

Oberalp permanently receives the "familyandwork" certificate

After 10 years of project work: Oberalp Group honored as a family-oriented company

Bozen, Salewa Bivac - On 14.10.2022, the ceremonial handing over of the certificate "familyandwork" of the family agency South Tyrol took place at the headquarters of the Oberalp Group. The certificate gives the Oberalp Group for its headquarters in Bolzano, a final testimony that a family-oriented personnel policy is anchored in the corporate philosophy, strategy and culture. To be sure, the certification process lasted a total of 10 years. Oberalp has implemented a wide range of measures during this time.

Among the measures already implemented, from which the more than 300 employees at the company headquarters in Bozen benefit, is the extension of parental leave from 9 to 12 months, whereby the parent's salary is paid 20% above the tariff during the optional maternity leave. Other measures include the company's own daycare center, a discounted employee cafeteria, free vacation apartments, flexible working hours, and home-office. Ruth Oberrauch, a member of the Oberalp Group's founding family and management - and herself a mother of two - affirms: "People are always at the center of everything we do. You can only work well if you can reconcile work and private life. I know how difficult but important this balance is, and accordingly, we as a company want to create the best conditions for it." The "familyandwork" certificate is the result of close cooperation with the Provincial Family Agency and the Bozen Chamber of Commerce. Therefore, the certificate was handed over by the President of the Chamber of Commerce of Bozen, Dr. Michl Ebner and Luca Critelli, head of the Provincial Department for Family, Seniors, Social Affairs, and Housing.

Beginning in 2012, the Oberalp Group has undergone various review phases. In each phase, an auditor from the Family Agency met with the management and selected employees for multiple interviews and workshops. The crucial questions were: What has been achieved so far? What can still be implemented, and what are the challenges? - Each phase, a program of measures was derived from these meetings, which was reviewed the following year. In April of this year, the Oberalp Group held the dialogue day for the last phase.

The Oberalp Group considers the certificate to be a milestone for what has been achieved so far, and there will still be a lot to do in the future. Christoph Engl, CEO of the Oberalp Group, is sure: "The needs for families change over the years. And we will adapt the Group's family policy to these changes."



Picture of the handing over of the certificate.

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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 900 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".

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