

SWIX SPORT GROUP BECOMES BRAV

Swix Sport Group is changing its name to Brav. The change of name reflects the fact that the group has evolved into a house of brands with several unique brands, with a total turnover of one billion NOK. The market outside Norway represents half of the company's sales.

During more than 70 years of history, Swix has been one of the strongest and most recognized names in the skiing industry. Swix was established in 1946 and started as a pioneer in ski wax. Ferd bought Swix in 1978, and the company kept growing. Several companies were bought by Swix, and Swix became Swix Sport Group. Today the group owns the brands Swix, Lundhags, Toko, Ulvang, Helsport, Hard Rocx, Skisporet and Original. The group has subsidiaries in 8 countries, and the brands are distributed in more than 30 countries.

Today marks a new milestone in the history of the company as the name is changed to Brav.

“This is our natural next step. We are a house of brands that shall develop and cultivate several brands. Our name should therefore not be the same as one of our brands. In addition to this, we need a set of values and goals that connects us across brands and functions,” says CEO Tomas Holmestad.

He emphasizes that this is not the end of Swix as a brand.

“Not at all. Swix and the other brands will remain and continue to grow and inspire our customer. Brav is the group that owns the brands, and the new group name will primarily appear in the context of the industry.”

Created by the employees

The name Brav is being launched together with a new value platform, created during the winter and spring. Over 300 employees worldwide have participated through a digital involvement, and a working group has processed suggestions and input. Ferd’s owner and board member of Brav, Johan H. Andresen, has been one of the participants.

“We received more than 100 name suggestions, resulting in Brav. The Norwegian word “Brav” means courageous, just, valiant. The word is about courage, but with more than a hint of a desire for adventure. The Danish dictionary definition describes exactly what we define ourselves as: “Typified by decisive action, courage, stamina and integrity””, says Holmestad.

Brav will have a graphic profile developed by Ferskvann. The logotype includes a simple symbol in the letter “A”, representing a mountain reflected in the water, together with the needle of a compass – a guide.

“Brav shall unite and give direction to all our brands” states Holmestad.

“Turning dreams into memories”

“Turning dreams into memories” is the new vision of Brav. This summarizes our value platform, which will give the company a common set of values and goals.

“Our vision sums up perfectly what we should strive to be, across brands and as an employer. We shall be the purveyors of joy and happy memories to active families that play and experience the

outdoor together. We shall stimulate and develop the environment that lifts and encourages colleagues ever onward towards the peak of a successful career. We shall be the travelling companion of adventurers fighting their way to the final goal of the expedition. We shall be the winning margin for the top athlete who is fighting for Olympic gold”, says Holmestad, who adds,

“Memories make us what we are. Dreams spur us on to be what we want to be. We shall form a link between the two”.