

Mammut News

At the Cutting Edge of Avalanche Airbags: Mammut takes over Snowpulse

After the very successful launch at the ISPO of an avalanche airbag - the ride R.A.S. - using the Swiss company Snowpulse's technology, we were convinced that we had found the best partner with the best technology for this step.

The question of whether or not a buyout of Snowpulse SA would be the best option to secure the leading technology, and therefore a leading position in this market, quickly arose.

Therefore, in the months following the ISPO, intensive contractual negotiations took place and, on 31 May (the last day before his sabbatical), Rolf Schmid signed the purchase agreement. 100% of the shares are set to be acquired by 1 July so that the company can then be incorporated into Mammut.

We have therefore been in possession of an additional company and a new brand for a few days now. Integration work is in full swing - some issues have already been resolved and many more are being looked into.

I have tried to answer a few FAQs here:



Snowpulse Lifebag with additional protection – this airbag form will only be supplied under Snowpulse.

What have we bought?

We have bought 100% of the share capital, in other words, from 1 July 2011, the entire company belongs to us, including the designed products, patents, orders, warehouses and production machines, etc. Of course, this also includes any existing obligations, such as employment contracts. Snowpulse does not own its own property, its current premises are rented.

Where is Snowpulse SA?

Snowpulse has offices in Martigny in Lower Valais. It is half an hour from the freerider's Mecca of Verbier and an hour to Chamonix. Lake Geneva is also not too far away. The car journey to Seon is unfortunately almost 3 hours.

Will the offices in Martigny continue to exist?

We currently anticipate that the site will continue to exist at least until completion of the Winter 12/13 production. Production (assembly), design and testing of the airbag system are set to continue to be carried out in Martigny. Whether or not certain sales or marketing activities will be performed in Martigny in the future is still under discussion.

How many staff have we taken on?

Both owners, Yan Berchten and Pierre Yves Guernier, will continue to work for Mammut until at least July 2012 - 80% in Martigny and 20% in Seon. There are currently four other members of staff with permanent positions. For the peak production period, Snowpulse employed another 15 or so temporary workers. This will continue unchanged.

What will happen to the Snowpulse brand?

The Snowpulse brand and existing Snowpulse collection are set to be continued at least up to and including the winter 12/13 season. In addition, sales of these products are to be processed through the existing Snowpulse distributors with few exceptions.

Did Snowpulse want to or have to sell?

Snowpulse was under no pressure to sell. To fully exploit the potential of its



Mammut Ride R.A.S. – this airbag form will be supplied under Mammut and Snowpulse.

outstanding products, it would have needed to invest significant additional resources in the sales network and in marketing over the next few years. Particularly today, the procurement situation for small businesses is not easy, to ensure strong growth in turnover. For these reasons, the owners saw far greater potential if the products were supported by our well-organised sales, marketing and procurement operations.

Why did we buy Snowpulse?

In recent years, avalanche airbags have increasingly caught on as an add-on product for the Barryvox. For most mountain guides in the Alps, an avalanche airbag is already standard equipment and we believe that this will also become the norm among amateurs and the market will soar in the next few years. The clientele (retailers and end customers) is also identical to that for the Barryvox and we are already incredibly



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well-established as a brand in this area.

How do the Mammut and Snowpulse collections differ?

Under the Mammut brand, we offer the R.A.S. (Removable Airbag System).

For winter 11/12, this is represented by the Ride R.A.S. model, available in two colours and sizes. For winter 12/13, we will be offering four additional backpack models into which the R.A.S. can be integrated.

Two R.A.S. models will also be on offer in winter 11/12 under the Snowpulse brand. These differ from our products only in the backpack model. The airbag and trigger mechanism are the same.

The „Lifebag“ series will also be sold under the Snowpulse brand. These differ from the R.A.S. in the airbag shape which also protects the head and the neck, hence the airbag is partially integrated into the shoulder straps. Unlike the R.A.S., this system is permanently connected to the backpack and cannot be used in another backpack.

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