

Adidas-Salomon AG Gear for the best time of the year

In 1997, Adidas bought out Salomon. The new company group is market leader in the production of recreation articles in Europe and number two worldwide. Adidas-Salomon can provide the right equipment for all forms of sport whether it's roller-blading, golfing, bike riding, climbing, snow-boarding or skiing..

The snowblade from Salomon is a 90-cm ski that is used without stocks. Latest technology, quality and aesthetics ensure great winter fun.



The founder family

It all started way back in 1947 in Savoy. Together with his wife Jeanne and his son Georges, Francois Salomon began the manufacture of skis in a workshop of only 50 square metres. Only five years later, Salomon started series production of ski bindings that he designed and developed himself.

Worldwide export

During the years that followed, there was an enormous rise in the export of Salomon ski bindings, so that subsidiaries were formed in Germany, Austria, Italy, Switzerland and the USA. In 1972, Salomon rose to world market leader in sales of ski bindings.

Expansion of the range

It didn't stop at skis alone. First of all, the product range was widened to include ski-boots, and when Salomon went public in 1983, the company expanded significantly. After buying up an American golf equipment manufacturer and, later, a French bicycle company, Salomon began producing summer leisure articles. Soon, the product range included climbing boots, snow-boards and roller skates. In time, a complete and highly popular range of recreational products became available.

The products today

Winter sports articles form the largest proportion, about 80 percent, of Adidas-Salomon's turnover. Sales of summer sports and recreational articles however, are improving strongly. The secret of the company's success is a four-cornered strategy based on the following maxims:

- technological innovation
- quality
- aesthetics
- identification with athletes technological innovation and quality means maximum care in material selection and its processing. Salomon uses only

the most rugged materials and the most modern processing concepts. It is no coincidence that Adidas-Salomon enjoys good references from top athletes.



Team France is equipped with Mavic wheels.

World-class athletes use top-class products

Famous downhill athletes such as Thomas Stangassinger, Jean-Luc Cretier, Finn Christian Jagge, Sebastien Amiez and Frederik Nyberg place their trust in Adidas-Salomon. Salomon snowboards have enjoyed huge success with international champions Michele Taggart, Jason Ford and Jonathan Collomb-Patton. Salomon equipped well-known trekking teams such as Raid Gauloises in South Africa and Bolivia in 1997. Tom Lehmann, golfer of the year in 1996, plays with tailor-made products from Adidas-Salomon. Another 'Salomon Champion' is Mark O'Meara, who won the 1998 British Open. Mavic wheels were used in the Olympics in Atlanta and their riders took home 17 medals.

Production with better quality machines

A prerequisite for the production of first-class products is the use of reliable, high performance machines. Salomon has installed several KAESER compressors that are used in various production stages in its production facilities in Rumilly, Chavanod and Serrieres in France. As an example, during the manufacture of snowboards the moulds are cleaned with the help of compressed air at a pressure of 13 bar. Pressing the materials into the moulds is also done with the help of compressed air. This means that Salomon rightly took the decision to implement economical procedures during production.

Putting Salomon's climbing equipment to the test.

Adidas-Salomon has placed its faith in the following compressors from KAESER:

- 1 DSB 140 (since 1988)
- 1 DSB 200 (since 1993)
- 1 ESB 280 (since 1994)
- 1 ESB 300 (since 1990)
- 2 SK 18 (since 1987)
- 1 BS 61 (since 1998)
- 1 CS 90 (since 1998)

