



# Kunden kaufen nicht das Was, Kunden kaufen Dein Warum!

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oberalp  
GROUP



# The Brand-House

Experience Mountain



MOUNTAIN Experience

We inspire and encourage people by and for mountains

Mountain  
Performance

Mountain  
Heritage

Mountain  
Technology

Mountain  
Safety

Mountain  
Adventure



# The Brand-House

Experience Sport



## SPORTS Experience

We provide “business class” sports brands for ambitious retailers

Winter competence  
solution provider

Summer competence  
solution provider



**BARTS**<sup>®</sup>  
AMSTERDAM

**SMITH**



# Our presence worldwide



**10**

offices across  
Europe and  
the USA

**5,600**

dealers in over  
65 countries  
worldwide

**34**

monobrand  
owned  
stores

**21**

monobrand  
franchised  
stores

**165**

monobrand stores  
with our licensee  
partners

○  
**The passion for  
mountains is what  
drives us day after  
day.**



A photograph of a ski shop. The background wall is covered with numerous ski bindings mounted on white vertical strips. In the foreground, rows of skis are displayed on racks. A man in a red and black plaid shirt is looking at a pair of skis on the right, while a woman in a dark blue sweater is looking at a pair on the left. The text "Saturated Markets" is overlaid in the center.

# Saturated Markets

A rack of t-shirts hanging on a metal bar, arranged in a rainbow color gradient from red on the left to dark blue on the right. The shirts are folded at the bottom, creating a rhythmic pattern of folds. A semi-transparent grey rectangular box is centered over the middle of the rack, containing the text "Product Business" in white, bold, sans-serif font.

# Product Business

An aerial photograph of a busy pedestrian crossing, characterized by alternating white and dark grey vertical stripes. Numerous people are seen walking across the crossing in various directions. Some individuals are carrying umbrellas, suggesting a sunny or rainy day. The scene is captured from a high angle, showing the shadows of the pedestrians on the pavement. A semi-transparent dark grey rectangular box is centered over the image, containing the text "People Business" in a bold, white, sans-serif font.

# People Business

# PEOPLE

CUSTOMERS  
EMPLOYEES  
PARTNERS



# VALUES

SUSTAINABILITY  
REGIONALISM  
SOCIAL RESPONSABILITY

# PRODUCTS

PRODUCT VALUE  
BRAND IDENTIFICATION  
BRAND EXPERINCE

# EMPLOYEES

- Passion & Euphoria
- Authenticity
- Brand Ambassador













# ALPINE CAMPUS

S A L E W A



# Partner

- Passion & Authenticity
- Brand Ambassador
- Relationship





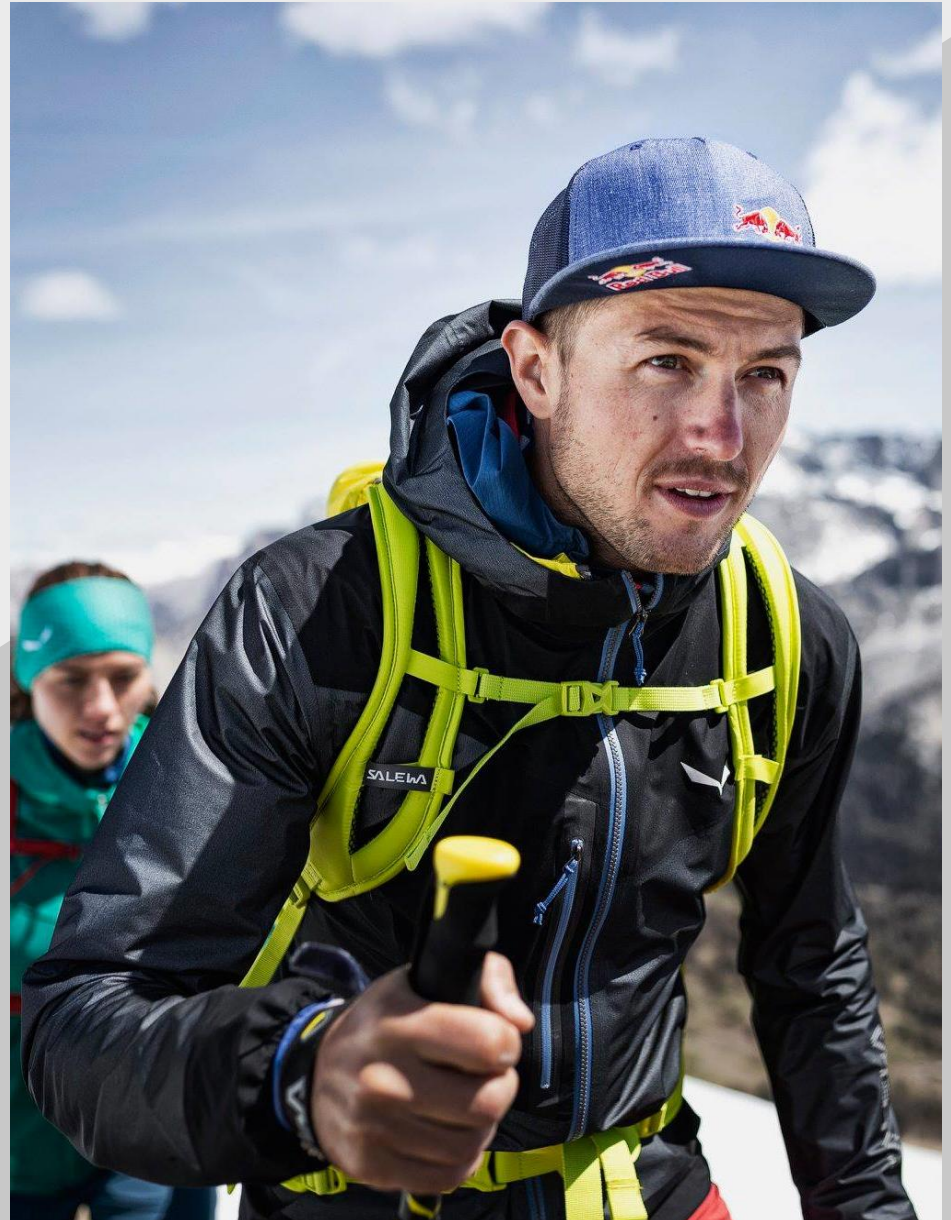


# ALPINE CAMPUS

S A L E W A

# CUSTOMERS

- Brand experience
- Authenticity
- Community



# PURE MOUNTAIN

ENGINEERED IN THE  
HEART OF THE COLOMITES



PURE  
MOUNTAIN





DYNAFIT



# WHAT'S YOUR MOUNTOPIA?

Anna Comet's Mountopia -  
Marathon des Sables

Concept and Design: Paulsen-Herz, Photo: Michael Müller



# WHAT'S YOUR MOUNTOPIA?

Lars Erik Skjervheim's Mountopia - Mezzalama Race Attack 2019

Reach your Mountopia with [dynafit.com](http://dynafit.com)

Official Partner



Concept and Design: Paulsen-Herz, Photo: Michael Müller



# PRODUCT

- Use – Problem Solving
- Identification
- Love brand



# Problem/Dream



# Solution



.....  
**Problem/Dream**



**Solution**



# VALUES

- Sustainability
- Social responsibility
- Local commitment



“

**We believe that enthusiasm and responsibility are key factors for the development of our company.**

”

Christoph Engl  
CEO Oberalp Group



# How we do things

Our sustainability focus areas



**Empower people**  
Change comes when  
people come first



**Engineer gear**  
Mindful products for  
passionate people



**97%**

of our products come from factories where we controlled workers' rights.



All our Dfynafit ski touring Bindings are assembled in collaboration with Caritas by handicapped people



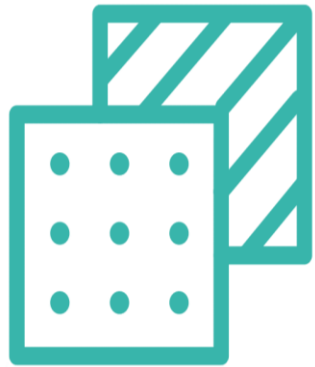
**100%**

MADE IN GERMANY





# Lasting quality is our priority



92%

of fabrics used for our apparel collections are certified or controlled



100 %

of our footwear collections were tested by third party chemical lab



+2.500

chemical tests done in 2018





# TIROLWOOL CELLIANT

ENGINEERED IN THE  
HEART OF THE DOLOMITES





Support  
local farmers



Animal  
Welfare



Responsible  
Chemical Treatment



Recycled  
polyester

# Upcycling

Avoid waste, create new products



An aerial photograph of a dense, green forest. A dirt path winds through the trees. In the lower center, two hikers are visible on the path. The scene is vibrant and natural.

# CONTRIBUTE

Oberalp Sustainability Report 2018