

# next

A skier in a blue and red outfit is captured mid-jump in a snowy mountain landscape. The skier is wearing a blue jacket, red pants, and a red helmet. They are holding ski poles and are surrounded by a spray of snow. The background shows snow-covered evergreen trees and a bright, overcast sky.

AN AMER SPORTS MAGAZINE 4.2007

## WINTER FASHION 2007/08

APPAREL FOR EVERY OCCASION

### SNOWBOARDING

DAVID BENEDEK'S CREATIVITY

### GOLF

HYBRIDS AND FAIRWAY WOODS  
IN THE SAME FAMILY

## A PASSION FOR SPORTS AT THE HEART OF OUR BUSINESS



Amer Sports is dedicated to active lifestyles, sports, exercise, and well-being. Sports and exercise are, without a doubt, excellent ways to care for your health and body.

The particular sport you choose is not the main point. What matters most is having a good time, participating, and clearing your mind. Physical vitality and a good basic fitness level have a positive impact on mental activity, motivation, and coping with everyday stress. Sports teach children team spirit, fair play, creativity, and competitiveness. By fitting exercise into their schedules, working adults can enhance their ability to work and improve their health and stress levels. Sports also teaches us self-discipline, which is useful both at work and school.

By setting a good example and sharing our own experiences, we can help others find the joy of exercise and develop their own skills and competence.

Amer Sports had the honor of participating in a project that aimed, among other things, to raise school attendance among Tanzanian children and to contribute to their health by encouraging them to exercise and eat healthily. Pages 28–31 have more about the project involving Amer Sports and Sports Development Aid, as well as about the Amer Sports Day.

In the local Kiswahili language, AMER comes from the words Afya (health), Michezo (sports), Elimu (education), and Rafiki (friend).

Enjoy your sports!

Maarit Mikkonen  
Editor-in-Chief

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**TOTAL BODY.** Precor's two new EFX® 5.3-series elliptical crosstrainers offer more options for home exercisers. Users can work on their arms or focus on lower body exercises. All of the four new EFX® 5.3 models come with a host of new technical features, such as Precor's patented CrossRamp®, which enables users to target large muscle groups.



**SUUNTO D6 GOES METALLIC.** The popular Suunto D6 dive computer will be available with a metallic bracelet from the beginning of 2008. It corresponds to the composite version in all other respects. It features three operating modes, a watch, and a compass.



**POWER YOUR GAME.** The head-weighted Wilson [K] Three suits players with short strokes who appreciate good power generation. The [K]Factor technology adds stability and control to your strokes. Triad vibration dampening is sandwiched between the hoop and handle.



**NEW GENERATION OF HARNESSSES.** Arc'teryx introduces its new-generation R320 climbing harnesses that increase a climber's freedom of movement and comfort. The new Warp Strength™ Technology distributes the climber's weight evenly across the surface of the harness. The Wear Safety Marker alerts the user when it is time to change the harness.



**HIGH END SKIING MADE EASY.** The new Atomic Hawx ski boot's elastic "I-flex" zone frees up your sole allowing for flexion in the critical metatarsal area of your foot. The technology helps you to balance and build your confidence by allowing you to control and feel every part of the turn.



**FOR DEMANDING CYCLISTS.** Mavic's new R-SYS wheel set is light and stiff, offering excellent ride quality. The front clincher weighs 570 grams, and the rear clincher 785 grams. The spokes are made of tubular hollow carbon fiber.



**PACKS FOR CLIMBERS.** The Arc'teryx Miura 50 pack is designed for a rock climber's needs. It features both top- and panel-loading and has a back panel made of breathable and moisture-wicking Spacer-mesh. The shaped hipbelt transfers part of the load to the hips.



Salomon

# First Salomon Brand Store in Austria opened

Alpine skiing legends **Fritz Strobl** and **Günther Mader** were both present in October when Austria's first Salomon Brand Store was opened at the Europark shopping mall in Salzburg. Downhill star **Klaus Kröll** also made an appearance the following day.

The presence of former top skiers signaled Salomon's determination to gain a strong foothold in Austrian retail sales. Salomon plans to open four more stores in Austria in the next few years.

"We wanted to start near the mountains, therefore Salzburg and the Europark were our first choice. This shopping mall is among the ten best in Europe," says **Stefan Schwarz**, General Manager of Salomon Austria.

The Salomon Brand Store offers consumers the full range of Salomon products all year round. The Salomon Brand Store carries apparel and equipment for alpine skiing, cross-coun-

try skiing, snowboarding, trail running, and other outdoor activities. The goal is to let consumers enjoy an all-around mountain experience in the store.



Günther Mader, Stefan Schwarz, and Fritz Strobl open the Salomon Brand Store.



Salomon Brand Store's youthful employees.

Suunto D4



## Suunto introduces a new dive computer

The new Suunto D4 is a dive computer equipped with intelligent freediving functions: it informs the diver of the safe dive time and any need for deep stops. Made from a lightweight composite material, the Suunto D4 features a sleek, modern design.

In Air mode, the Suunto D4 is a versatile dive computer with full decompression capability. It also offers an extensive memory, profile recording, and dive-planning functionality.

The logbook/profile memory can store up to 80 hours of dive data, as well as a lifetime dive history. Decompression calculations are made using the Suunto Reduced Gradient Bubble Model (RGBM), which can be adjusted with personal settings and altitude specifications. By enabling

the deep stops, divers can make increasingly deeper safety stops.

Nitrox mode provides the same functionality as Air mode, but it also enables the use of nitrox mixtures with an oxygen content of 21–50% and an adjustable PO2 limit of 0.5–1.6 bar.

In Freediving mode, the Suunto D4 gives an accurate depth reading, records the dive time, and if needed, alerts the user. It records depth three times a second to ensure that the maximum depth reading is accurate at all times. The dive time is displayed in minutes and seconds and is clearly visible in the center of the watch face. Alarms can be set in advance to keep divers informed of the time spent under water.

After a dive, the user can review the daily dive history with just a few pushes of a button. The Suunto D4 displays the deepest dive and the dive time, as well as the longest dive time and the maximum depth reached on that specific dive.

In addition to being a versatile dive computer, the Suunto D4 doubles as an all-round watch. Dual time, calendar, alarm, and stopwatch functions make it a perfect wrist watch after a dive as well.

The Suunto D4 will be available in early 2008.



## Precor's AMT cardio equipment gains recognition

Fitness facility professionals voted Precor's revolutionary Adaptive Motion Trainer (AMT) as Best Product of the Year and Precor as Best Cardio Equipment Supplier. Adding to the stream of awards, Precor's Cardio Theater line was nominated Best in Entertainment in the fitness industry.

The AMT lets users naturally adjust functions and range of motion. When running, for example, exercisers can change speed without pushing buttons. This resembles the feel of outdoor running – minus the hard impact on your feet.

## Precor expands in Woodinville

Precor has expanded its operations in Woodinville, near Seattle, Washington. The fitness equipment supplier now has facilities comprising 270,000 square feet (25,000 sq. meters) distributed over five buildings.

The new facilities fill a real need, seeing as Precor has doubled its net sales since 2000. Precor's sales in 2006 totaled \$350 million (€275.6 million).

## Amer Sports UK moves to new facilities

From December 2007 on, the UK headquarters for Amer Sports will be located in Frimley, Surrey. The commercial operations of all UK brands will be transferred to the new HQ. The facilities will also accommodate the management and employees of Precor EMEA and Wilson Golf EMEA.

The new headquarters are conveniently located along the M3 motorway. In addition to office facilities, the building will feature product showrooms, a Precor gym, and a Wilson golf simulator used for custom fit club construction.

December will also see the opening of the new UK logistics center in Irvine, Scotland. The center will accommodate, for example, a warehouse serving Wilson's customers in the UK and Ireland.

## NFL hits Wembley

The first-ever NFL regular season game played outside North America was a blockbuster. At a sold-out Wembley Stadium, a crowd of 81,176 witnessed the New York Giants' 13–10 win over the Miami Dolphins.

The game was decided when New York's star quarterback **Eli Manning** scored the game's only touchdown from ten yards out.

NFL commissioner **Roger Goodell** was very content with the reception given to the NFL stars.

"I would anticipate that we will be back here on a regular basis," he said to the BBC in London.

Goodell also hinted at the possibility of the NFL bringing the Super Bowl to Wembley. The earliest date for that, however, would be 2011, since all the venues up till then have already been booked.



Al Bello/Getty Images



### SpeedCross 2 receives praise from Outside Magazine

The highly respected U.S. *Outside Magazine* presented the Salomon SpeedCross 2 trail running shoe with a 2008 Fall Gear of the Year award. A leader in active lifestyle publications, *Outside Magazine* reaches some 600,000 readers.

Twice a year, *Outside* publishes an equipment guide that has become something of a bible for many outdoor enthusiasts. One of the magazine's aims is to promote new technologies, which SpeedCross 2, for one, represents.

Despite being ultra light to meet the needs of Salomon team athletes, the Salomon SpeedCross 2 still offers great traction on difficult terrain.

"It is amazingly light and gives me the confidence to run fast over treacherous terrain," says Salomon Athlete **Greg Krause**.



Miika Kainu

### Salomon's collection showcased to the media

In August, Amer Sports invited Finnish journalists to its traditional Media Day. This time the entire event was arranged outdoors, at the Bökars manor house in southern Finland.

**Roger Talermo**, Amer Sports President & CEO, provided a business update to start the event. This was followed by an energetic Salomon fashion show. Other activities included a traditional golf competition and a "Tour de Bökars" road cycling event featuring bicycles with Mavic rims.



Claes Jörnsköld

Rudi Huber, Aksel Lund Svindal, and Roger Talermo, Amer Sports President & CEO, at the World Cup finals in Åre in March 2007.

## Expense cutting in Alpine events

Last year's snow-challenged winter led to a sudden drop in ski equipment sales. As a result, the sport's governing body FIS and ski manufacturers jointly are calling for rigorous cost-cutting in regards to Alpine racing events. The objective is to reduce the travel expenses of ski teams and especially the number of days spent on ski testing before the season starts.

In the summer, Alpine national teams train in the southern hemisphere. Dispatching test skis and maintenance teams to the Andes or New Zealand is very expensive.

One of the advocates of cost-cutting is **Rudolf "Rudi" Huber**, the head of Atomic's Alpine racing team.

"In my mind, the cost of Alpine skiing should not keep rising. We must find a sensible level of

expenses," demands Huber.

"Cutting costs is a move in the right direction. Equipment will come to play a lesser part and the athletes' role will be emphasized. Equipment will also be more equally available to all athletes."

Atomic is particularly concerned about young talent who find it difficult to reach the top because of high expenses.

"The change would put the athletes' equipment on the same starting line. I believe cost-cutting would help young competitors to succeed."

FIS has made amendments to its ski regulations this season. Ski widths have been increased and ski plate height has been decreased.

This reform also gets Huber's approval.

"The new rules improve the safety of Alpine events," he says.



Atomic

### Svindal dominates World Cup opening

Defending World Cup Champion **Aksel Lund Svindal** was not distracted by his first-run errors in the Alpine Skiing World Cup opener in Sölden, Austria. The Atomic Racing Team star hurtled down the second run to take first place despite a 1.17-second deficit after the first leg.

Based on the Cup opening, Svindal will be very difficult to beat this season. The powerful Norwegian has enjoyed good health throughout the training season and his technique and self-confidence looked strong in Sölden.

The Alpine Skiing World Cup will culminate in the finals held on March 10-16, 2008, in Bormio, Italy.

## Wilson announces its environmental program

In August, Wilson announced the details of its Green Initiative, an environmental program committed to developing and implementing environmentally friendly products and manufacturing methods in all of Wilson's main product categories.

Many key elements of the program have already been implemented in the packaging and manufacturing of Wilson products. For example, PET (Polyethylene terephthalate) tennis ball cans now contain at least 25% post-consumer recycled plastic. Wilson estimates that this will reduce plastic landfill waste by some 330,000 pounds (150,000 kg) in 2007 alone.

The PVC packaging of Wilson's racquetball gloves has been replaced with cardboard. Furthermore, the packages of many other indoor products have been developed to reduce overall packaging waste.

As for tennis rackets, Wilson has adopted manufacturing processes that reduce the amount of solvents used. The new processes were first introduced in the [K]Factor line of rackets. The technical features and feel of the rackets remain the same.

Wilson hopes that its Green Initiative will also encourage other tennis racket manufacturers to develop and implement more environmentally friendly packaging and manufacturing procedures.

## Enhanced versions of home treadmills

Precor has launched new, improved versions of its 9.23 and 9.27 home treadmills. Both models offer Precor quality, feel, and durability.

Similar to all other Precor equipment, the new treadmills offer a smooth, low-impact exercise experience. The easy-to-read LCD touch display makes it easy and fast to switch between different workout programs and performance metrics. Precor's one-touch QuickStart™ lets users begin their exercise with a single touch of a button.

The Precor 9.23 treadmill offers six preset programs and the 9.27 offers ten. Both models offer inclines of up to 15 degrees.



## Books

**BÜRTE HOPPE: ENZYKLOPÄDIE TOUR DE FRANCE, VERLAG DIE WERKSTATT, 2007**

Despite the setbacks of recent years, the Tour de France is still one of the world's biggest and most prestigious sports events. For biking enthusiasts, the Tour de France is a mythical competition that has given rise to countless stories and statistics. Aptly titled, the *Enzyklopädie Tour de France* is a reference book that describes the race history backed by comprehensive statistical data. Each race, stage, and rider is included in this German-language publication. In addition to statistics, the volume also provides detailed information about selected topics, such as the best riders, toughest climbs, and – unfortunately – doping.



## Online

- ▶ **What will be "in" next winter?** The latest sports equipment and fashion outfits for the 2008/09 winter season will be on display at the Munich Trade Fair Center in February. The traditional ispo winter fair is only open to retailers, designers, and other experts in sports and exercise. [www.ispo-winter.com](http://www.ispo-winter.com)
- ▶ **Fair play on the field.** Ethical guidelines for professional sports are more important than ever before. In Canada, a special organization, the Canadian Centre for Ethics in Sport (CCES), has been set up for this purpose. The Centre strives to make sports fair, doping-free, equal-opportunity, safe, and non-violent at all levels. [www.cces.ca](http://www.cces.ca)
- ▶ **The largest running relay race in the world.** Over 1,000 teams, each with 12 runners, and a distance of 197 miles. The relay, arranged in Oregon since 1982, is the world's largest and longest, starting at the top of Mt. Hood and ending in the city of Seaside, on the Pacific shores, the following day. Racing along the same route are teams with some of the world's best runners, as well as teams made up of best buddies, giving added interest to the event. [www.hoodtocoast.com](http://www.hoodtocoast.com)

Atomic/Agence Zoom



Benni Raich has a chance to win more World Cup points in Kitzbühel in both downhill and slalom.



## What's next?

### JANUARY

**JANUARY 14–27, 2008 AUSTRALIAN OPEN**  
The world's best tennis players meet in Melbourne, Australia, after a brief break on the tour for the season's first Grand Slam. Wilson players Roger Federer and Serena Williams will be defending their championships. [www.australianopen.com](http://www.australianopen.com)

**JANUARY 18–20, 2008 ALPINE SKIING WORLD CUP IN KITZBÜHEL**  
The cream of alpine skiing returns to the legendary slopes of Hahnenkamm in Kitzbühel. In the Austrian state of Tyrol, men will be hurtling down the formidable Streif course on two different occasions: in the super G and the downhill. In addition to the speed events, valuable prizes and World Cup points will also be awarded in the slalom and

the combined event. [www.hahnenkamm.com](http://www.hahnenkamm.com)

### FEBRUARY

**FEBRUARY 3, 2008 SUPER BOWL XLII**  
The culmination of the National Football League season is one of the world's biggest and most closely watched sports events. The 42nd championship game in the League's history will be played in Arizona, at the University of Phoenix Stadium, which will draw over 70,000 spectators. A further 80–90 million people will be following the game on TV in the United States alone. Wilson is the Official Football of the NFL since 1941. [www.superbowl.com](http://www.superbowl.com)

**FEBRUARY 22–24, 2008 WINTER TRIATHLON WORLD CHAMPIONSHIPS**  
The German town of Freudenstadt will host the 2007/08 Winter Triathlon World Championships. Seeking to be included in the Winter Olympic Games, the sport consists of running, mountain biking, and cross-country skiing. [www.coolman-wintertriathlon.delon.de](http://www.coolman-wintertriathlon.delon.de)



# Hybrids and fairway woods in the same family

Wilson Staff FYbrid is a brand new club concept that fuses traditional fairway woods and hybrids in a single family. The new clubs cover the long distance needs of any player.

by Markku Rimpiläinen for Wilson

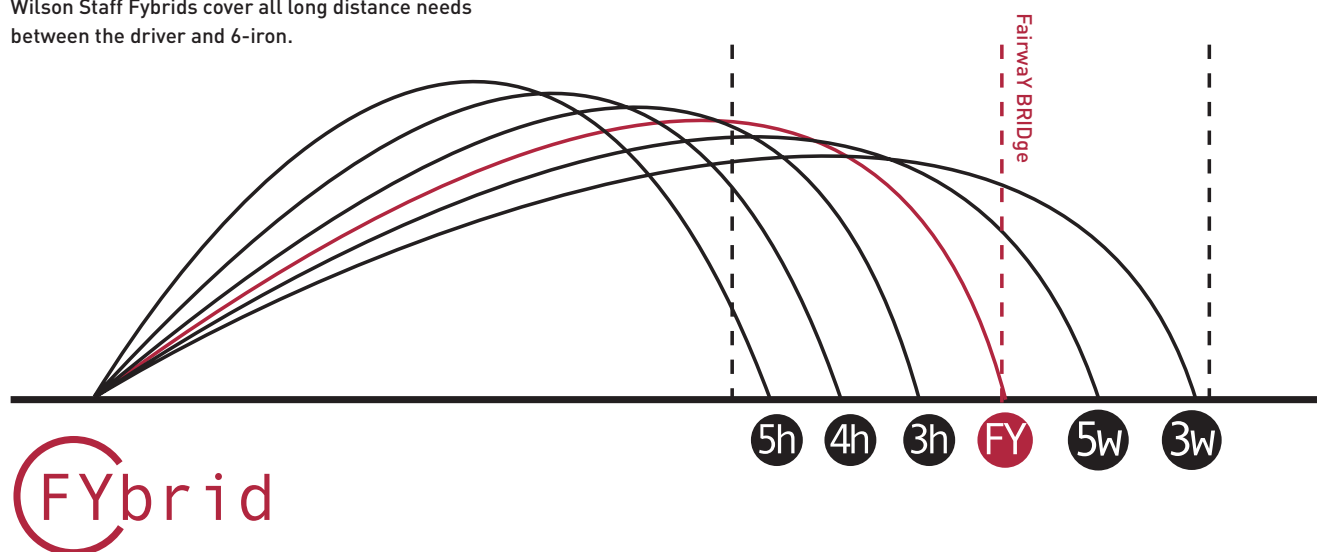
**H**itting long fairway shots has never been as easy as now. The clubs, from 5-hybrid to 3-wood, were designed to form a consistent family, making the move from hybrid to fairway wood very straight-forward.

The Wilson Staff FYbrids cover all long distance needs between the driver and 6-iron, delivering consistent distance gapping throughout the range. The FYbrid family offers a suitable club for all shots, be it a long par 3, fairway par 5, or a precise tee shot on

a narrow par 4. FYbrids simplify club selection, eliminating redundant long irons, hybrids, and fairway woods.

At the core of the family is the new FY, which covers the distances between traditional hybrids and a 5-wood. The FY has a loft of 19.5 degrees and a shaft measuring 41 inches. Wilson's extensive studies show this to be the combination that most players use for their best long-distance fairway shots. No other manufacturer currently offers a club corresponding to the FY.

Wilson Staff FYbrids cover all long distance needs between the driver and 6-iron.



The 5-wood (18°) and 3-wood (15°) are the best choices for tee shots and long par 5 fairway shots. The family's hybrids – 3 (21°), 4 (24°), and 5 (27°) – are exact replacements of the corresponding long irons. All of the clubs deliver the same feel and come with a UST Proforce V2 shaft.

The heads of all FYbrid clubs are individually designed. Their shape and weighting ensure increased accuracy while minimizing the club bouncing into the ball on impact. FYbrids also deliver a very high moment of inertia (MOI), which makes them more forgiving on hits to the heel and toe.

Not every player needs the whole FYbrid range. To simplify club selection, Wilson has created a three-step fitting system that recommends the selection of clubs best suited for each golfer ([www.wilsonstaff.com/fybrid](http://www.wilsonstaff.com/fybrid)).

The fitting system involves three variables. Players first define whether their swing speed is slow, medium, or high, and then choose the longest iron that they are consistent with. The third variable is the height of the ball trajectory.

Each combination of the three variables corresponds to a particular set of FYbrids. Some golfers get along with two clubs, while others are recommended to use a full set of six. ■

Hybrids and fairway woods form a consistent family, bridged by the FY club.



5h



4h



3h



FY



5w



3w

# European star

Padraig Harrington entered the book of golf legends this summer with his long-awaited major tournament victory at The Open Championship. Harrington is known for training relentlessly, but few are aware of his close involvement in Wilson's golf club R&D.

🔪 Timo Repo 📷 Wilson & Timo Repo



**T**he 36-year-old golf pro and major champion Pádraig “Paddy” Harrington from Ireland has earned nearly 25 million euros during his 11 years on the professional tour, and his success is not about to end here.

“Golf is a great sport that is sure to get you hooked. It’s a world you don’t want to part with,” Harrington says during our interview at the Hertfordshire golf course.

In the past season Harrington came out on top in five big tournaments, and in July he seized a coveted major tournament win at the Open Championship at Carnoustie, his first major and Wilson’s record 59th major championship.

### Introduced to the sport by his father

Paddy found the world of golf as a child, as he was introduced to the noble sport by his own father.

“My dad was a policeman, and back in the 70s it was difficult for policemen to gain membership in private golf clubs. Golf was also an extremely expensive hobby at the time. So, my father and eleven of his police colleagues set up their own golf club and course right near Dublin. The course was just fifteen minutes away from our home. Amid all the flurry and excitement I, too, was drawn to the sport.

“At first I simply ran around the field chasing rabbits and admiring all the different clubs. When I turned nine, my mother signed me up for a course. That’s when competing started as well,” Harrington reminisces.

Golf became Harrington’s number one hobby at the age of 15, but he also kept up with football and other racquet sports. Six years later Paddy was admitted to university to study accounting. While there, he followed his friends’ performances in golf tournaments.

“My golf buddies turned pro. It occurred to me that I could outdo them. I made a quick decision, and golf took over my life.”

Harrington played an impressive amateur season in 1995 and made the Irish national team. A year later he earned an invitation to the European Tour.

### Long road to the top

In 1996, Paddy joined the European PGA Tour and began his relationship with Wilson Golf, seizing a valuable victory in the Spanish Open and finishing second on the European PGA Tour. Since then he has dominated the European prize money list.

According to Harrington, his wins and top achievements came as something of a surprise.

“I put in a good amateur season but did not expect the success and popularity I met with. In fact, I was slightly shocked when I saw my name topping the lists. Although success gave me self-confidence, I felt like a shy star in public.”

Being named to the Ryder Cup team was a milestone in Harrington’s career.

“It’s a great moment for any golfer,” says Harrington.



## Padraig Harrington

- Joined the Wilson Advisory Staff in 1996.
- Joined the European Tour in 1996.
- First Tour victory in the 1996 Spanish Open.
- Four times on Ryder Cup Team Europe; three victories.

This year’s major tournament win was the sweetest achievement in Harrington’s career to date.

“It’s difficult to describe the feeling of winning a major, it’s just so incredible! I’ve worked long and hard for my career, with people wondering when I plan to win my first major. Now I did. The victory freed my game and made me hungry for new challenges.”

### In support of European golf

“I’ve always wanted to stay in Europe and be among the top 10 rankings,” says Harrington.

European golf has an enormous pull at the moment. Europe’s top pros have traditionally moved to the money circuits in USA, but now the direction has reversed.

“Europeans have invested in coaching and especially in educational alternatives that allow students to engage in professional golf. Universities and schools provide opportunities for young, talented golfers. Young players now have good knowledge of equipment, golf courses, opponents, and swing development. Such a system benefits golf as a whole.

“Top-notch professionals and young talent have given a renewed boost to golf,” says Harrington.

Today, European golfers offer a good match for big American stars.

“Top players, as well as young talents, no longer fear stars coming from the USA. Instead, their goal is to beat them. It seems to me that European top golfers have the desire and urge to win that is needed for big achievements.”

Harrington also plans to spend most of his time on the old continent in the future.

“I love to compete, anywhere, but my main arena is Europe. ▶

However, the courses in the U.S. are more challenging and difficult than here. I'll cross the Atlantic to see where I stand, but I want to be in top form in the big European tournaments," he says.

### For golf and family

Harrington married his wife **Caroline** in 1997. Six years later the couple had their first child, **Patrick**. Ever since, Caroline and Patrick have been a familiar sight at golf competitions.

"My life is filled with golf, training, club testing, and tough tournaments, but I get the best support and encouragement from my family. That is great! There is no doubt: golf and family are the spice of my life.

"At the beginning of my career – and later, when I turned pro – my parents were extremely supportive of my hobby. I think it would be difficult to succeed without the support of your loved ones. My wife has understood the pros and cons of this sport so I can thank her for all my achievements."

In the next few months Harrington's life will see some big changes with the arrival of a new family member: "We will be having an addition to the family, a son. Who knows, maybe he will be the next major champion.

"I still want to succeed in tournaments. I'm not ready to retire just quite yet. My goals are set higher than ever thanks to the self-confidence that I got from the major win." ■



## Harrington's club wizard

Wilson golf club whiz Phil Bonham knows what the equipment of top golfers is made of and how it can be modified.

**P**hil Bonham has established himself as a veritable club and equipment guru in golf circles. For the past six years he has been in charge of Wilson's clubs and equipment maintenance in the big European golf competitions. Bonham also works in very close cooperation with The Open Championship winner **Padraig Harrington**.

"To deal with the windy conditions at The Open Championship, I changed the head of Harrington's driver a few times to make the ball fly lower and longer," says Bonham.

For each competition, Bonham puts together clubs according to the needs of individual players.

"Every player uses custom-made clubs. I make changes to them based on the player's wishes. To do this I have to listen closely to the player's comments about his equipment and his analysis of its performance."

Before a competition, Bonham meticulously studies the course and the expected conditions with the player.

"You have to take the characteristics of the green into consideration. Sometimes golfers want to hit their approach shots high, at other times low. Sometimes they want to increase the distance of a shot hit with a particular club by changing the loft."

Years of experience have taught Bonham that tournaments present unexpected problems that have to be dealt with quickly. Big money prizes are rarely won with ineffective clubs.

Building and modifying golf clubs is true craftsmanship, but an experienced pro can do it all in no time. New solutions are tested in tournaments or on practice courses.

The club whiz knows precisely what Padraig Harrington's success is based on.

"Paddy practices a lot and does so meticulously. We often sit down for hours on end to analyze his performance. Harrington's definite advantage in competition is his long shot off the tee. He can also hit the ball from extremely difficult lies," summarizes Bonham.

Bonham also transfers the experiences gained from pro tournaments to standard production clubs.

"For the purpose of product development I must listen carefully to the changes that players request. These ideas will later benefit consumers." ■



Paul Bonham builds new clubs during the competition, if they are needed.



Paul Bonham's mobile club workshop travels with the European Tour.

# Apparel for every occasion

Salomon, the French apparel and equipment manufacturer, continues to show the way in outdoor apparel. Its winter 2007/08 collection combines technology, functionality, and fashion. Salomon's novelty this season is the Nordic line designed for cross-country skiing.

✂ Jusu Toivonen, Markku Rimpiläinen 📷 Bonfire, Salomon

**K** For years, dressing in layers has been the rule of thumb for keeping warm and dry. The choice of apparel depends on the purpose of use and the weather conditions, as well as personal preferences. Some favor hardshell, others opt for softshell.

The selection of the outer layer material always involves some degree of compromise. Harder material means less breathability and flexibility.

Characteristic of this season is the use of both hard and soft fabrics in a single garment. Up to three different materials are commonly used in the outer layer.

The design of modern outdoor apparel also emphasizes appearance, which has helped make outdoor apparel increasingly popular for everyday use. Comfortable materials and functionality,

spiced up with trendy designs, are the main reasons why athletic outfits have gained in popularity for more than pure sports use.

Especially softshell materials have seen notable technological advancement, becoming more waterproof and elastic. Salomon uses 4-way stretch fabrics, which increase flexibility and movement.

## Materials for many needs

Salomon's apparel incorporates many different fabrics, such as the well-known climaPRO™, Gore-Tex®, Polartec®, and Windstopper® technologies. The fabrics are always chosen to enhance the product's and its wearer's performance.

In addition to the outer shell layers, different materials are also combined in the base and midlayers. This makes it possible to



Salomon's range now includes cross-country apparel.

## Winter trends 2007/08

avoid chafing in sensitive areas and keeps odors and bacteria at bay. Base layer shirts with integrated bras offer added ease and comfort to women's clothing.

Colors and patterns have been especially emphasized in the women's collection. The Nordic line, for instance, features the same prints in skis, shoes, and clothes. Versatile color schemes allow for the personalized combination of different apparel.

Even though trendiness and appearance are important in women's clothing, no compromises are made on technological features. Clothing technology has traditionally been of less interest to women than to men, but a clear change has recently taken place in this respect. Women's clothes feature the same top-notch materials and solutions as men's products.

Salomon has launched an all-women website at [www.salomonwomenwill.com](http://www.salomonwomenwill.com) which provides information on the latest Salomon equipment, apparel and footwear.

### Technological features enhance performance

The integration of technology and clothing continues this season. Outfits are also being developed to enhance performance.

Many of Salomon's jackets now feature a Recco avalanche reflector that transmits a signal if a skier gets buried under snow. Recco detectors are designed for the exclusive use of ski resorts and other professionals.

Snowboarding calls for loose clothing that enables big moves. Pictured here is Leanne Pelosi from the Bonfire team.



Dave Leih/Bonfire



Salomon's innovative and advanced safety-enhancing product development is also visible in jacket designs. The Aero 3:1 jacket features paddings around the shoulders and elbows. A removable back padding attached to the inner jacket provides further protection for the body. The light, three-layer foam Soft Back is easy to detach when it is not needed.

The removable drink bladder integrated into Sandstorm Gore-Tex® pants is an easy and smart way to ensure hydration. The one-liter hydration bladder attaches to the bibs on the back of the pants and is fixed to them so that it stays in place at all speeds.

This season's clothing line also enables skiers to enjoy music when out and about. The Beat Audio Pro 3:1 jacket features an integrated ipod remote control unit as well as small headphones in the collar. Headphones can also be found in the collar of the X-Wing jacket.

### Loose or tight-fitting

The change in skiing habits has led to tougher demands on skiwear performance. Young skiers spend a great deal of time in ski parks, but experiences are also sought off-piste and considerable time may be spent climbing up hillsides. To cater to the new needs, equipment must offer new kinds of properties that differ from those needed in traditional downhill skiing.

Salomon's ski apparel is divided into two segments. The Skiwear collection offers pants and jackets for on-piste and back-country skiing, while casual apparel for freestylers is available from the Borderline collection.

As for pants, skiers can choose the fit best suited to their needs from three different alternatives: Alpine Fit, Relax Fit, and Loose Fit. Alpine Fit suits those who favor body-hugging pants, while Relax leaves more room for movement. Loose Fit is ideal for anyone feeling best in casual freestyle pants.

### Snowboard gear from Bonfire

Salomon offers snowboard clothing under the Bonfire brand. The brand, originally from the USA, has been the flagship of snowboard fashion ever since 1989.



Snowboarders typically favor very casual apparel. Apart from loose pants and jackets, Bonfire's collection also offers slimmer alternatives, less common to the sport. Pants come in four models: Low Fit, Classic Fit, Straight Fit, and Indie Fit.

Prints and colors are important features of snowboard apparel, but technological performance also plays an important part in its design and manufacture. Bonfire's waterproof fabrics are available in four resistance categories. The most resistant Gore-Tex® film has a waterproof rating of 30,000 mm.

In addition to adult apparel, Bonfire carries pants and jackets for younger family members (47.2 in. – 63 in.).

### New Nordic line

Salomon's biggest novelty this winter is its apparel for cross-country skiing – an exercise form that has become increasingly popular in recent years. Salomon's new line of apparel shows serious commitment to the sport from the very beginning.

The Nordic collection offers high-quality softshell pants and jackets that combine different materials to achieve optimal performance. The pants front is made of windproof fabric (climaWIND™) and the back of more breathable material. Jackets are designed following the same principle.

Although primarily designed for cross-country skiing, the Nordic apparel is also well suited for winter jogging and Nordic walking.

Breathability is one of the collection's main features. Cross-country skiers perspire much more than downhill skiers. To ensure maximum ventilation, the front of the Active Softshell Jacket is equipped with a ventilation panel that is easy to open and close with a zipper. When opened, the pockets also function as ventilation openings. A window on the sleeve enables skiers to monitor their Suunto wristop computer while training. ■

Freestylers need types of clothing and equipment that differ from that of other skiers who stick to groomed runs.



Turn the page for a selection of new products offered by Salomon and Bonfire. ▶

# Winter trends 2007/08



## Bonfire Flare

### *Pro quality for snowboarders*

Bonfire's Flare snowboard jacket and pants leave no room for compromise. Apart from being warm, the thick-hooded jacket offers excellent water-resistance and breathability. The pants feature a handy waist adjustment, and the snap-tite system on the coat hooks to the pants.



## Bonfire Lam

### *For girls only*

Cute ruffles add to the attractiveness of the Bonfire Lam shell jacket for women. Also included are a separate pocket for goggles and another for a lift ticket, plus tightenable cuffs and a super-warm hood.



## Salomon Syndicate Down

### *For down lovers*

The popularity of down jackets seems to increase each year, and for a good reason: light and warm down provides excellent thermal insulation. Salomon's versatile Syndicate Down jacket is equally comfortable on the slopes as on the streets of Alpine villages. It also has numerous technical details, such as a goggle wipe and dry pad, space for lift tickets, and a detachable snow lock at the waist.



## Salomon Exposure

### *Print and pattern*

The attractively cut Exposure print jacket for women can be worn with print or one-colored pants. Perfect for cold weather thanks to the warm actiLOFT lining, the jacket features pockets for different purposes, taped seams, a detachable hood, and ventilation zippers.



## Bonfire

### *Hats for every head*

The Bonfire collection offers a wide range of personal caps and beanies in colors that match your apparel.





**Salomon LS XA**

*Underwear for women*

Salomon's LS XA tech tee is made of actLITE fibre for good breathability and moisture-wicking. It also features an integrated and adjustable bra.

**Salomon Active Softshell**

*Softshell for cold weather*

Salomon's Active Softshell outfit is designed for all cold-weather aerobic activities: cross-country skiing, winter running, cycling or Nordic walking. It is made of flexible, breathable, and windproof softshell with a thin, fixed fleece lining. The fabric is thinner in the back to increase breathability. A window for a Suunto wristop computer is included on the wrist.



**Salomon Momentum**

*Warm and breathable*

Ski racers wear Salomon's Momentum warm-up outfit over their ski suit before the race start. Fitness skiers can use it throughout their exercise session. The outfit is also ideal for jogging, running, cycling, and Nordic walking. The front part offers good wind resistance, and the back of the pants and jacket has a flexible, breathable area made of climaWIND. A roomy pocket and reflectors have been added to the back of the jacket. The range also includes a vest.



**Salomon Sonic Shield II**

*For tough use*

In need of a light and flexible jacket for demanding Alpine conditions? Salomon's Sonic Shield II softshell jacket is your choice. Made of four-way stretch fabric, the jacket ensures unrestricted freedom of movement.



**Salomon DC Down**

*Keep your hands warm*

Do you suffer from cold hands? Warm up with Salomon's DC Down gloves, featuring two different chambers for your fingers: one warmer, the other cooler. The gloves come with a ventilation zipper and goggle wipe.

**Salomon Sandstorm**

*For hikes*

A sufficient intake of liquids is essential when moving at high altitudes. The special feature of Salomon's Sandstorm Gore-Tex® pants is the removable water bladder attached to the bibs. What an easy way to carry drinks with you!







BOMB DROP JACKET & PANT



"IT WAS THREE IN THE MORNING AND I WAS TOTALLY DONE BUT CHARLES WAS NOT, SO TO BE POLITE I CONTINUED SHOOTING. THE TRIP WAS A 'BIG RAIL TRIP' IN THE NORTH OF QUEBEC, WHERE THE RIDERS JUST LOOKED TO HIT BIG RAILS (70+ STAIRS) THE CANADIAN WAY (NO KICKER). THIS ONE WAS ACTUALLY NOT THAT BIG, BUT TECHNICAL - A LITTLE DOWN THEN A VERY LONG FLAT FOLLOWED BY A STEEP DOWN SECTION. THE IN-RUN WAS FROM A FLAT PARKING LOT, SO THEY TOOK TURNS USING A CAR TO PUSH EACH OTHER INTO THE RAIL.

- DOM DAHER

# New owners create interest

Amer Sports had a problem-free third quarter. The full-year profit forecast remains the same. “No bad news is also good news,” says Tommy Ilmoni, Amer Sports Vice President, Investor Relations.

✎ Markku Rimpiläinen 📷 Kreetta Järvenpää

**T**he changes that have taken place in Amer Sports ownership have been of interest to analysts and investors in this fall.

“The question on people’s minds now is whether the new owner wants to implement structural changes in Amer Sports. This still remains to be seen, but it will probably want to have a say concerning the company. However, changes in ownership structure do not automatically lead to changes in strategy,” says Ilmoni, Amer Sports Vice President, Investor Relations.

The ownership changes and the company’s good performance in the third quarter have given a new push to share prices.



“Our full-year expectations have not changed,” says Tommy Ilmoni, Vice President, Investor Relations.

## January–September 2007

- Amer Sports net sales in January–September 2007 amounted to EUR 1,154.9 million (EUR 1,211.1 million in 2006). Net sales in local currency terms matched the corresponding period last year.
- The Group’s EBIT was EUR 38.5 million (50.5).
- Earnings before taxes totaled EUR 22.9 million (32.2). Earnings per share stood at EUR 0.23 (0.33).

“Investor meetings have shown that many parties are pleased with the recent developments. The positive trend in the sales of Precor and Salomon footwear has been noted. Wilson’s performance, on the other hand, has been something of a disappointment,” says Ilmoni, pointing out that the company performed pretty much as expected in the third quarter.

“The fact that our performance exceeded market expectations can be explained by the timing of results. Our full-year forecast still remains the same,” he continues.

Last year’s poor sales of winter sports equipment will continue to affect this year’s results, especially in the last quarter. The coming winter has been a popular topic at investor meetings.

“There’s no doubt that winter will arrive, we just don’t know what it will be like. It’s essential that we handle business in such a way that we can manage even if the winter is weaker than average. In the long term, good and weak winters will balance out.”

Winter sports equipment accounts for a decreasing share of Amer Sports sales. In 2006, 29% of sales came from winter equipment. This year the share will drop by several percentage points.

“Winter sports will have less weight in the future. No new acquisitions are expected in that sector. Any future acquisitions will most likely target sectors where performance is weighted towards the first half of the year,” says Ilmoni.

He believes the sector as a whole is doing quite well at the moment.

“The sports equipment business has seen positive development, even though some fields, such as winter sports, are facing challenges. Companies that make the right strategic choices will succeed in the future. In that respect, nothing has changed.” ■

## Surprise for analysts



Maria Wikström, Handelsbanken

### Salomon surpassed expectations

**GROWTH.** The positive performance of Amer Sports came as a surprise to us and the market. This was particularly true of Salomon, whose footwear and apparel clearly outperformed previous sales. We believed in double-figure growth, but 26% was clearly above expectations.

**LET-DOWN FROM WILSON.** Wilson clearly performed weaker than was expected and that was a disappointment.

**WINTER SPORTS NEEDS SHAPING UP.** Weather forecasting skills would come in handy when analyzing Amer Sports. In the short term, the company's result is obviously affected by when it begins to snow and what the season turns out to be like in the Alps, North America, and Japan. The long-term challenge is how to raise margins after weak years.

**POTENTIAL.** Wilson has a good brand in rackets and team sports, but it has not been put to full use in apparel. A big question in the future is how the Wilson brand can be used more efficiently in apparel sales.



Pontus Grönlund, Deutsche Bank

### Surprisingly good result

**SALOMON ON THE RISE.** Performance was surprisingly good. Salomon's year-over-year improvement was good news. The other sectors performed largely as expected.

**INTEGRATION.** Nothing definite can be said about the success of Salomon's integration at this phase. It is unclear how weak winters will affect the business environment.

**MORE VOLUME IN SKI SALES.** Salomon benefits Amer Sports by increasing the volume of ski sales.

While Salomon has never been profitable in skis, Atomic's competence should help it to improve its margins in ski sales.

**NEW DIMENSIONS.** Salomon has brought a new dimension to the Amer Sports footwear and apparel business, which is reflected in the positive growth seen recently. Other businesses could learn from this.



Sasu Ristimäki, SEB Enskilda

### Positive development

**STEP AHEAD.** The results were very good. We haven't seen such clearly positive development for a while. Salomon, Precor, and Suunto succeeded very well, and progress has been made on many fronts.

**MATURE BUSINESS.** As a whole, the business has reached a mature stage. The objective now is to identify fields or niches that are still growing. This will free the company from the strains of a mature segment. Business can be good in a mature field, but it is at least as important to find growth segments.

**SUUNTO ALSO PERFORMING WELL.** Precor is a clear growth segment. Suunto has always held promise but is finally beginning to show some actual results. However, we are still talking, unfortunately, about small-scale business.

**NEW IDEAS FOR WINTER.** The market is waiting for the company to come up with a solution for the winter months to increase the growth rate, irrespective of the snow situation. In addition, investors are monitoring internal and external measures related to the harmonization of the winter sports business. It is important to create more synergies between Atomic's and Salomon's winter products.



Lauri Pietarinen,  
E.Öhman J:or Fond Kommission AB

### Still room for brands to improve

**IN LINE.** The result was surprisingly good, but this was largely because last year's corresponding period was a difficult one. All in all, the company performed in line with my expectations.

**BIG CHALLENGE.** Amer Sports is definitely too dependent on the winter season. A single weak winter should not have a two-year impact on results. The winter is a great challenge but also full of potential for Amer Sports.

**GOOD PORTFOLIO.** My view of the future of Amer Sports is slightly different from that of many others. Amer Sports has a fantastic brand portfolio that could be used much more effectively. Salomon's recent development in apparel and footwear proves that the brands are strong and have a great deal of potential. The company's great opportunity lies in making better use of its brands.

**MAINSTREAM.** Salomon has already improved a great deal, and I believe it can still go a lot further. Salomon could also do well in leisure time apparel, not only in technical outfits, seeing that people love to use outdoor clothing for purposes other than sports activities.

## Trail running grows wings

In the spring of 2008, Salomon will introduce a brand new trail running shoe, the XT Wings.

Ilkka Järvimäki Salomon

Part of the Salomon Trail Running category, the shoe is designed for off-road terrain, but its properties also make it well suited for easier environments. The shoe resembles a traditional road sneaker more than any other Salomon model. In fact, it is probably more appropriate to talk about a cross-over design, a multi-purpose running shoe that works in many different conditions and in all four seasons.

The main trail running features of XT Wings include a low center of gravity, a sturdy sole, an outsole that delivers excellent traction, a protective midsole plate, and a toe guard. Efficient shock absorption and a relatively low weight contribute to the shoe's versatility. XT Wings

is some 10% lighter than the latest XA Pro version, the Salomon XA Pro 3D Ultra.

In terms of technology, XT Wings is a revolutionary shoe. While it incorporates many of Salomon's familiar and proven solutions – such as the **Running Contagrip** outsole that delivers excellent grip in demanding conditions, the Sensifit system that provides a precise fit, and the handy **Quicklace** lacing system – Salomon has sought brand new solutions in the midsole structures. XT Wings features the new **Agile Chassis System (ACS)** inspired by the human body: the skeleton, muscles, and tendons.

**The Agile Chassis Skeleton** fulfils two main purposes: it enhances the heel-to-toe transition and controls side-to-side movement. These are crucial to the two most important properties of a good running shoe, runnability and stability.

**The Agile Cell Muscle** comprises three EVA foam compounds, each with a different density. The structure provides cushioning while converting impact energy into efficient push-off power. Salomon's choice of EVA is twice as durable as the average EVA foam. The denser foam compound used in the inner edge of the sole controls the stride and corrects over-pronation.

**The Agile Contagrip Tendons** connect all the outsole elements and assist kinetic energy to transfer from heel strike to toe push-off.

Salomon Wings will grow into an independent product family in the coming years. In addition to XT Wings, the spring 2008 collection offers XT Wings WP, equipped with a waterproof film. The color schemes of both the women's and men's collections are designed to match the style of Salomon's running apparel. ■







**BONFIRE**

## **A pro in front of and behind the camera**

Snowboarder David Benedek has been on Salomon's and Bonfire's team throughout his professional career. Long-lasting cooperation has enabled the multi-talented German to express his creativity in many different ways.

 Jusu Toivonen  Bonfire

**D**avid Benedek's passport fills up with new stamps at a dizzying rate. During the writing of this interview alone he visited Germany, Japan, and the USA. Raised in Munich, the star snowboarder now lives in Austria but says he spends more time with his suitcase than in his own bed.

Last year the hard-working youngster took only two weeks off for a vacation. Instead of free time, Benedek's days are taken up with movie shoots where he performs as either skier or producer. While the camera batteries are recharging, Benedek can be seen taking part in competitions or arranging them. As if this weren't enough, he also finds time to develop and test Salomon's snowboards and design their graphics.

### **Inspired by his older brother**

David Benedek got into snowboarding at the age of nine, following in the footsteps of his older brother, as he explains.

"I began to snowboard in Germany and Austria in 1989. At the time, I tailed my brother and did whatever he was in to," says Benedek, reminiscing.

The fast, action-packed hobby got Benedek hooked, and he soon found his way into snowboard competitions. At the age of 16 he began to achieve success in Europe. Good results made the idea of turning professional seem like a realistic goal. After finishing high school, Benedek earned a spot on the Salomon team and snowboarding became his profession.

The door to the professional world opened up as a result of long and exacting work and development.

"I'm glad I wasn't accepted on the basis of a good performance in a single competition or a part in a movie. That often places way too great expectations on a sportsman," he says.

Benedek gained wider recognition after placing well in several



David Benedek at the studio between photo shoots.



international competitions and getting his own segment in the *TB 10* movie produced by Standard Films.

Benedek now spends approximately 90% of his time making movies but, according to his own words, he still enjoys competing "as long as the conditions are right."

"In competitions everything is organized better than at shoots. You also get to meet friends from around the world and usually manage to squeeze in some free time at the end of the week."

Benedek's best competition memory is from Sweden, where he traveled as an 18-year old with a friend of his. The event featured the absolute cream of snowboarding. With the help of his friend, the young Benedek managed to get his name on the list of participants. To the surprise of all, himself included, Benedek won the competition, beating many of his idols.

"It was incredible, especially since the jury consisted of snowboarders who took part in the actual competition. And they voted for me!" says Benedek, happily remembering the event.

### **Creativity is everything**

To David Benedek, expressing creativity is an important element of snowboarding, perhaps the most important. He enjoys creative challenges: "Competitions are momentary, movies are long-lasting."



## Own collection

The Benedek ERA snowboards now available in stores are the result of three years of intensive product development. The designer himself uses the ERA 155 DB, the flexibility of which was fine-tuned for this season. According to Benedek, the board was nearly perfect even before the last minor adjustments. Two new sizes were added to the collection this season.

The multi-talented German expects his equipment to offer aggressive carving as well as flexibility and good control at slow speeds. As for the near future, the number one snowboarder in Germany hopes to take some time off and recharge his batteries for the coming season.

Benedek is the star of many snowboard movies, but he also enjoys working on the other side of the camera. In 2005 Benedek, his brother **Boris**, and friend **Mark Weber** founded the Blank Paper Studio production company.

The trio's latest production, *In Short*, combines five short movies into a single piece of work. The movie premiered in Japan in September 2007.

In addition to making movies, Blank Paper Studio arranges invitational competitions. The Red Bull Gap Session, which was arranged for the first time last year, was a big success and received extensive coverage in trade magazines and on DVDs. The organizers plan to invite the 16 best snowboarders in the world to this year's competition.

Although Benedek's plans for his post-snowboarding career are still undecided, the general direction is clear. He is interested in artistic challenges.

"It doesn't necessarily mean making movies, but I do want to stay in the creative field, be it graphical design or creative directing."

In addition to starring in and producing movies, Benedek expresses his creativity in the field of graphics. Among other things, he designs the visual look of the Red Bull Gap Session event. Benedek is also in charge of the graphic design of Salomon boards bearing his name.

## Trusted partner of Salomon and Bonfire

Hearing this tireless German talk about his activities, one begins to wonder how the hours in a day could possibly suffice to do them all. Benedek admits that his busy schedule calls for prioritization.

"Finding time has been my biggest challenge in the past three or four years, and my commitments have affected my skiing. However, I enjoy what I'm doing and believe a few compromises make it worthwhile. It's nearly impossible to get any free time, though."

Benedek has been on Salomon's and Bonfire's team ever since he turned professional. Over the years, the parties have developed a strong mutual trust. The representatives of Salomon and Bonfire know that the German wonder will not leave his work undone because of a few after-ski beers.

Both parties also know that Benedek's activity in movies and other projects give his cooperation partners a great deal of visibility. Benedek says he is very thankful for the support his cooperation partners have given him.

Although Benedek is busy taking care of his own work, he also has time for partners. In addition to taking part in competitions and sponsor events, he is involved, from beginning to end, in the design and testing of the snowboard collection named after him. ■

# A ball sparks interest in learning

A ball's role in solving an enormous problem can be surprising. Tanzanian children love ball games, so Amer Sports donated 5,400 Wilson balls to Tanzanian schools. If the PE classes at school are inspiring, learning results improve, absences are reduced, and children complete their studies. Education gives them the chance to break the poverty cycle.

✍ Markku Rimpiläinen 📷 Sarianne Rantanen & Ari Koivu

“I can't begin to explain how valuable this donation is at the local level here in Tanzania. The Amer Sports donation was extremely important to us,” says Ari Koivu, Executive Director of Sports Development Aid, a cooperation partner of Amer Sports.

Sports Development Aid is a Finnish NGO that was founded in 2001 and focuses on increasing school attendance and physical education at schools. Many of the organization's projects are carried out in Tanzania. Among other things, Sports Development Aid has renovated 600 sports fields in the country.

## Absences a big problem

But why take balls to a country suffering from poverty? Doesn't it





Ari Koivu, Executive Director of Sports Development Aid, unloading a shipment of balls

have more pressing needs? Ari Koivu explains what the balls are needed for.

“School absences are a big problem in Tanzania and other developing countries. Children, especially girls, are given a lot of domestic chores, such as collecting firewood and fetching water. In many areas, only 10% of the children finish elementary education.

“Exercise motivates children to attend school. Out here, all the children love ball games. If we help schools by giving them balls and by repairing sports fields, school becomes an inspiring place that children are eager to come to. Making school more meaningful to children improves learning results and helps children complete their education.”

“We only need to spark an interest in learning. The first step is to offer children a reason to come to school.”

### Sports week reached nearly 600 schools

The donation was part of a wide-ranging sports week supported by Amer Sports, which culminated in Amer Sports Day, held on September 21 at Mtwara stadium. Over 600 school children and teachers took part in a wide range of sporting activities, with the breaks dedicated to speeches about malaria-related risks, protection against HIV, and the benefits of healthy nutrition.

Amer Sports was represented at the event by Maarit Mikkonen, Communications Manager, and Sarianne Rantanen, Marketing Co-

ordinator of Salomon Finland. They met with local authorities and visited schools, distributing balls and arranging different types of events. Some events included seminars arranged at schools, as well as friendly matches. All of the schools in the Mtwara region received eight balls, two Exercise and Health pamphlets, as well as local magazines dealing with health. Each school was asked to organize a sports day, as explained in the guidelines, where all pupils could participate in seven sports activities and health briefings.

### Sports day for the whole country?

Koivu was more than satisfied with the sports week.

“We suddenly had 5,400 Wilson soccer balls, basketballs, and volleyballs that we could donate to schools. Amer Sports gave an immense boost to our credibility. The sports week press conference was attended by 27 journalists and four national TV channels. We attracted an enormous deal of attention,” says Koivu.

“Schools have enough equipment now. The Exercise and Health pamphlet was greeted with enthusiasm by the Tanzanian Ministry of Education, which plans to send out copies to all schools in the country. Plans are in place to arrange a similar sports day in many more municipalities next year.”

Ari Koivu is the only full-time employee of Sports Development Aid. He is assisted in Tanzania by several voluntary workers, many of whom are sports instructors. ■

For more information, visit: [www.liike.fi](http://www.liike.fi)



Amer Sports ball ambassadors Sarianne Rantanen and Maarit Mikkonen (front) and Ari Koivu, Executive Director of Sports Development Aid, (back row) delivered 5,400 balls to Tanzania.

Tanzanian children usually make their own balls.



## On the road in Tanzania

Sarianne Rantanen, Marketing Coordinator of Salomon Finland, and Maarit Mikkonen, Communications Manager of Amer Sports, kept a blog of their trip to Tanzania. Here are some excerpts from it.

**September 15, 2007** After 16 hours of traveling, we landed in Dar es Salaam, Tanzania. Ari Koivu from Sports Development Aid was there to meet us and took us to our accommodations.

**September 16, 2007** We started the day with a meeting with Ari to review our schedules and program. After breakfast we took off toward Mtwara.

In the afternoon we saw a soccer match between the local Mtwaran team and boys from a neighboring village. A few hundred avid fans were watching the exciting game. The locals exude soccer enthusiasm. Soccer balls are in great need here, since youngsters have to make balls using plastic bags and rope.

**September 17, 2007** We drove to Nanyamba, a rural district in Mtwara two hours away by car. The village has a school with some 800 pupils and slightly over 20 teachers.

We took out our Wilson balls and teaching materials and then listened to the presentation that Kanda, a worker for Sports Development Aid, held for the school teachers.

Each school received eight balls. The teachers were very thankful for and pleased with the sports equipment. A group of children gathered close around us to witness the distribution. They were clearly happy about the donation and could hardly wait for the soccer tournament to start.

**September 18, 2007** In the afternoon we headed to a nearby village to hand out more Wilson balls. The school was much smaller than the one we visited yesterday. Here too the children were delighted with our visit.

**September 19, 2007** In the morning we went to a school close by, where we again took part in a training event. The head of education for the

town of Mtwara commended the good work of Sports Development Aid, e.g., in erecting soccer goal posts and basketball hoops. Teachers were urged to continue the good work and to encourage pupils to exercise and attend school. At the end of the visit we distributed our Wilson balls and shirts as well as ball nets made by local fishermen.

**September 20, 2007** We hung Amer Sports Day posters all around the town. Sports Development Aid had also made big placards announcing tomorrow's festivities. They had been placed in the town's most central places. There has also been a car driving around Mtwara for a few days, announcing tomorrow's event.

**September 21, 2007** Amer Sports Day – finally! There were many of us at the stadium completing last-minute preparations.

Eight schools in all took part in the Amer Sports Day. The pupils marched to music in neat lines, carrying signs with the names of their schools.





In turn, the schools formed a line in front of our box and presented themselves. Two Finnish voluntary workers, Laura and Taija, gave a dance performance, which involved fast leaps and jumps and stretching. This was followed by several speeches. In between, pupils got to play different ball games.

Afterwards, we joined the children in a cleaning operation and spent two hours collecting trash into big containers. The school that collected the biggest heap was the winner. The children got very excited about the competition and ran around, getting very hot and sweaty, collecting waste. The winning team received ten pairs of soccer shoes. The joy and celebration was overwhelming!

**September 22, 2007** We drove back to the airport. Laura, a voluntary worker, returned home on the same flight with us, having spent six months working in Mtwara. Sad farewells were exchanged at the airport. Ari saw us off, and the 27-hour trip to Finland began.

We really fell for Tanzania. It is unbelievable

how happy people were about the little they had. It feels great to have been able to offer some help by supporting schooling and advancing the sports and exercise activities of school children.

The volunteer workers in the country will continue this important work and tour schools, encouraging children to exercise and teaching team spirit, fair play, and creativity.

Amer Sports Day was an extraordinary event in the town of Mtwara. The pupils enjoyed themselves and all of the joint activities. It was also great to see that the balls donated by Amer Sports were distributed to schools at special training events where teachers received guidance and ideas for arranging physical activities at school. The training events also provided information about nutrition, alcohol, malaria, birth control, and other important topics.

To ensure that teachers actually apply these lessons they are required to send a report about their activities to Sports Development Aid. After sending the report, they receive one more ball for the school.

Special soccer teams have been set up for girls in Mtwara so that they, too, get the opportunity to play the game. We thought it was great that Amer Sports was represented by two women in a male-dominated society such as the one we visited.

This business trip provided us with many unforgettable memories. The trip offered both wonderful and shocking experiences. We tried to prepare ourselves in advance to witness misery, but it was still tough to come face to face with the reality.

The sight of dirty and shabby children especially brought tears to our eyes. Fortunately for us, we were able to make many children and adults happy during our trip. We believe that these experiences, impossible to describe in words or photos, will have a lasting impact throughout the rest of our days.

We hope to be able to return to Tanzania some day – we now have many new friends in Mtwara! ■





Thomas Ehrnrooth out on a run at home in the Kaivopuisto district of Helsinki.

# Thomas Ehrnrooth heads in a new direction

Thomas Ehrnrooth took over as head of the Amer Sports Sales and Channel Management organization at the beginning of September. His focus in the near future will be on developing e-commerce and brand stores and on enhancing the sales organization's services.

Markku Rimpiläinen  Sarri Kukkonen

In early 2006, life took a u-turn for 53-year-old Thomas Ehrnrooth. He had already made a long career in global marketing in the paper industry, advancing to the position of Sales and Marketing Director in the Myllykoski Corporation. And then, quite unexpectedly, Ehrnrooth was offered the post as Salomon's Vice President in Global Sales and Marketing.

Ehrnrooth knew he was well qualified for the new job and sector. He could speak and write French fluently and was used to heading international sales organizations. He had also grown accustomed to living abroad while working in Egypt, Canada, France, Germany, and other foreign countries. In addition, the offer was attractive for more personal reasons: Ehrnrooth is an enthusiastic downhill skier and a former athlete. He decided to take the chance and transfer to Salomon.

"That is one decision I have not regretted. This business is extremely interesting. Sports gives work that little extra something that you don't find in other sectors. We've got fantastic brands and great contacts with superb athletes. I'm really excited about everything," says Ehrnrooth.

## Emphasis on retail

In the end, Ehrnrooth's term at Salomon in Annecy lasted less than two years. Last summer he was appointed Vice President, Amer Sports Sales and Channel Management, starting on September 1, 2007.

"The time I spent at Salomon was very useful. I was closely involved in operational activities, grew familiar with big distribution chains, and got retail development under way."

Ehrnrooth's job description differs somewhat from that of his predecessor, **Kari Kauniskangas**, who recently accepted the position of President and CEO of Fiskars Corporation.

"I am responsible for the global sales network of Amer Sports just like Kari was, but I am also in charge of the development of

retail sales. The emerging markets are my special area of responsibility."

Retail sales will play an important part in the future plans of Amer Sports.

"We will develop e-commerce and our own brand stores," says Ehrnrooth.

The purpose is not to create competitors to current distribution channels but rather to open new channels and strengthen existing brands. Both of these goals need the input of Amer Sports itself.

"We are already piloting online sales on a restricted scale. The projects either function locally or target a single brand. We are also drawing up a strategy on the direction that we want our e-commerce development to take in the future."

## Reaching consumers through brand stores

The company is currently working on an overall strategy for brand stores. Within Amer Sports, the concept has come farthest along in Arc'teryx and Salomon. Arc'teryx has its own stores in Montreal and Vancouver, while Salomon has long operated stores in several countries. The latest Salomon Store was opened on October 10 in Salzburg, preceded by the one in Lyon, which opened up on October 1. Salomon also has shop-in-shop outlets, for example, in Sölden and Whistler, as well as factory outlets in France and Switzerland.

"By running our own stores we can boost our brands and increase sales through other distribution channels. In this way we can also be in direct contact with consumers and react to changes in consumer behavior without delay," explains Ehrnrooth.

## Nothing short of excellent will do

Ehrnrooth's biggest and most important task involves further developing the global sales network. A big step toward this end was taken with the fusion of the Salomon and Amer Sports sales organizations.

"Rather than merging either of the two organizations into the other we fused the two into one. Our goal was to create a new sales organization that was the best of its kind. We now have a highly competent and competitive network that runs smoothly and covers all brands. I am very proud about the way in which our staff handled the challenging process."

Sales network development requires continuous attention.

"We must make the new network increasingly efficient and customer-friendly. The ultimate objective is operational excellence. We obviously do benchmarking and learn from other industries and sectors, but in the end it all boils down to developing our own philosophy and operations."

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**"We aim at operational excellence."**

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### **Delivery capacity increases in importance**

Service and delivery capacity are growing ever more important in the sports equipment business. Sports retailers order goods in smaller batches and at shorter notice. In addition, deliveries must be scheduled to coincide with a store's special offers and sales.

A number of major structural changes have already been carried out. Amer Sports Winter & Outdoor Americas, in charge of the sales of Salomon, Suunto, and Atomic in that region, centralized its operations in Ogden, Utah. Ogden is fast becoming the hub of the American winter sports industry. The logistics of all other brands, excluding Precor, are handled in Nashville, Tennessee. By concentrating warehouses, transportation, and telecommunications in a single efficient unit, Amer Sports can provide increasingly better service to its customers. Sourcing activities in Asia are also centrally handled by a single unit.

At the turn of the year Amer Sports will open a country organization in China, with headquarters in Shanghai.

"We want to be part of the growing Chinese sports equipment market and its development from the very beginning," says Ehrnrooth. ■



### **Genuine skier**

Thomas Ehrnrooth can well be called a passionate downhill skier. He competed in the Finnish Junior Championships in Alpine events and has kept up his beloved hobby throughout the years. Ehrnrooth visits the Alps regularly.

**Where do you go downhill skiing?** "My family has a cabin in Suomu, up in Finnish Lapland. My favorite destination in the Alps is the Three Valleys. I also like Zermatt a lot."

**What skis do you use?** "I mostly use the new all-mountain skis. Last winter I skied with Salomon's X-Wing Tornados, this winter I will also use the Atomic Nomad skis. Nothing can beat giant slalom skis, though, on a hard slope."

**Do you have other hobbies?** "I run and do road cycling plus go to the gym. I am also hoping to revive my tennis game."

**What has sport taught you?** "That there are no short cuts in life. Sport teaches you self-discipline, which also comes in handy in business. Any lack of self-discipline shows immediately."

TOP OF YOUR WORLD

Julia takes a break at 2680m on the Moser Mandl Peak in Austria to enjoy the afternoon sun warming her face



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# Cardio Theater adds to the health club experience

Precor's Cardio Theater gives a whole new dimension to exercising. It enables gym goers to enjoy the entertainment of their choice and, should the club's video offering not suffice, to connect their own iPod to the equipment.

✍️ Tuija Seipell 📷 Kevin Casey & Precor

In the era of laptops and home theaters, entertainment consumption has become increasingly personal. People watch exactly what they want: their favorite movie, a new music video, or live sports broadcasts. Mass entertainment is history. The age of individual entertainment has begun.

Precor's answer to these new needs is Cardio Theater – an individual entertainment set integrated into the equipment, giving users total freedom of choice.

## Controller, screen or personal player

The basic Cardio Theater set-up offers wireless receivers that allow users to listen to the audio channel that matches the TV screen

of their choice. The viewing walls at clubs often have over ten TV screens running different programs.

A step up is the Personal Viewing Screen (PVS) – a display that is seamlessly integrated into Precor's Experience series equipment. Exercisers can watch any program they want on the 12-inch screen.

The Cardio Theater PVS also offers an optional accessory, the PEP (Personal Entertainment Player). It is a docking station that lets exercisers dock their own player, such as an iPod or Zune, to the PVS screen and view their own videos.

Precor Director of Marketing, **Brian Wilson**, says that the popularity of PVS and PEP equipment is growing because consumers

Treadmills equipped with Cardio Theater at Gold's Gym in Redmond, Washington.

value the freedom of choice. "Consumers want control over their media. They want to have that individualized experience, to choose and control what and when they watch something."

### Entertainment is a part of the health club experience

Precor acquired Cardio Theater in 2004. The goal was to enhance the enjoyment of exercise.

"It was clear that entertainment was extremely important to the member experience in clubs," says Paul Byrne, Precor's President. "We saw that there was a vast opportunity to improve on that experience."

According to Byrne, Cardio Theater was by far the best brand in health club entertainment in 2004. Acquiring it put Precor right at the leading edge of development.

Precor followed up on the acquisition by allocating considerable resources to product development and research. The objective

Users choose their preferred TV channels by using controls on the cardio display.



was to further improve the Cardio Theater equipment and find the best way to deliver entertainment to consumers.

The results of development are now on display. Cardio Theater has gained an impressive collection of fitness industry and industrial design awards, becoming the preferred entertainment equipment of clubs. Both health club owners and users love Cardio Theater.

"The Personal Viewing Screen continues to grow in popularity," says Precor Director of Marketing, Brian Wilson.

### PVS equipment selected first

New York-based Town Sports International (TSI) is a long-time Cardio Theater customer. It acquired its first PVS equipment in the early phases of development.

In terms of number of clubs, TSI is the third largest health club chain in the USA. It has nearly 160 full-service clubs, over 100 of which operate in the New York City area under the New York Sports Club banner.

TSI also swears by individuality.

"Today, almost all of our clubs have PVS, and the ones that don't are being evaluated and upgraded," says Ed Trainor, TSI Vice President of Fitness Services and Product Development.

"We have received extensive feedback from our members and there is no question that they prefer their own PVS. After they have had the PVS experience there is no alternative."

Trainor elaborates further on why TSI has chosen Cardio Theater and Personal Viewing Screens.

"Members select machines with PVS first, even if they are listening to their iPod. What we as a club like about the product is what our members like about it: a better experience. Their choice of entertainment, on their terms."

Other large Precor clients, such as Hilton Hotels and 24 Hour Fitness, have also opted primarily for the Cardio Theater PVS option.

### Customized for clubs

Cardio Theater is designed specifically for health club use. For example, the Personal Viewing Screen is not an off-the-shelf, consumer-grade product.



"Screens in clubs suffer a lot of abuse," says **Miki Nguyen**, Cardio Theater Product Manager at Precor. "They will shake and vibrate, there will be splashes of sweat and sports drinks and harsh cleaning products daily, the air will be humid and PVS controllers are used constantly. Our products are designed from the ground up specifically for this environment and for the fitness club business."

Precor's research showed that the optimal screen size is 12 inches: big enough for comfortable viewing but not too big to block the view of the surroundings.

"We found out that people want to see what is going on in the rest of the club," says Wilson, "and some users also felt dizzy if the screen was too large."

Health clubs have noticed that machines with personal entertainment sets are always taken first.



#### The Personal Entertainment Player iPod dock.

Precor PVS was the first "heads up" screen on the market. It is fitted on the equipment so that users can view it with their chin and head up.

Cardio Theater Personal Viewing Screens are integrated into the Precor equipment, but they are easy to detach, and removing them does not affect the functioning of the rest of the equipment. This enables clubs to switch screens around or temporarily remove them for repair or service. They can also acquire the Precor fitness equipment first and add Cardio Theater accessories to it later on.

#### Overall experience is decisive

Gold's Gym in Redmond, Washington, is a magnificent, two-year-old health club with 67,000 square feet of work-out space. In addition to a weight room and a separate cardio deck, the facility has a yoga studio, swimming pool, basketball court, and a full-service Spa Agio.

The Redmond gym is part of the Gold's Gym chain, which, with its 600 clubs, is the world's biggest chain of co-ed clubs.

On a Friday afternoon, the busiest area is the cardio deck, which features two long lines of Precor's PVS-enhanced Experience equipment.

**Dana Milkie**, the club's general manager, is well aware that exercisers enjoy additional entertainment.

"Our members love the opportunity to work out and watch their favorite TV station, programs, or individual DVDs. They feel it is a big part of the enjoyment of their workouts."

**Todd Wiebke**, a 41-year-old City of Seattle police officer, has just finished his workout. Wiebke stays fit because of his job and works out at Gold's Gym three times a week with a personal trainer. After weight training he puts in at least one hour of cardio.

A stressful job and three children keep Wiebke constantly busy, so Cardio Theater appeals to him for many reasons.

"When I have a movie playing, I can concentrate on my workout and enjoy my time here and forget everything else for a while. I get to watch a movie, which is relaxing, and I get my exercise done, which is necessary. I also like the ability to cycle through and find something that catches my interest. This is the best place I've ever worked out because of the choices I have here."

"Aiming to offer the ideal choices is what the business is all about, and there are many ways to innovate in the fitness industry," says Precor's Byrne.

"One is to try to come up with entirely new motions, and that is what we did with the Adaptive Motion Trainer™. The other is to innovate around the experience as well. We have spent and will continue to spend a lot more time trying to understand the full breadth of the experience and to innovate around it instead of just focusing on product innovation," emphasizes Byrne. ■

Atomic GS 12



## The anatomy of racing skis

Why do Atomic's racing skis continue to be the world's fastest year after year? The explanation is simple enough. Atomic uses several advanced structural solutions that no other manufacturer can offer.

by Markku Rimpiläinen 📷 Atomic

Atomic's skis are based on the company's patented **Beta profile**, which gives the skis their characteristic look. The Beta profile enables the torsion and flexibility of skis to be tailored to individual requirements. In addition, Beta skis have excellent edge grip.

Between the load-bearing Beta profile and the ultra-light Densolite core is the Intelligent Power Response layer that guarantees efficient dampening and provides the stability required at high speeds.

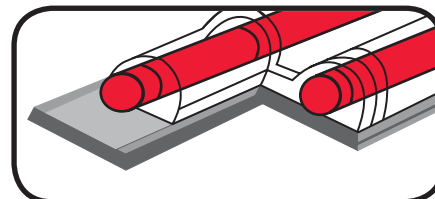
Beta technology is always under continuous development. The latest skis feature a Beta profile enhanced with **Power Channels** – that is, magnesium channels secured under the profile that taper off toward the tip and tail of the ski. They distribute the pressure that is generated between the edge and snow in turns evenly along the entire ski. The more even the pressure distribution, the faster the ski.

Atomic's racing skis feature the latest 3D version of Power Channels. The magnesium channels have been bent so as to put them as close as possible to the edge of the ski. This solution further enhances the pressure distribution along the edges.

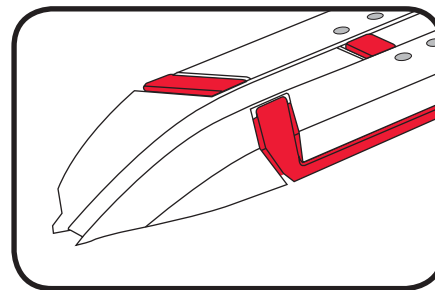
An important link between the ski and binding is the **Power Bridge**, developed by Atomic. It is an elevation plate, whose lower part is secured to the ski and the up-

per part to the binding. The upper plate freely glides over the lower one when the ski flexes. This allows the ski to curve evenly, resulting in a carving, fast turn.

The Power Bridge acts as a spring, storing the energy that is generated when the ski flexes in turns. When the ski straightens, Power Bridge releases the stored energy, giving the skier the additional speed needed for World Cup wins. ■



Beta profile and Power Channel



Power Bridge



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