



THE NAME BEHIND THE BRAND

PART III

Swix began manufacturing ski poles in 1974 in cooperation with The Liljedahl Pole factory. The 1974 World Championships in Falun, Sweden marked a peak for Liljedahl, having close to 100% of the racers on Liljedahl poles. Considering today's system of ski pools and racer contracts, this is a record likely never to be beaten.

Swix also entered the age of the composites. The composite cross-country ski pole production proved that Swix technology was outstanding and could be transferred to other sport equipment. Most natural, we went into alpine pole production. Today these poles are highly advanced products having shape and material strength only dreamed of in years past.

Swix's involvement in the clothing industry started with a sales and marketing partnership with the textile producer Odlo in 1976. Since 1988 Swix have had an agreement with the Norwegian Ski Federation for provision of apparel for all cross-country teams and starting this season the Norwegian National Biathlon program



The acquisition of Elite Sport in 2004, with the brands Bavac and Ulvang, strengthened the company's position in apparel and increased the range of products even further. Elite Sport was a success, with the legendary cross-country skier Vegard Ulvang as the front figure for socks, hats and underwear.

In 2010 the Swiss Mammot Sports Group AG decided to sell the Toko brand, including all of its activities and products, to a new subsidiary of the Norwegian company Swix Sport AS. Toko, which occupies a leading position in central Europe, has a long tradition in ski waxing and today offers a wide range of Swiss-quality ski wax, tools and care products for top performance. After the purchase, Toko maintained its Swiss identity and

Swix Sport AS pursues a two brand strategy, with separate product portfolios and distribution channels. Both brands, Toko and Swix, has benefited from collective investments in product development, production and logistics.

In February 2012 Swix Sport expanded it's apparel division further with the acquisition of Lundhags Skomakarna AB, in Sweden. Swix Sport has for many years, developed a sound market position in Sweden. Through the purchase of Lundhags, Swix Sport aims to grow in the larger outdoor market. The brand strength of Lundhags in Sweden, combined with their vast experience in the outdoor industry, will contribute significantly to Swix's growth, both in Sweden and throughout global markets.

In June 2012 Swix Sport also finalized its purchase of Original Teamwear AS. This company has a leading position internationally in supporting clubs, racing teams with specialized racing and training clothing. Custom Swix team clothing is now available in the US.

Clothing and some Swix products are produced in Eastern Europe and China. But the company's main warehouse facility, the wax, and tool division along with parts of the administration are still located in Lillehammer. The R&D for poles, sales organization, marketing, textile departments and the rest of the administration are located in Oslo. In the summer of 2015 Swix will be moving in to a new larger 500,000 sqft distribution center being constructed in Lillehammer



In 2014, Swix Sport AS is stronger than ever. It carries with it proud, healthy values and has influenced the sport of skiing more than anyone could have imagined when it first started producing its popular ski wax. Swix has become a part of the Norwegian national character and is also sold in more the 30 countries. For many the Swix name is the very symbol of winter sports.

