

Naxo Goes Under - Owner Rottefella Pulls Plug on Swiss AT Binding Company

Contributed by The Editors
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"Despite strong sales and marketing support for Naxo since Rottefella purchased it in 2006, the bottom line is that Naxo hasn't achieved the critical mass worldwide that we needed in a very crowded market," said Torbjorn Ragg, Marketing and Sales Manager for Rottefella.

The upside of Naxo's closing is that it will free up resources to help Rottefella re-double its focus on the core of its business, Ragg said.

"And that will help us continue to lead the market in innovations for Nordic skiing in all its forms - racing, touring, backcountry and telemark," he said.

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About Rottefella

Rottefella is a global leader in developing and manufacturing bindings for cross country, backcountry and telemark. Through its 80-year history, Rottefella has built its unique position by providing groundbreaking solutions and high-quality, attractive design. Rottefella products are protected by more than 90 patents.