



SWISS-SKI EXTENDS PARTNERSHIP WITH REUSCH UNTIL 2034

Swiss-Ski athletes in the sports of alpine skiing, Nordic combined, ski jumping, ski cross, aerials and mogul skiing can continue to count on Reusch as their trusted glove supplier in the coming years. The sporting goods manufacturer from Bolzano and the Swiss Ski Pool have agreed on an early extension of their successful collaboration until 2034.

In addition to the gloves, Reusch will ensure that the athletes and coaching staff of Swiss-Ski's alpine squads always wear functional headgear that matches their own profile and style with the appropriate beanies and caps. In addition to alpine skiing, Nordic combined, ski jumping, ski cross, aerials and moguls, Reusch will also cover the alpine snowboarding and snowboard cross sectors as a glove supplier for Swiss-Ski from 2026 as part of the new agreement. The different Swiss-Ski teams are looking forward to the continued or new collaboration with the brand, known for its family spirit and technological excellence.

Swiss-Ski and Reusch have been working together for almost four decades, since the beginning of 1986.

WS4 Sports AG, based in Mosnang SG, manages the distribution in Switzerland for the premium brand from South Tyrol. **« A partnership this long-lasting is anything but self-**

evident in today's times,» , says Silvan Nideröst, Managing Director of the Swiss Ski Pool and Head of Equipment at Swiss-Ski. **«The needs of the athletes always take centre stage - and their satisfaction in terms of quality, functionality and choice is very high. That's why it was our goal to extend our partnership with Reusch ahead of schedule and for the long term.»**

«In addition to the technological component and high-quality material, a strong partnership based on trust is essential in order to enter into such a long-term contract,» says Diego Züger, Co-CEO of Swiss-Ski. «Reusch has impressed us for decades with its innovative strength in the further development of its gloves.»

Erich Weitzmann, of Reusch International, says: **«The extension of our almost 40-year partnership with Swiss-Ski is a great honor and a strong incentive for us. We are proud to grow together with Swiss-Ski and its athletes. This long-term collaboration confirms our constant effort to always become better. We will do everything we can to earn the trust placed in us time and time again.»**

