

"We love passionate and focused brands"

The Oberalp Group continues to distribute the brands FISCHER and ONE/WAY in Italy for further five years

Since 2012, the Oberalp Group has been the distribution partner for the traditional Austrian brand FISCHER in Italy - and will remain so until 2028. For more than 350 dealers with over 400 points of sale, the Oberalp Group will deliver the entire FISCHER range from alpine to cross-country skis, as well as the associated collection of boots, poles, and accessories. For the first time, the OBERALP Group has been entrusted with the distribution of the ONE/WAY brand, which is also owned by FISCHER Sports. This emerging brand profiles itself as a specialist in the field of ski and hiking poles for ambitious retailers and customers. The CEO of Fischer, Franz Föttinger, and the CEO of the Oberalp Group, Christoph Engl, sealed the cooperation for another five years at the beginning of July by signing the contracts for both brands.

As one of the leading international ski manufacturers, Fischer Sports is the only one that has remained an Austrian family business. Today, in addition to ski production, which is divided into Nordic (cross-country skiing) and Alpine (downhill, slalom, and co.), ski boots, ski poles, and ice hockey sticks are also produced at the sites in Ried im Innkreis in Austria and in Mukachevo in Ukraine. Fischer is one of the few manufacturers that builds its skis with a wooden core. "The wooden core makes the ski flexible and stable at the same time, it 'gives the ski life', as we call it," Franz Föttinger explains the philosophy behind his products.



Werner Sickinger, Franz Föttinger, Christoph Engl, Stefano Bovolon, Stephan Rossberger
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"Building skis is a science that is lived at Fischer. We love brands with passion and a clear focus. This is also the reason why so many professional athletes have chosen Fischer over the years," says Christoph Engl, convinced of the quality of this brand. "It fills us with pride that the Oberalp Group has been able to represent this traditional brand in the Italian market for more than 10 years and that we will have the chance to pursue a clear growth plan for the coming years." The ski market may be

competitive - but Fischer is a household name to all as a brand that has built itself up over many years as a promise of quality. In 2024, Fischer will be able to look back on 100 years of company history.



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"Discussions to renew the partnership between Oberalp Group and Fischer Sports have already started in 2022 and due to our great cooperation in the past years, nothing prevented an extension. We have approached this process thoughtfully with the aim of becoming one of the reference players in Italy, as well as in the Alpine and Nordic markets, where we are already leaders," adds Stefano Bovolon, Business Unit Director Distribution of the Oberalp Group.

Werner Sickinger, Team Leader Sales Management "For more than 10 years we have built an important partnership with Oberalp and achieved excellent results in Italy. The extension of the contract was a logical consequence for us, changing partner has never been an option."

ABOUT FISCHER SPORTS:

Fischer Sports GmbH, founded in 1924 in Ried im Innkreis, Austria, is the world leader in Nordic skiing, one of the leading brands in alpine skiing, and one of the largest manufacturers of ice hockey sticks. Known for innovation and cutting-edge technology, Fischer's vision is to be the brand of choice for winter sports athletes by producing exceptional materials created to deliver everlasting moments and new levels of individual performance.

ABOUT ONE/WAY:

ONE WAY is a well-known supplier of ski poles and accessories. Founded in 2004 in Finland and since 2018 as part of the Fischer Sports group, the company is still strongly tied to its Scandinavian roots. Outstanding and pure product design, remarkable success in Nordic ski racing, and strong communication related to winter and outdoor activities have always characterized the brand.

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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".