

PRESS CONTACT

Arthur Guinand | Marketing

T +41 21 821 52 72

E Arthur.Guinand@pomoca.com

Pomoca SA – Route de Préverenges 14 – 1026 Denges – Switzerland

POMOCA – double anniversary

The leading international ski climbing skins manufacturer turns 90 and celebrates 10 years of partnership with South Tyrolean Oberalp Group

February 2021 – For POMOCA, the year 2021 sees it reach two important milestones – an important anniversary and ten years of strategic partnership. It was a cold, frosty winter when the Swiss company pioneered the first ski skins in 1931. Today, climbing skins pioneer POMOCA looks back on 90 successful years, during which it achieved its goal to become the world market leader. In 2011, the South Tyrolean Oberalp Group took over the Swiss company and incorporated it into its stable as a technology brand. Powered by its continuous, ongoing research and development and its long-standing expertise, today POMOCA products stand for functionality, performance and sustainability all over the world.



Left: Christoph Engl, CEO Oberalp Group, Jacqueline Dufour, Guy Dufour, Heiner Oberrauch and Josep Castellet, General Manager POMOCA. Right: Jérémie Heitz and Eric Hjørleifson Foto: Anton Brey

Climbing skins might be a hidden and seemingly unremarkable piece of ski touring equipment, nevertheless they are essential to the sport. Without skins, it's virtually impossible to make progress uphill on skis. Back in 1931, Louis Dufour, the founder of POMOCA, was particularly interested in creating a connection and traction between skis and the snow and was working to design and improve it. The Dufour family who lived in Les Avants, in the middle of the Swiss Alps, were committed to improving access to the sport of skiing. Thanks to their motivation, curiosity and technical expertise, the first slip-resistant and self-adhesive skins were made of natural mohair fibres. The company with its headquarters in Denges, near Lausanne in the Swiss canton of Waadt, is the product of decades of investment and innovation to this day.

Since 2011, the POMOCA brand belongs to the Oberalp Group. The take-over by the group that also owns touring ski manufacturer DYNAFIT was a logical strategic expansion of its ski touring product portfolio. Looking back, Heiner Oberrauch, owner of the Oberalp Group says: "Ski touring was a niche sport. Due to our own personal passion for ski touring tours, we saw big potential. Ten years ago, ski touring was already a growth market and we decided to invest in the segment."



PRESS CONTACT

Arthur Guinand | Marketing

T +41 21 821 52 72

E Arthur.Guinand@pomoca.com

Pomoca SA – Route de Préverenges 14 – 1026 Denges – Switzerland



Today, ten years after the takeover, POMOCA is the leading international producer of climbing skins. The Swiss manufacturer's products stand for highest performance – something which is clearly reflected in their widespread adoption by professional athletes. At the Ski Mountaineering World Championships in March 2019, two thirds of all podium finishes were achieved by athletes using POMOCA skins on the ascents.

The Swiss ski climbing skins come in three categories that cover all ski touring disciplines and in all sizes to fit all touring skis on the market. "POMOCA plays an important role in underlining the credibility of our technical products. The brand stands for the highest levels of professional expertise and I am proud that this company is part of the Oberalp Group," continues Heiner Oberrauch. "For me personally, developing POMOCA is something that is very dear to me, as ski touring is my passion and the experienced team has accomplished major achievements."

"We're proud to belong to the Oberalp Group house of brands and benefit from this partnership," says Josep Castellet, General Manager POMOCA. "When it comes to developing technical innovations, and realising our ambitious sustainability goals, with the family-owned company Oberalp we have a partner who shares our values and our mindset. We make all of our skins by hand in Switzerland. Each individual skin can be traced, using our tool [Track your Skin](#), which means customers can use a product code online to see where their skins come from and how they were made by our family team. We are particularly proud of a recently achieved goal: Since this winter, we are the first manufacturer on the market to manufacture all our skins entirely free from PFCs."

For more information about sustainability at POMOCA, visit:

pomoca.com/en/commitment



POMOCA Anniversary Video,
February 2021.
Credit: POMOCA

