country, as a global business, why they don't move their base to a big city for the infrastructure and labour pool. Their answer, "Sure we could move to Sheffield or Manchester, but our home is in the Peak and we couldn't get to Curbar or Raven Tor within five minutes of leaving the office!"

The people behind the brand

Wild Country's staff are a dedicated team of climbing enthusiasts. Take, for example Jason Myers, UK sales director and James Blay, international sales manager. In the mid-nineties, Jason was first ascensionist of a string of boulder problems, including the iconic Brad Pit (7c+)

at the world-class Peak District bouldering venue Stanage Plantation. Jason has a wealth of experience both in climbing and in the outdoor business – he cut his teeth running the climbing department during the early days of the now famous Outside shop in the heart of the Peak District. Jason climbed with Jerry Moffat and Ben Moon (both Sheffield climbers) at Buoux in France and was one of the first Brits to sport climb F8b+.

James joined Wild Country after studying engineering and sports equipment development at Sheffield. Prior to his degree, he spent a couple of years at one of the UK's leading independent ski and outdoor shops. He is a keen climber who also boulders hard – his most memorable ascents include La Boule in Cresciano, Miséricorde in Fontainebleau & Renegade Master in the Peak District.



WILD COUNTRY'S STAFF
ARE A DEDICATED
TEAM OF CLIMBING
ENTHUSIASTS.



» **James Blay** solving problems
in the heart of the Peak District.



**IT'S NO COINCIDENCE THAT
WILD COUNTRY IS BASED IN THE PEAK
DISTRICT. THE NATIONAL PARK, CLOSE
TO THE CITIES OF MANCHESTER AND
SHEFFIELD, IS HOME TO SOME OF THE
MOST CHALLENGING AND POPULAR
ROCK CLIMBING ROUTES IN EUROPE.**



Athletes and the brand

Tom Randall and Pete Whittaker

Local climbers and Wild Country athletes, Tom Randall and Pete Whittaker (both from Sheffield), have helped the brand to raise its profile in recent years. Having decided to go and find the world's hardest offwidths (awkward cracks too wide for effective hand or foot jams, but too narrow to climb as a chimney), they spent two years training, mostly hanging upside down in a home-made gym in a Sheffield cellar. This 'facility' contained DIY wooden roof cracks, a hand jamming crack and a 45 degree overhanging crack for upside-down sit-ups. Their search led them to spend two months in Wyoming and Utah, USA, with their tour culminating in the first ascent of Century Crack (5.14b), believed to be the world's hardest off-width route.

Tom and Pete, who also call themselves the Wide Boyz, were so enthusiastic that their project was made into a film and they've taken their various "crack machines" on tour to climbing walls all over the UK. During the Crack School Masterclasses, they shared their skills to enable climbers of all abilities to get involved and learn the secrets of crack climbing. In addition, all profits from the masterclass series went to support the GB Paraclimbing Team.

James Pearson and Caroline Ciavaldini – Wild Country

James Pearson has been a Wild Country sponsored athlete for ten years and is one of the UK's most respected climbers. Growing up in the Peak District, he soon made a name for himself on gritstone. After his second ascent of Equilibrium in 2005, aged 19, and the first of The Groove (both E10) in 2008, he went on to become one of the country's most successful all-rounders. James shifted his focus to include bouldering, sport, and multi-pitch. His CV includes 8b boulder flashes, 9a sport, E11 trad (including the first flash of an E9) and multi-pitch 8b.

Caroline Ciavaldini joined Wild Country in January 2015. Caroline grew up on La Reunion, a French island in the southern Indian Ocean. She discovered climbing aged twelve, at school, and became a Lead World Cup competition climber, training hard, travelling the world, but mostly climbing indoors. Outdoors, she progressed quickly, moving from her first trad route (E3), to her second (E8), in the space of a few days. She has now redirected her motivation towards outdoor climbing. As a four-time French champion, she's on-sighted 8b, climbed 8c+ sport, completed 8b multi-pitch and is one of the few women to have climbed E9 with her ascents of Chupacabra and Chimaca. James and Caroline are married and form a strong climbing partnership. Driven by the desire to climb hard rock, they explore and open new lines all over the world. They've also been to the Philippines, where

they are involved in the SPOT charity project in Cebu, developing crags and promoting climbing as a sport for local people. Caroline also supports the youth charity Urban Uprising that gets children rock climbing in Glasgow and Rio de Janeiro. James and Caroline's commitment to trad climbing makes them the perfect ambassadors for Wild Country.

WILD COUNTRY IS ALSO SUPPORTING THE EIGER PARACLIMB 2015 INTERNATIONAL AWARENESS-RAISING EVENT, WHERE A SMALL TEAM OF BRITISH CLIMBERS ARE TACKLING THE WEST FLANK ROUTE OF THE EIGER IN SWITZERLAND.

Committed to social causes

Wild Country is also committed to social causes. It actively supports paraclimbing in the UK and is equipment sponsor to the GB Paraclimbing Team. The team was formed in 2013 by the British Mountaineering Council (BMC) and currently consists of nine members, both male and female, who started competing in 2013 in the fledgling IFSC Para Climbing Cup series, which takes place across Europe and includes roped climbing and bouldering. Paraclimbing is a competition climbing sport for disabled people, divided into sub-categories, but essentially involving climbing with a disability. This might include people who were born without a limb, or who have been involved in accidents requiring limb amputation and visually impaired people, among others. Team manager Graeme Hill said, "Wild Country had a massive impact by sponsoring financially and by providing kit courtesy of the Wide Boyz Crack School." The fundraising was used to pay for travel to the World cup climbing events.

Steve Foster, the Wild Country marketing director, commented, "We're really pleased to sponsor the GB Paraclimbing Team. Their dedication and attitude is an example to anyone who climbs and we are proud to be able to help." Wild Country is also supporting the Eiger Paraclimb 2015 international awareness-raising event, where a small team of British climbers are tackling the West Flank Route of the Eiger in Switzerland. The team's objective is to safely assist two members of the BMC GB Paraclimbing Team, John Churcher (visually impaired) & Alex Taylor (multiple sclerosis) to the summit.

APPAREL DIVISION



Michael Levi, American, Apparel General Manager

Location

Bolzano, Italy

Team

22 people

Task

Apparel design for Salewa, Dynafit, Wild Country

3 QUESTIONS

FOR MICHAEL LEVI, APPAREL GENERAL MANAGER

Hi Mike!

In order to produce apparel, you need to have many different suppliers in various countries. What is your approach in this regard and how do you guarantee fair working conditions in the factories?

We work hard to build long-term and stable relationships with our suppliers. As a matter of fact, 16 per cent of them have been with us for more than ten years, 39 per cent for between five and ten years, and 35 per cent for between two and four years. We believe the only way to grow as a company is to have partners who want grow and improve with us. Therefore, we try to select progressive suppliers who have a vision for the future and who understand that a stable and happy workforce is critical to long-term success. We are a company with strong family and human values and, as such, we look for these same qualities in the partners with whom we try to work. Once a relationship has started, we maintain good relationships through personal factory visits by our quality and management team. We then cooperate with our suppliers to improve working conditions and environmental standards in their factories.

What about your production countries?

Our Salewa and Dynafit product ranges are made in 20 different countries, ranging from Italy to Turkey to Vietnam. Approximately half of the countries are classified by Fair Wear Foundation as "low-risk." Approximately 30 per cent of our purchasing volume (FOB value) in 2014 was produced in Europe or the USA. The two most important supplier countries outside Europe are Vietnam and China. All our partners are obliged to sign our Code of Conduct (CoC) and commit to its implementation. They are required to disclose information regarding the factories where our products are made, and to inform each factory about the implications of our Fair Wear Foundation membership and requirements.

WE WORK HARD TO BUILD LONG-TERM AND STABLE RELATIONSHIPS WITH OUR SUPPLIERS.

AS A MATTER OF FACT, 16 PER CENT OF THEM HAVE BEEN WITH US FOR MORE THAN TEN YEARS, 39 PER CENT FOR BETWEEN FIVE AND TEN YEARS, AND 35 PER CENT FOR BETWEEN TWO AND FOUR YEARS.

In 2014, we made very good progress in the implementation of our social standards. We actively monitored the working conditions in our factories through our own factory interactions and audits as well as Fair Wear Foundation managed audits. We set ourselves the goal of covering 60 per cent of our production volume and were pleased to be able to achieve 78 per cent. We also started to publish more information about our suppliers and processes on the internet through our Social Report and to exchange information about our factories with our competitors. We, therefore, join efforts to achieve a common goal, the effective improvement of the working conditions in the factories we share.

Wool is becoming more and more of a subject in the industry. What is your position on that?

Wool is an astonishing material: it provides excellent insulation and, yet, is pleasant to wear against the skin. While its benefits are no secret, they have been (re)discovered and wool is becoming increasingly popular in the outdoor sector. This new development has seen many companies throw their hat into the ring, however few of them can draw on the same depth of experience and expertise of working with wool as Salewa. Salewa is a family-owned company, headquartered in Bolzano in the Dolomites. The Oberrauch family has been closely linked to wool and, in particular, Loden fabric for generations. When it comes to product development, Salewa uses wool in two different areas. Technical lines see wool combined with high-tech fabrics to produce surprising results in look and functionality, while the “Alpine Life” lifestyle collection sees special styles that combine passion and tradition.

Plus, when it comes to sustainability, wool is hard to beat. After all, its main “producers” are sheep, goats and llamas. We are looking for effective solutions like using regional wool in part of our production. Where we source materials from producers in other parts of the world, we seek to ensure full documentation of their origins, in order to guarantee proper animal welfare.

DYNAFIT TRAVERSE THERMALHOODIE



Produced in Europe and made with European materials, the main market is the European Union, which means shorter transport distances and a more sustainable approach for the value chain. Main material Ponterto Tecnostretch is bluesign® approved. A total of 82.9 per cent of our Dynafit products delivered in 2015 is of European origin.

FOOTWEAR DIVISION



Andrea Nalesso, Italian Footwear & Equipment General Manager, Part of the Group since 2012

Location

Montebelluna, Italy

Team

25 people

Task

R & D Footwear Salewa, Dynafit, Wild Country

3 QUESTIONS FOR ANDREA NALESSO, FOOTWEAR & EQUIPMENT GENERAL MANAGER

Ciao Andrea!

You and your team are setting new standards in footwear for outdoor use. When it comes to sustainability, what are your main features?

We want to provide the right equipment for people who pursue activities outdoors and in the mountains. We want them to enjoy unforgettable experiences and always feel safe, wherever they are. In doing so, we strive to maintain a good balance between both protecting the environment and ensuring the comfort and safety of our users. Sustainable products stand out on the basis of their long-lasting lifecycle and due to the fact that they are easy to repair. One of our requirements is high quality – this is seen in our use of premium materials and our careful production process.

Furthermore, in the footwear division, we have established a process that allows specialty shoes to be resoled. Trekking and ski touring footwear bear a high degree of wear and tear, especially on the sole. Local shoemakers can resole many models easily if they can source the correct parts directly from Vibram, our supplier. Since 2014, we have evolved this service further – in every country where Salewa and Dynafit have their own offices, we have selected a local specialist partner to train the staff and supply them with replacement parts. This allows enquiries to be handled faster and more flexibly, eliminating long transport routes.

A lot of different substances and materials are used to manufacture footwear. In contrast to apparel, not all of them can be declared and explained. Very often, consumers are concerned about harmful chemicals. What do you have to say about this?

TO KEEP TRACK AND TO IMPROVE CONDITIONS FOR THE WORKERS, WE SEND A TEAM OF SOURCING AND QUALITY MANAGERS TO CONDUCT ON-SITE AUDITS. THE RESULTS OF THESE AUDITS ARE SHARED WITH THE FAIR WEAR FOUNDATION.

THIS IS REALLY IMPORTANT AND WE ARE HAPPY THAT WE WILL SOON HAVE AUDITED NEARLY 98 PER CENT OF OUR PRODUCTION.

The materials used play a vital role in sustainable product development. An important step in this process has been in our introduction of the Restricted Substance List (RSL). This list covers the minimum requirements we demand both from our suppliers and from everyone else along the entire supply chain. We strictly monitor the import of critical materials based on Europe's REACH Regulation. This EU-wide regulation determines which chemical materials must be registered. In order to comply with the REACH Regulation, we check our suppliers' certificates and carry out the relevant tests. In addition, we mandate that our suppliers inform us about any substances that could be a cause for concern, so that we can investigate further.

With the Salewa and Dynafit brands, the Oberalp Group has been a member of the Fairwear Foundation since autumn 2013. Does this also affect your division?

The partnership with Fair Wear Foundation (FWF) is focused on the working conditions at our production sites (some of them are in Asia). Protecting the people who are involved in making our products, plus supporting them in their development and progress, is difficult when working with international companies which have foreign owners and, perhaps, which belong to different cultures. Joining the FWF at the end of 2013 meant re-organising our team internally, re-thinking our auditing system, and opening up our factories to third-party verification. It also led us to discover a world of opportunities for improvement and helped us to strengthen our relationship with our manufacturers. To keep track and to improve conditions for the workers, we send a team of sourcing and quality managers to conduct audits on-site. The results of these audits are shared with the FWF and other brands that are members of the initiative. I consider this to be really important and I am pleased to report that we will soon have audited nearly 98 per cent of our production.

SALEWA WILDFIRE



Sometimes your hike is a climb – and sometimes your climb requires a hike. Take on either one in the new Wildfire Pro, a shoe built for going out – and for going up!

The combination of leather and microfibre provides excellent durability.

EQUIPMENT DIVISION



Thomas Hollweck, German,
Backpacks Commercial Product Manager
Part of the Group since 2014

Sebastian Schaller, German
Tents & Sleeping Bags Commercial Product
Manager Part of the Group since 2011

Location
Aschheim, Germany

Team
10 people

Task
R & D Equipment Salewa

3 QUESTIONS

FOR THOMAS HOLLWECK AND SEBASTIAN SCHALLER,
EQUIPMENT DIVISION

Hello Thomas! Hello Sebastian!

You work with a lot of different factories and suppliers to produce equipment for Salewa (tents, backpacks, sleeping bags ...) How does sourcing work?

Supplier sourcing is done independently by the divisions. Each division has its own structure, but the common denominator in decisions concerning our production sources is the fact that they are made after close cooperation between all team members. Suppliers are evaluated periodically and all aspects of their performance are taken into account, including the results obtained in audits, and their implementation of the Code of Conduct in the factories is monitored. Taking a supplier on board and production allocation are the result of in-depth discussion between the division manager, costing and production managers, the quality department, product managers and developers, and the CSR team.

What about the production cycle?

How do you plan that?

The main elements are summer and winter production and the agreement of a feasible timeline with the suppliers at the beginning of the season, where the most important national and religious holidays in the countries where we produce are taken into account: Ferragosto (the Assumption of Mary), Chinese New Year, Qingming (Tomb Sweeping Day – All Souls), the two golden weeks (the first weeks of October and May), Taiwanese Peace Memorial Day, Mid Autumn Day, Dragon Boat Festival and Ramadan... Forecasting plays a key role, as does the consolidation of similar styles

1. FROM SUMMER 2016, ALL OF OUR DOWN SLEEPING BAGS WILL USE ONLY RESPONSIBLE DOWN STANDARD (RDS).

2. THIS IS AN INDEPENDENT SUPERVISORY AUTHORITY FOR ECOLOGICALLY CORRECT PRODUCTS WHICH MONITORS THE ENTIRE SUPPLY CHAIN.

and fabrics, in increasing resource efficiency, the overall constant communication with the suppliers to solve doubts on either side, and the timely dispatch of all technical data and sample approval so that suppliers can proceed with production as soon as orders are placed. The proper planning makes it easier for our suppliers to avoid excessively overworking during peaks in production.

**What about the environment?
Do you have any solutions there?**

Our main focus is balancing environmental issues and technical performance. Most of our products are engineered for extreme weather conditions and activities in which the consumer has to depend upon the performance of their gear. Reliable equipment in extreme situations is, therefore, a priority for Salewa and for every outdoor enthusiast.

We constantly work closely with our vendors to increase the performance of our products, all the while minimising impact on the environment and substituting C8 DWR treatments for C6 or PFC-free technologies wherever possible.

Constant communication and close collaboration between fabric suppliers and the development team is our strategy for achieving the best balance between preserving the environment and maximising the product performance our customers expect.

1. From summer 2016, all our down sleeping bags will use only RDS down. RDS (Responsible Down Standard) is an independent, voluntary global standard.

2. RDS recognises the best practices in animal welfare, and forbids those that might endanger the animal's well-being. With the Eco Down Project, Salewa presented another ecological process at the 2014 Outdoor Trade Fair in Friedrichshafen, Germany. By buying an Eco Down sleeping bag, you are supporting us in making the world a more environmentally friendly place. This is our way of being sustainable. In these high performance sleeping bags, we take materials from used bags and breathe new life into them. We extract, wash, sterilise and silverise the down filling and combine it with bluesign® approved fabrics. The result is a new "green" sleeping bag.

SALEWA ECO DOWN PROJECT



The Salewa Eco Down Strategy presents down sleeping bags made of sustainable materials. The holistic approach to an environmentally friendly product involves recycling old sleeping bags. The process starts at our stores in Italy and Germany, where we collect used sleeping bags and deliver them to our partner who takes them apart and sanitises the down filling. In Europe, the down will also be sterilised, put through an antimicrobial "silver treatment", and then be sorted by fill power.

Finally, the down will be integrated into new sleeping bags that are made entirely of (bluesign®-certified) recycled polyester. Even the zips will be recycled. In order to keep CO2 emissions as low as possible, the entire production and distribution process will take place within the EU. The next step is for this strategy to be expanded internationally and to be implemented by all our of retail partners.

TECHNICAL HARDWARE DIVISION



Stefano Madau, Italian, Technical Hardware General Manager, Part of the Group since 2013

Location

Bolzano, Italy

Team

10 people

Task

R&D Technical Hardware Salewa, Wild Country

2 QUESTIONS

FOR STEFANO MADAU, GENERAL MANAGER
TECHNICAL HARDWARE

Ciao Stefano!

**In your department it is all about safety.
How do you go about implementing
sustainability on the technical hardware side?**

We have gradually shifted parts of our production from Asia back to Europe. All of our carabiners, ice screws and crampons are produced here and our via ferrata sets are manufactured in Europe as well.

This helps us shorten the transport chain and maintain close proximity to our suppliers, not to mention making communication and quality control much easier.

**People use your products out in the mountains as well as in situations that may require additional knowledge on how to use them.
How do you handle this?**

**100 PER CENT OF OUR CARABINERS,
ICE SCREWS, AND CRAMPONS
ARE PRODUCED HERE AND OUR
VIA FERRATA SETS ARE
MANUFACTURED IN EUROPE AS WELL.**

In our capacity as reliable mountain sports specialists, we produce highly functional products that make for a safe climbing experience, but our commitment to our customers' safety doesn't stop there. We are committed to sending mountain sports athletes on their way with better knowledge, not just better equipment. Part of that knowledge is the ability to assess nature's hazards accurately. Drawing on our wide experience and knowledge, we maintain an ongoing dialogue with our partners, athletes and professional mountain sports associations.

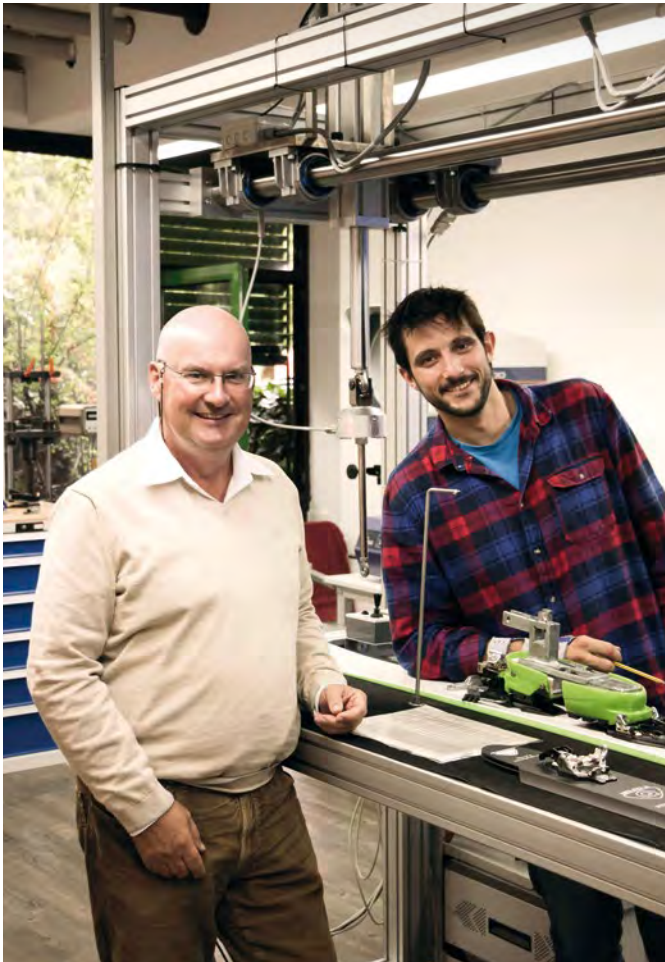
We distribute that knowledge widely through social media, our retail spaces, marketing events, various communication channels or even flyers. Above everything else though, we would like to instil a focus on essentials. There are times when you can have too much of a good thing, and the mountains are no exception in this regard.

SALEWA QUICK SCREW



"Made in the European Union" means transport distances are shorter, making manufacturing more sustainable. We are also voluntarily certified by the UIAA, which ensures yet another level of safety as this association represents the interests of climbers and mountaineers around the globe.

BINDING DIVISION



Edwin Lehner

German / French
Bindings General Manager
Part of the Group since 2012

Matthieu Fritsch

French
Bindings Quality & Test Manager
Part of the Group since 2012

3 QUESTIONS

FOR EDWIN LEHNER, TECHNICAL MANAGER BINDINGS,
AND MATTHIEU FRITSCH, QUALITY AND TEST MANAGER
BINDINGS

Hi Edwin! Hi Matthieu!

Dynafit has been developing and evolving frameless bindings for ski touring for more than 30 years. What has changed when it comes to sustainability, and what is happening in this segment regarding your position as market leader?

We monitor the value chain closely and we work with suppliers and manufacturers who have modern and environmentally high-quality production facilities. High technical standards and fair working conditions are minimum requirements. In recent years, we have been able to shorten transport distances greatly as 98 per cent of our parts suppliers are in Germany, with the greatest percentage actually from the Munich area, where the bindings are assembled.

The second key point is lifespan. Our service department is stocked with replacement parts so a binding can always be repaired in the first instance rather than simply replacing it with another. Producing bindings with the longest possible life is what we are striving for.

Location

Aschheim, Germany

Team

10 people

Task

R & D Bindings Dynafit

**WE COMPLY WITH ALL EUROPEAN REACH REGULATIONS CRITERIA PROHIBITING THE USE OF TOXIC SUBSTANCES.
WE KNOW EXACTLY WHERE OUR MATERIALS ARE SOURCED.
WE HAVE EXPANDED THIS AREA GREATLY IN THE LAST THREE YEARS AND HAVE, IN PARTICULAR, INVESTED IN PROTOTYPE AND TESTING MACHINERY.**

In the bindings department, you work with aluminium and steel as well as with synthetic materials. How do you recycle materials and how do you ensure sustainability when working with these materials?

Aluminum and steel can be recycled well, and we use a good percentage of recycled materials in our parts. When it comes to so-called technical synthetic materials, we don't have a lot of alternatives because of the need to ensure that the bindings are safe and durable. Still, even in this case, we are making an effort to increase the amount of recycled synthetics in our materials. We comply with all European Reach Regulations criteria prohibiting the use of toxic substances. We know exactly where our materials are sourced. We have expanded this area greatly in the last three years and have, in particular, invested in prototype and testing machinery. Now we are able to develop and build prototypes on-site. This saves on transportation for prototyping and evaluation, and we can verify the origin and use of materials precisely.

To assemble the bindings, you work closely with Caritas facilities. When did this partnership begin and how well has it worked so far?

We have worked with Caritas' production facilities for the disabled in Pocking, Donauhof and Dreiflüsse in Passau since 2003. We have also extended our agreement to 2020. This is primarily where components for touring bindings are assembled and produced. It's a pleasure to observe the motivation with which our disabled employees go about their work and, every day, we are even more convinced that these facilities offer a differentiated type of employment as the tasks given to the employees are appropriate, given their limitations.

(BU) Thoughts on CSR: "Our investment in high-quality suppliers, if possible those in close proximity, and long-term partnerships are of first and foremost priority. This not only cuts transport distances, but also guarantees a value chain which functions logically and sustainably.

DYNAFIT RADICAL



Besides our core values of performance, technology, speed and reduced weight, our binding department also works to improve product life, thus reducing product waste. To realise this, we collaborate closely with our long-term production partners, all of which are based in Germany.

ENVIRONMENT

OUR CARBON FOOTPRINT

AS OF 2014, WE HAVE BEEN MAKING A SUBSTANTIAL EFFORT TO IMPROVE OUR CARBON FOOTPRINT AT OUR HEADQUARTERS.

RESULTS

>> IN OUR HEADQUARTERS IN SOUTH TYROL, WE MANAGED TO REDUCE CO₂ EMISSIONS BY 24 PER CENT BETWEEN 2012 AND 2014. THIS MEANS OUR CO₂ EMISSIONS TOTAL DECREASED BY 340 TONNES DURING THIS PERIOD

>> WE NOW USE LED LIGHTING IN ALL NEW RETAIL STORES

>> OUR YEARLY CAR-FREE-TO-WORK INITIATIVE ENCOURAGES EMPLOYEES WORLD-WIDE TO RIDE THEIR BIKES TO WORK. THIS BOTH REDUCES CO₂ EMISSIONS AND HELPS THEM GET FITTER



>> THE E-BIKE CHARGING STATION AT OUR HEADQUARTERS IS FREE FOR THE PUBLIC TO USE

>> WE IMPROVED HOT WATER CONSUMPTION AT THE HEADQUARTERS BY 30 PER CENT BETWEEN 2012 AND 2014

>> BETWEEN 2012 AND 2014, WE IMPROVED OUR ENERGY CONSUMPTION AT THE HEADQUARTERS BY 16 PER CENT

BUT, WE ARE STILL NOT SATISFIED. WE WANT TO IMPROVE FURTHER. IN 2014, THEREFORE, WE AND AN INDEPENDENT PARTNER CONDUCTED A THOROUGH CORPORATE CARBON FOOTPRINT ANALYSIS WHICH INCLUDES ALL OUR OPERATIONS AROUND THE WORLD. WE HAVE NOW SET OURSELVES

AMBITIOUS GOALS FOR THE YEARS TO COME:

DIRECT EMISSIONS:
CARS & ENERGY CONSUMPTION

UPSTREAM
TRANSPORTATION EMISSIONS

DOWNSTREAM
TRANSPORTATION EMISSIONS

WILL BE REDUCED BY 20%

BY THE YEAR 2020

ENVIRONMENT

BLUESIGN®

bluesign® specialises in chemicals and their impact on resources, people and the environment.

The bluesign® standard addresses the most stringent environmental guidelines and amounts to a global seal of approval, prohibiting materials that pollute or otherwise have a negative impact on man or nature. This move puts environmental protection, occupational health and consumer protection front and centre and reflects our commitment to producing clean, safe and environmentally friendly products.

Matching words with deeds, Salewa and Dynafit have been bluesign® system partners since 2011 and have set their sights on continuously increasing the share of bluesign® certified fabrics every year.

At present, the proportion of certified materials in our clothing range stands at more than 55 per cent.

SALEWA & DYNAFIT



SEASON	AUTUMN/WINTER			SPRING/SUMMER		
	2012	2013	2014	2013	2014	2015
TOTAL STYLES >>	366	336	486	411	410	410
TOTAL STYLES WITH BLUESIGN® APPROVED FABRIC >>	80	113	178	59	71	203
PERCENTAGE OF STYLES WITH BLUESIGN® APPROVED FABRIC >>	22%	34%	37%	14%	17%	50%
TOTAL STYLES WITH BLUESIGN® FABRIC AS MAIN FABRIC OR MAIN LINING >>	45	41	87	19	34	125
PERCENTAGE OF THE COLLECTION WITH BLUESIGN® APPROVED FABRIC >>	12%	12%	18%	5%	8%	30%

PEOPLE & SOCIETY

OUR ASSOCIATES

13 NATIONS, ONE GROUP

REGION	TOTAL	FEMALE	MALE
ASIA >>	19	10	9
AUSTRIA >>	55	25	30
CZECH REPUBLIC >>	4	1	3
FRANCE >>	15	5	10
GERMANY >>	108	38	70
IBERIA >>	8	2	6
ITALY >>	290	137	153
JAPAN >>	4	2	2
NORTH AMERICA >>	17	2	15
POLAND >>	7	2	5
SWITZERLAND >>	27	15	12
POMOCA >>	20	12	8
UK (WILD COUNTRY) >>	15	3	12



254
FEMALE



335
MALE



589
TOTAL

PEOPLE & SOCIETY

WORK LIFE BALANCE

LIFE SHOULDN'T BE ALL ABOUT WORK

BENEFITS FOR OUR EMPLOYEES

70

FRESH, SEASONAL AND HEALTHY MEALS PREPARED DAILY BY OUR IN-HOUSE CHEF



15

CHILDREN PLAY IN OUR ON-SITE KINDERGARTEN



3

COMPANY OWNED HOLIDAY HOMES IN ITALY



1

YEAR MATERNITY LEAVE, AS OPPOSED TO 9 MONTHS, WHICH IS STANDARD IN ITALY



PEOPLE & SOCIETY

FAIR WEAR FOUNDATION & WORKING CONDITIONS



As a global company, we are aware that we play a part in the conditions of the workers, especially those located in countries where laws are either insufficient or non-existent, where controls and checks are lax, and where the standards in factories fall way below those which we in Europe consider to be a minimum.

We have worked hard in the establishment of solid partnerships with our suppliers, building long-lasting relationships based on trust, and visiting them constantly to address these topics, but it was not enough. After many years of small improvements, we realised that we could have a larger impact in improving the workers' conditions if we joined the Fair Wear Foundation (FWF). The FWF, which also cooperates with many other brands, is an international expert

in this field. The FWF is an independent, non-profit organisation which strives for the improvement of working conditions in the textile industry.

In 2014, we achieved great progress in the implementation of our social standards. Firstly, in our own Code of Conduct and the social standards of the FWF Code of Labour Practices – around 95 per cent of our suppliers signed our Code of Conduct and disclosed the information we requested about their factories. Secondly, in monitoring/auditing working conditions in our factories,

WE HAD INITIALLY SET OURSELVES THE TARGET OF COVERING 60 PER CENT OF OUR PRODUCTION VOLUME, YET, INSTEAD, WE MANAGED TO REACH 78 PER CENT.

AUDITS 2014

78%

IN 2014, WE MANAGED TO COVER 78 PER CENT OF OUR PRODUCTION VOLUME WITH LOW RISK PRODUCTION AND FWF AUDITS.

EACH AUDIT IS FOLLOWED BY A COMPLETE ASSESSMENT OF THE FINDINGS REGARDING EACH OF THE LABOUR STANDARDS. IF EVER WE FIND SITUATIONS OF NON-COMPLIANCE, A CORRECTIVE ACTION PLAN (CAP), WITH STEPS AND A TIMELINE FOR REMEDIATION, IS ESTABLISHED. AUDITING AND THESE CAPS ARE PURSUED UNTIL ALL ISSUES ARE RESOLVED.

COUNTRY	PERCENTAGE OF PRODUCTION AUDITED / LOW RISK	AUDITS	TRAININGS IN FACTORIES
VIETNAM >>	34%	7	1
CHINA >>	14%	9	3
ROMANIA >>	5%	1	-
MYANMAR >>	0,19%	1	-
LOW-RISK >>	25%	N/A	-
TOTAL >>	78%	18	4

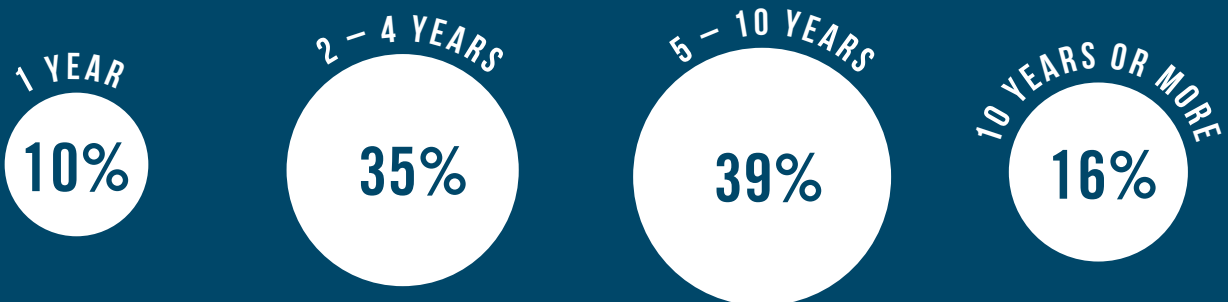
PEOPLE & SOCIETY

SUPPLIER

GOAL: LONG-TERM RELATIONSHIPS

We believe the only way to grow as a company is in having partners who also grow and improve, and in cooperating with them to improve the working and environmental standards in their factories.

YEARS OF COOPERATION WITH OUR SUPPLIERS



PRODUCT

USE OF SUSTAINABLE MATERIALS – SALEWA



WOOL

The materials used play a vital role in sustainable product development.
A focal point in apparel is the use of wool.

WOOL IS PART OF OUR DNA

The Oberrauch family has been closely linked to wool and loden for more than 150 years

WOOL HAS AN IMPORTANT CONNECTION TO THE MOUNTAINS

WOOL OFFERS VARIOUS BENEFITS

provides excellent insulation, resists odour, regulates body temperature, prevents overheating and under-cooling, absorbs up to 30 per cent of its weight in moisture

WOOL IS SUSTAINABLE

grows naturally, is fully biodegradable, local

WE COMMIT TO USING WOOL THAT IS

LOCALLY SOURCED
WHENEVER POSSIBLE

OBTAINED WITHOUT
THE USE OF MULESING

TRACEABLE

THE TIROL WOOL COLLECTION IS A PROJECT WE STARTED FOR THE 2015/16 WINTER SEASON WITH A TOTAL OF EIGHT STYLES. IN THE 2016/17 WINTER SEASON, WE WILL PRESENT TWENTY STYLES MADE USING TIROL WOOL.

PRODUCT

PFC-FREE WATER REPELLENTS

Specialising in highly functional products for mountaineers, we use PFC-based water repellents in our technical styles to guarantee user protection. Until a few years ago, these chemicals were the most broadly used. However, recent studies have discovered their effect on the environment and their potential damage to health. Aware of our responsibility in using environmentally friendly technology as much as possible, we invested in research and development and searched for alternatives. To date, like most of our competitors, we have not been able to find an appropriate substitute in terms of performance and technical values for

all our products. We have, however, made some progress. The first step was the elimination of long-chain C8 chemicals and replacing them with C6-based water repellents.

THE RESULTS OF THE SECOND STEP WILL BE ON THE MARKET IN 2016, WHERE THE NUMBER OF WATER-REPELLENT FABRICS WE USE CONTAINING C6-CHEMICALS WILL BE REDUCED TO 87 PER CENT AND 13 PER CENT OF OUR DWR-FINISHED FABRICS WILL BE PFC-FREE.

GOAL:



TO INCREASE THE NUMBER OF PFC-FREE PRODUCTS IN OUR COLLECTION SIGNIFICANTLY, AND TO OFFER OUR CUSTOMERS PRODUCTS WITH ALTERNATIVE WATER REPELLENCE WITHOUT COMPROMISING ON PERFORMANCE.

PRODUCT

**SINCE 2014 OBERALP
BUYS 100% NEW
RDS CERTIFIED DOWN**



RDS – RESPONSIBLE DOWN STANDARD

Is an independent, voluntary global standard which safeguards the welfare of geese and ducks.

This means enabling them to live healthy lives, express innate behaviors, and not suffer from pain, fear or distress: especially force feeding and live plucking are banned.



PRODUCT

**OBERALP USES 100% RECYCLED DOWN IN
10% OF OUR 2016 SLEEPING BAG COLLECTION**



OLD FOR NEW:

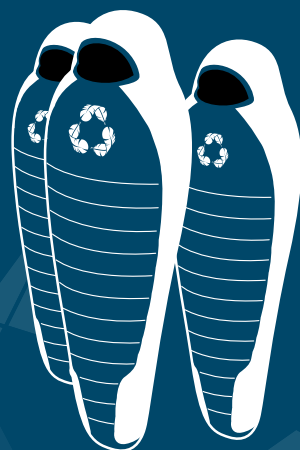
RECYCLE YOUR DOWN SLEEPING BAG AND GET A 20% DISCOUNT ON A NEW SALEWA SLEEPING BAG.



1 BRING YOUR OLD SLEEPING BAG TO A SALEWA STORE.



2 WE WILL REMOVE, WASH, STERILIZE AND SILVERIZE THE DOWN FILLING AND COMBINE IT WITH BLUESIGN® APPROVED FABRICS.



3 THE RESULT: NEW GREEN SLEEPING BAGS.

OUR TEAM

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Chief Editor

ARIANE MARIA MALFERTHEINER

Contributors

ALEXANDRA GAUDERMANN
JAMES HEATH
THERESE IKNOIAN
ALEXANDRA LETTS

Concept

ARIANE MARIA MALFERTHEINER
REINER GERSTNER
ALEXANDRA GAUDERMANN
FRANK THIELE (FACTOR PRODUCT MÜNCHEN)

Design

FACTOR PRODUCT MÜNCHEN
CREATIVE DIRECTION: STEFAN BOGNER
ART DIRECTION: GABRIEL HOLZNER

Images

LEONIE BAUMEISTER
SALEWA
DYNAFIT
WILD COUNTRY
POMOCA
OBERALP

Translation

SVEN KANNLER (ALLNATIVE COMMUNICATIONS GMBH)

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ARIANE MARIA MALFERTHEINER
ALEXANDRA GAUDERMANN
ALEXANDRA LETTS
MARIE MÅWE





“SUSTAINABILITY PLAYS AN IMPORTANT PART IN OUR BUSINESS AND WE ARE DELIGHTED TO SHARE IT WITH YOU AND TELL YOU MORE ABOUT IT. IN THIS DOCUMENT – WHICH TAKES THE FORM OF A MAGAZINE – WE PROVIDE YOU WITH AN OVERVIEW OF OUR VISION, OUR WORK AND OUR CONCRETE ACHIEVEMENTS IN CORPORATE SOCIAL RESPONSIBILITY.

WE HAVE COME A LONG WAY AND WE ARE MORE THAN AWARE THAT THIS JOURNEY ISN'T OVER YET! WHERE WILL IT TAKE US? WE AIM TO SHIFT THE PERCEPTION OF OUR PEOPLE AND THOSE AROUND US, TAKING SUSTAINABILITY TO THE NEXT LEVEL WHERE COMMITMENT LEADS TO ACTION. THIS MEANS THINKING BEYOND RESOURCES AND INVESTMENTS.

IT'S ALL ABOUT TAKING OPPORTUNITIES AND, TODAY, WE WISH TO INVITE YOU TO JOIN US, TO CONTRIBUTE, AND TO MAKE CHANGES FOR THE BETTER.”

Massimo Baratto

Address:
OBERALP SPA
VIA WALTRAUD-GEBERT-DEEG-WEG 4
I-39100 BOLZANO/BOZEN
ITALY

