

Alpine Ski Championship 2009: ESCHLER on the podium

8 GOLD MEDALS FOR ESCHLER

At the FIS Alpine World Ski Championships in Val d'Isere, 25 medals went to athletes wearing race suits made of ESCHLER material. The Swiss knitwear specialist equips most nations with technical, aerodynamic fabrics for their race garments.

While the Swiss Ski Team topped the overall medal table in Val d'Isere, a Swiss brand climbed the podium even more often: ESCHLER, based in Bühler/Appenzell, claimed 8 gold, 9 silver and 8 bronze medals in Val d'Isere – 25 of 30 possible medals. Most of the national teams race in suits made of Eschler fabrics. The technical materials used for the racing garments only differ slightly for each team, yet the product development process involves extensive research: the fabrics have to provide a minimum of wind resistance, yet at the same time they must fulfil the strict air permeability safety standard set by the FIS.

In close collaboration with the Swiss Ski Team and garment sponsor Descente, Eschler CEO Peter Eschler has developed a special laminate: “The World Championships in Val d'Isere was a crucial test for us – especially for the long-term objective Vancouver 2010. We have further optimized the suits aerodynamics taking inspiration from nature. We don't want to reveal too many details, but, of course, we're excited about the great success by the Swiss skiers.”

For more information see www.eschler.com

Image data for download:

http://www.k-g-k.com/download/ESCHLER_SwissSki-Cuche_W08.jpg



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swiss **TEXTILES**



ESCHLER – Touch Swiss Comfort: Founded in 1927, the Christian Eschler AG quickly advanced to become one of the world's leading manufacturers of functional knit fabrics. Today, the family owned business, based in Bühler/Switzerland, is managed by the third Eschler generation and specialises in sportswear, work wear, technical textiles and lingerie. As one of the first textile companies, Eschler committed itself to an environmentally friendly production cycle by becoming a bluesign® system partner (www.bluesign.com). The independent bluesign® standard meets strict requirements regarding sustainability, health and safety as well as resource efficiency.