Press Release

Oberalp and Elan: A New Strategic Partnership for the Future of Skiing

Starting January 1, 2027, the Oberalp Group will distribute Elan in Italy, Germany, and Austria. The new partnership strengthens the Group's presence in the world of skiing and marks a new chapter in its brand distribution strategy.

Bolzano, November 2026 – Oberalp Group, an international "House of Brands" with six in-house brands and eleven brands under distribution, announces a new strategic partnership with Elan. Starting in January 2027, the Group will take over distribution of the brand in Italy, Germany, and Austria. At the same time, on December 31, 2026, the partnership between Oberalp and Fischer on the Italian market will come to an end by mutual agreement after 14 years. Fischer will directly manage the development of its brand in Italy. The two companies thus bring a long journey together to a close, thanking each other for their trust and collaboration over the years.

The choice of Elan stems from a shared vision for the future of skiing: not just performance and competition, but also passion, freedom, excitement, and community. Skiing is not just a sport, but a lifestyle deeply connected to the mountains and the people who live there.

Founded in 1945, Elan combines a long Alpine tradition with a strong culture of innovation. The brand continues to develop and manufacture skis in a vertically integrated factory in Begunje, in the heart of the Slovenian Alps. Alpine roots, a focus on quality, and a long tradition of innovation are elements that unite the two companies and form the foundation of this new partnership.

"We are very pleased to announce our partnership with Oberalp, a company with a strong reputation, extensive market knowledge and a deep understanding of the mountain sports industry. Italy, Germany and Austria are strategically important markets for Elan, and we believe Oberalp is the right partner to further develop in these regions. By combining Elan's heritage, innovation and product expertise with Oberalp's established distribution network, commercial capabilities and mountain community approach, we are creating a strong foundation for long-term growth. We are excited about the opportunities ahead and confident that this partnership will unlock new potential," commented **Žiga Schmidt, Director of Elan Sports.**

A partnership that looks beyond distribution

For Oberalp, distribution goes beyond the purely commercial aspect. The Group provides expertise, infrastructure, and market knowledge to support brands in their development and builds long-term relationships.

“For all our international sports brands that we partner with, we want to offer much more than just a commercial platform. Our goal is to build an ecosystem of expertise and services capable of creating value for the brands and for the market. With Elan, we are further strengthening this approach and rounding out our offering in the world of winter sports on an international level,” says Michele Rossi, General Manager of Distribution Brands at the Oberalp Group.

Elan’s entry also marks another step in the evolution of Oberalp’s distribution business. Alongside Bollé and 2117 of Sweden, which are already distributed by the Group, the brand will be headed by Mark Landenberger, with the goal of fostering synergies and developing new opportunities in the relevant markets.

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The Oberalp Group is a family-owned and management-led company headquartered in Bolzano, northern Italy. Founded by Heiner Oberrauch in 1981, the Group today employs approximately 1,200 people and operates internationally in the mountain sports and sporting goods industry. Oberalp develops and manages a portfolio of its own mountain sports brands, including SALEWA, DYNAFIT, POMOCA, WILD COUNTRY, EVOLV, and LaMunt. In addition, Oberalp acts as a distribution partner for international sports brands. Its current distribution portfolio includes UNDER ARMOUR, BARTS, FALKE, FISCHER, ONE WAY, BURLINGTON, 2117 OF SWEDEN, BOLLÉ, SPY+, DIADEM, and BLACKROLL. The Group combines expertise in product development, brand building, marketing, communication, and distribution. Its corporate culture is shaped by a passion for sport and the mountains, an entrepreneurial mindset, and a commitment to continuously developing products, processes, and ways of working. Since 2019, Oberalp has published its sustainability report, “Contribute,” alongside its annual financial results. Since 2013, Oberalp has been working with the Fair Wear Foundation, a multi-stakeholder initiative committed to improving workers’ conditions, supporting the company in monitoring its supply chain.

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