

## ESCHLER in Vancouver: Olympic Medal Table Online

### SWISS FABRIC FOR MEDAL HUNTERS

Knitwear specialist Eschler presents its very own medal table for the upcoming Olympic Games in Vancouver on its web site. The Swiss brand manufactures high tech fabrics for the racing suits of many national teams in various disciplines and might well become the 'most successful participant'. The Eschler medal table on [www.eschler.com](http://www.eschler.com) will be updated daily and will most certainly present a long list of top results.

Whether alpine skiers, ski jumpers, cross-country athletes, or ice speed skaters – Eschler equips many nations with technical, aerodynamic fabrics for high-tech race suits. However, one will not see the brand name on the race suits, as Eschler delivers the fabrics to well-known sportswear brands. The Swiss brand is maybe the true 'hidden hero' of the Vancouver Games. At the Alpine World Championships 2009 in Val d'Isère, the Swiss brand claimed 8 gold, 9 silver and 8 bronze medals – 25 of 30 possible medals.

CEO Peter Eschler regards the medal table also as a visible reward for the long and intense development process: "There is so much research, engineering and testing involved in the development of these technical fabrics. On the one hand, the suits have to offer optimal aerodynamics. Yet, on the other hand, the sports federations have set up strict regulations, which we have to consider. We are extremely proud that so many brands and nations trust in our fabrics 'Made in Switzerland'. Our very own Eschler medal table honours all the work that our team has put into the fabrics."



Image data for download: [http://www.k-g-k.com/download/Eschler\\_Sutter\\_2\\_HR.jpg](http://www.k-g-k.com/download/Eschler_Sutter_2_HR.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](http://www.bluesign.com)). The independent bluesign® standard meets strict requirements regarding sustainability, health and safety as well as resource efficiency.