

## Salewa and Dynafit North America Relocates and Expands Headquarters

Boulder, CO – Salewa and Dynafit North America, the wholly owned subsidiary of Salewa International, announced as a huge success their cross-town move into a new headquarters building. Salewa's new address is 1711 15th Street, 2nd Floor, Boulder, CO 80302. The office was previously located at 4730 Walnut Street #200, Boulder, CO 80301.

The move within Boulder seen as invigorating for retailers, reps and employees

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"Our North American business has grown 500+% since 2007, so growing the size of our workspace by 150+% was clearly necessary. Our new headquarters not only accommodates our rapid expansion with state-of-the-art technology and brand showcases, it also provides an environment to support and further grow the unique-and-focused culture around our brands" said Chris Sword, President of Salewa North America.

The North American subsidiary was established in 2007, and has since scaled up the team and the support structure rapidly to accommodate and accelerate the high growth of the Dynafit and Salewa brands, along with the recent acquisition of the Pomoca brand. The new office is located near the heart of bustling downtown Boulder – A "stones throw" away from Boulder Creek, the central Boulder bike path, local climbing gyms, as well as all the natural rock and mountain access that Boulder has to offer.

"Everyone is thrilled to move into our new office," stated Keith Patterson, Director of Sales and Marketing. "The move will allow our team to maintain and even increase our reputation for customer service in today's rapidly-growing outdoor market by increasing-and-improving our space and upgrading our in-house technology."

The design of the new office space reflects Salewa and Dynafit's collaborative culture as part of its commitment to provide excellent client service. The new office features an open floor plan that brings in natural light to enhance the feeling of spaciousness in the overall layout. The space includes numerous internal and external teaming areas, including wireless LAN, dedicated showrooms boardrooms for client meetings, and a full-scale warranty/repair/demo gear facility.

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The North American headquarters is the wholly owned subsidiary of Salewa International, based in Bolzano, Italy. Salewa International is a family-owned Italian-based business with operations around the world. The North American business runs the USA/Canada sales, operations, marketing, distribution, and service for the premier alpine brand Salewa (based in Bolzano, Italy), and three of the world's preeminent backcountry ski brands, Dynafit and silvretta (based in Munich, Germany), and Pomoca (based in Aubonne, Switzerland).

[www.SALEWA.com](http://www.SALEWA.com)

[www.Dynafit.com](http://www.Dynafit.com)

[www.silvretta.de](http://www.silvretta.de)

[www.POMOCA.com](http://www.POMOCA.com)