

Press Release
ISPO
6th – 9th February 2011
Halti Ltd., Hall B2, Stand 308



HALTI
SKIWEAR

Halti continues successful co-operation with FIS in Schladming 2013 Alpine World Ski Championships

Co-operation between **Halti** and the International Ski Federation (**FIS**) will continue in Alpine World Ski Championships held in Schladming in 2013. Halti will be one of the main sponsors and the official clothing supplier responsible for clothing all volunteers and FIS officials.

Previously Halti has served as the official clothing supplier for FIS Alpine World Ski Championships in Åre 2007, Val D'Isère 2009 and Garmish-Partenkirchen 2011.

"Collaboration with FIS has increased the international visibility of Halti's brand significantly. The contacts and networks provided by FIS have opened us many great possibilities for further co-operation. Our strong visibility in Val D'Isère and Garmish-Partenkirchen championships has enhanced Halti's position in the Central European winter sport market, and we are expecting the championships in Schladming to further reinforce our position", Halti's CEO **Martti Uusitalo** reports.

Halti will design two Schladming collections. The first one will be released and on sale to the public in autumn 2011.

"Halti's functional and breathable clothes are designed for versatile use. The special technical features such as hood, vent zippers and lining materials make Halti's clothing easily adjustable and suitable for all weather conditions", Halti's Head Designer **Martti Kellokumpu** describes.

"FIS officials and volunteers spend extended periods of time outside in extreme weather conditions. The temperatures can also vary greatly in different locations during the championships. That is why good, appropriate gear is utmost important to the FIS officials and volunteers. According to the positive feedback they have given us Halti's clothing has surpassed their expectations", Martti Uusitalo comments.

In addition to clothing the FIS officials and volunteers, Halti has been the official clothing supplier of the Finnish Alpine Ski Team since 1999.

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Halti, the Finnish market's leading outdoor clothing brand, is the clothing partner of the world's best skiers. Halti supplies clothing to the International Ski Federation, Alpine Ski Team Finland and the Alpine World Ski Championships. Halti's main market is in Finland, although around 30 per cent of gross sales comes from exports. In 2010 the company's turnover was EUR 29 million. The company has 65 employees.