



Press release
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Never Change a Winning Technology

The Swiss-Ski Pool extends their successful partnership with X-BIONIC

Swiss-Ski's Alpine Team continues to rely on X-BIONIC's Swiss precision, innovation, and technologies. The two premium Swiss brands extend their successful partnership in high-tech compression and functional underwear for four more years. The top athletes will continue to rely on the know-how of the specialists in highly functional sportswear in future. The athletes will be integrated into the technological development process more strongly through more intensive and direct collaboration with X-Technology. This know-how will benefit end users directly.

To date, the X-BIONIC and X-SOCKS brands were manufactured and marketed as part of a license model. From now on, X-Technology – the owner of the brand – will assume the marketing duties itself. These changes in the business structure lead to a careful reassessment of all sponsoring partnerships, to bring them into line with a strategy aimed at emphasising Swissness as a vital character of the Swiss premium brands.

“Our athletes are very satisfied with the collaboration, which is why we are delighted to extend the partnership with X-BIONIC. The highly functional clothing offers our athletes the exact support they need to deliver world-class skiing performances”, says Christian Zingg, Managing Director of the Swiss-Ski Pool, at the ISPO Munich, as he reflects on the extended collaboration with the premium Swiss brand.

Starting immediately, X-BIONIC will have its own team take over the care for the top athletes. This allows for intensive collaboration. The pros will provide valuable know-how for the development of new technologies and products. In return, X-Technology will provide them with state-of-the-art, innovative technologies.

“In competitive sports, and above all in Alpine skiing, milliseconds might determine who takes home the medals – here, every detail counts. We make a decisive contribution with our highly functional clothing and are delighted to get to chance to continue to support the Swiss-Ski Pool with our expertise. Together, we will continue to write our winning history”, says Patrick Lambertz, COO of X-Technology Swiss R&D AG.



The Swiss-Ski athletes primarily depend on the **Energy Accumulator** line by the Swiss specialists for highly functional clothing; with X-BIONIC even providing them with the special Patriot Edition in the Swiss national colours. In addition, the skiers compete in their special-edition **Energizer MK2** shirt and wear **Racoon Zip** pullovers in the transition areas.

Great news for sports retailers, who are offered a marketing tool as well as an argument in support of specialist retail advice.

About X-TECHNOLOGY SWISS R&D AG

X-Technology, the specialist developer for highly functional clothing, has been creating products that combine Swiss precision and traditional Italian craftsmanship since 1998. In just a few years, X-Technology revolutionised the world of functional clothing. As the brand name X-Technology already shows, its developers use their knowledge of bionics inspired by nature to develop functional clothing that improves the physical performance and well-being of athletes. Innovative technologies are used to realise this ambition. The more than 800 international patent registrations strive to release, for example, the body's own energy reserves through thermoregulation. More than 560 international prizes and tests won for innovation, product quality, functionality, and material quality substantiate this approach.

Press contact for the X-BIONIC, X-SOCKS & APANI brands

Markus Müller

phone: +49 89 716 7223 13, email: markus.mueller@x-bionic.com

X-Technology Swiss R&D AG

Florens von der Decken

Junior Marketing Manager

phone: +41 44 786 03 03, email: florens.vonderdecken@x-bionic.com