

Oberalp Group sets the bar even higher

Fair Wear Foundation awards "Leader" status for the sixth year in a row.

Bozen – September 2022 - Oberalp Group continues to co-operate with its suppliers to improve textile factories' working standards. Their efforts have been rewarded once more, as brands Salewa, Dynafit, and Wild Country were awarded "Leader" status by the Fair Wear Foundation (FWF) for the sixth consecutive year. The Group's latest mountain women brand, LaMunt, received FWF's highest status for the second time in a row, upholding the status from the beginning. The Oberalp Group is the only Italian company with this status.

2021 brought an increased demand for outdoor products when the supply chain was still highly affected by Covid-19. Through early forecasting, Oberalp enabled suppliers to spread orders in production and advance material sourcing, thus reducing the pressure on factories.



The quality control team based in Bangladesh, China, Myanmar, and Vietnam continued to visit production locations. The Group was able to monitor its supply chain – despite the pandemic and reduced auditing. Oberalp's Social Compliance efforts focused on fostering social dialogue and paying living wages. Details on the strategy and results obtained can be read in the company's annual [Social Report](#).

FWF is a nongovernmental organization. Together with its members, it monitors and promotes fair working conditions and processes in textile factories. Oberalp has been a member of the FWF since 2013 and is subject to the annual "Brand Performance Check". During these rigorous assessments, FWF challenges Oberalp's promise against the actions taken throughout the year within the supply chain. FWF found that the Group possesses strong systems to act responsibly: during 2021, its efforts were consistent and progressive, making Oberalp a reliable partner for its suppliers and worthy of recognition as "Leader".

For more information, read our [Brand Performance Check](#) by Fair Wear Foundation

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The Oberalp Group is a family-owned and management-led company with headquarters in Bolzano, northern Italy. Heiner Oberrauch founded the company in 1981 and today the group employs roughly 700 people, runs 10 subsidiaries in Europe and the United States, and serves 3,500 customers in over 60 countries worldwide. In addition to the development and production of mountain sports articles, the company also operates as a distribution partner of sports-based brands. The formerly Munich-based SALEWA brand has been part of the Oberalp Group since 1990. Over the years, the group has acquired the brands DYNAFIT, POMOCA, WILD COUNTRY, and EVOLV. In 2022, the group launched the new mountain brand by women for women LaMunt. The family business relies on the courage to break new ground, continuous innovation in products, processes, and thinking. A conscious, sensible approach to the environment and resources and a passion for sport and mountains are the foundation of a living corporate culture. Since 2019, the Oberalp Group's sustainability report "Contribute" has been published simultaneously with the balance sheet figures. For the sixth time in succession, the company was the only enterprise in Italy to be awarded the "Leader Status" of the NGO "Fair Wear Foundation".