

REUSCH ACQUIRES LEVEL



From the **Autumn/Winter 2027/28** season, **Reusch will take over the development and distribution of the winter-sports glove brand LEVEL**, bringing its product expertise and international organisation to support LEVEL's continued growth.

Reusch International S.p.A. has acquired **LEVEL**, the winter-sports glove brand founded in 1989. The acquisition strengthens **LEVEL's identity and technical heritage** by combining the brand's strengths with the **Reusch Group's product expertise, international organisation and distribution network**. Financial terms of the transaction were not disclosed.

The move comes less than a year after Reusch opened its new logistics facility in Vignate, near Milan, and continues the Group's investment strategy. With the acquisition of LEVEL, the company reinforces its commitment to investing in further growth, strengthening its international presence and consolidating its position in the sporting goods market.

The **Autumn/Winter 2026/27 season**, including replenishment orders, **will continue to be managed by the existing LEVEL organisation until the end of March 2027**. In parallel, Reusch will present the new Autumn/Winter 2027/28 col-

lection through a dedicated team and will take over responsibility for its sell-in and distribution with immediate effect.

Mauro and Davide Compagnoni, who have shaped LEVEL to date, will **continue to contribute to the development of the LEVEL collections, preserving the brand's character and product culture**. Mauro Compagnoni has shaped LEVEL for more than 30 years, creating collections that combine technical expertise, personality and freshness – a heritage that Reusch intends to preserve and build on.

LEVEL has extensive expertise in ski and snowboard gloves and is **strongly positioned in the freeride, freestyle, half-pipe, race and women's segments**. The brand combines performance, innovation and a fresh, distinctive design. These strengths will remain in place, while the range will be expanded to cover additional key retail segments, from more accessible models to premium technical products.

The first LEVEL collection developed, presented and distributed by Reusch will be the Autumn/Winter 2027/28 collection, with sell-in beginning in December 2026. It will combine LEVEL's history, creativity and product culture with Reusch's technical expertise, organisational strength and international reach, laying the foundation for sustainable, long-term growth.

"I still have many ideas for LEVEL, and I am glad to continue working with the Reusch team. Reusch stands for excellence in gloves, and its experience will bring real added value to our products," says **Mauro Compagnoni, Founder of LEVEL**.

"From our very first conversations, there was a strong connection with Reusch. Their experience and international presence will enable LEVEL to continue growing," adds **Davide Compagnoni**.

"Mauro and Davide have developed the LEVEL collections with passion, sensitivity and an extraordinary product culture," says **Stefan Weitzmann, President of Reusch International S.p.A.** "We are proud that they will continue to support the brand and preserve its identity as we open this new chapter together."

"We want to continue growing the Reusch collections while developing LEVEL with the goal of achieving sustained double-digit growth," says **Erich Weitzmann, CEO of Reusch International S.p.A.** "To achieve this, we are building a dedicated team, supported by Reusch's expertise and international organisation. Our goal is to make LEVEL a more complete and attractive partner for retailers, while fully preserving its freshness, identity and authenticity."


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COMPAGNONI

MAURO
COMPAGNONI

ERICH
WEITZMANN




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