



FISCHER SPORTS DIVERSIFIES INTO ALPINE SKIWEAR

Fischer's skiwear will be designed and manufactured by Finnish outdoor brand Halti

The leading Finnish outdoor brand **Halti** and world's largest ski manufacturer, Austrian **Fischer Sports** announce that they have established a new co-operation whereby Halti will become the manufacturer of Fischer's new Alpine skiwear line.

The first limited Fischer collection will be released in autumn 2011 and the first complete collection will be launched to the public in 2012.

"Our co-operation with Fischer Sports is a great example of how two leading brands in their own field can join forces. Fischer's position in the key markets for Alpine skiing is indisputable, and these markets are very important for Halti's future. Collaboration with Fischer will increase the visibility of Halti's brand and create significant synergy for example in distribution", comments Halti's CEO **Martti Uusitalo**.

Halti's designer **Maaret Alaraudanjoki** has been appointed to design Fischer's skiwear. She has strong know-how in designing technical gear as part of Halti's design team.

"Fischer's skiwear will have its own individual style which will not resemble the style of Halti's own products. The materials, details and structures of the outfits will be different than in Halti's skiwear. The collection will also have its own unique colour chart. Fischer's skiwear will be discreetly labelled in the lining with slogan '**Powered by Halti**', describes Halti's Head Designer **Martti Kellokumpu**.

Complementary brand philosophies and mutual interest in sponsoring championship level Alpine skiing establish solid foundation for co-operation between Halti and Fischer. In fact, it was ski racing that triggered the venture as both companies co-operate with the same two Finnish top Alpine athletes **Tanja Poutiainen** and **Kalle Palander**.

"There are indeed many points of contact and parallels that open up opportunities for new synergies and co-operations. The goal of co-operation lies in the further development of our premium quality brand, outstanding distribution and, naturally, in a sound partnership with Halti. This co-operation also enables us to focus in strengthening our position in Halti's key countries in Scandinavia", explains **Gerhard Wieser**, Head of Alpine Division at Fischer Sports.

"Even though Halti is a Finnish brand with Scandinavian identity the starting point for designing Fischer's skiwear is in Fischer's values and brand philosophy. The collections will be aimed at their core markets. Collaboration with Fischer is a remarkable expression of appreciation for Halti's brand and a sign of confidence in the quality of our products. We will be in close co-operation with Fischer in both creating and marketing the collections", says Martti Uusitalo.

Further information:

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Image bank:

www.halti.com/databank, account: presshalti, password: welcometohalti

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 gross sales was EUR 29 million. The company has 65 employees.