

KOMPERDELL

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- 65x8.000 m PEAKS -
539.471 ALTITUDE DIFFERENCE

SUCCESSFUL TO THE GOAL
WITH ONE BRAND



Hans Kammerlander



Viki Groselj



Gerlinde Kaltenbrunner



Ralf Dujmovits



Edurne Pasaban



Davo Karnicar



Huber Boman

Summit Meeting Review
3rd of march 2011



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If trekking- and ski poles and many other products are the issue, then KOMPERDELL is one of the top addresses. Many mountain sport stars rely on the traditional brand.

On **3rd of March** a special summit meeting took place at Mondsee, the KOMPERDELL Headquarters.

Top alpinists like the extreme climbers Alex & Thomas Huber alias the **"Huberbuam"**, as well as the extreme mountaineers **Ralf Dujmovits, Viki Groselj and Hans Kammerlander** followed the invitation, in order to meet media representatives of several countries and also the KOMPERDELL team. Gerlinde Kaltenbrunner in fact came to Mondsee, but unluckily then became ill. Her husband Ralf replaced Gerlinde, he not only spoke for his own concern, but also for his wife.

Davo Karnicar excused himself at short notice, he had a small accident the day before and Edurne Pasaban could not come regrettably that day.

This was a pity, but for all athletes present it was an interesting and diversified day.



Gerlinde Kaltenbrunner



regrettably
not present



Davo Karnicar



Edurne Pasaban

The Elite of Mountain sports at KOMPERDELL HEADQUARTERS

SUMMIT MEETING

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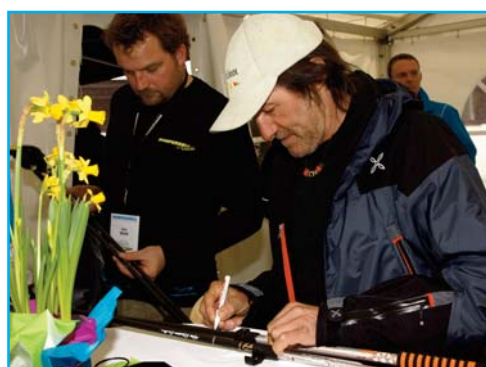
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Following a short **introduction of the general manager Mag. Thomas Roiser**. The athletes answered questions to the Komperdell Team members and to the present media reps. Themes like the **handling of fear, doping on the mountain, the physical, but mainly the psychical preparation of the athletes** were treated.



Furthermore during the press conference the athletes gave an insight into their projects, **personal interviews** were also given. This was a wonderful opportunity for the specialized press to meet so many athletes in one place.

“Autograph Hour”: not only autograph cards have been signed, but also poles made especially for this summit meeting.



The athletes also had the rare opportunity for easy chats.

SUMMIT MEETING

PROJECTS

Ralf & Gerlinde:

For Gerlinde Kaltenbrunner und Ralf Dujmovits the next project will probably again be the K2. Ralf: "Gerlinde will return to the K2 – this mountain is of magical attraction to her." She has not yet decided if she will affront her last still missing 8.000 m peak already this year or only in summer 2012 starting at the Chinese side (north route): The K2 is Gerlinde's mountain of fate which has already forced her six times over 8.000 m turning back and where her Swedish companion Frederik Ericsson fell to death before her eyes last year.

In case the ascent should succeed next time, it would be for her a very special summit meeting because then she will have conquered as 1st woman all 8.000 m peaks without artificial oxygen.



Hans Kammerlander:

At the moment Hans is mounting all Seven Second Summits (second-high summits of all continents), finishing them this year. He still has left 2 peaks, one in New Guinea and the other in the Antarctic.

His motivation: "the highest peaks of all continents are all too crowded. People on the bottom of the mountains are not so natural and original anymore. The second-highest mountains are often quite lonesome and you can experience people and everything around the mountains much better."



Huber Buam Alexander & Thomas:

Alex & Thomas don't give much away as usual, they prefer to surprise when time has come. As little information, they will go to the Arctic. There is a large island to the left of Greenland and a granite wall which will be a challenge for the "Huber Buam".



SUMMIT MEETING

PROJECTS

Viki Groselj:

The SIR among the mountaineers is a superstar especially in Slovenia. He belongs to the 20 chosen Slovenian athletes who will represent one year of independency on the 20th independency day of the Slovenian Republic (24th June 2001):

From 15th – 17th April the sympathetic and very agile Viki will be acting on a stage together with Reinhold Messner. The piece "Invisible cities" written by Italo Calvino is put on stage by Matjaz Berger.

Later on he will be going to Nepal in order to collect film material for his TV-series "Giants of Himalaya" Apart of his teaching at a sports-elementary-school, since years he took to making films and writing books. He achieved already 11 books on Mount Everest and made multiple films. In June the premiere of his 9th film of the Himalaya series takes place – on the Cho Oyu 8.201m and in autumn starts the works for the 10th film on the Gasherbrum.

But previously (from 15th July to 30th August) he will be member of a TV Crew of a Slovenian expedition to the Nanga Parbat.

Davo Karnicar:

There was some talking that Davo plans to descend the K2 with skies. Personally asked, Davo told us that since 2 years he prepared himself with his friend and long-years companion Franz O. for this adventure. An ice avalanche led to bad luck and his companion died the 2nd day after the accident at an altitude of approx. 6.500m. Davo suffered a trauma which made him decide to abandon this project for the moment. As father of 7 children he wants to live his live a little less dangerous. He does not plan further extreme projects, as he was very lucky up to now. He plans smaller projects in Siberia and north of Norway (SWALBAD). Furthermore he will be with a film crew in the Tatra (part of the mountain between Poland and Slovakia), also in Montenegro in order to promote remote and not so popular areas for tourism.



SUMMIT MEETING

STATEMENTS of the ATHLETES on KOMPERDELL-Products

Ralf Dujmovits: "We have in hand top-quality poles and repeatedly novelties for which we participated at the development and could deliver our ideas. It is much pleasure to see that ideas can be realized at short term and something special is developing."

„Discussions on equipment for mountaineers are mainly on shoes and clothes, the poles are often forgotten, although they are crucial."

- relief of joints
- balance and stability
- support at descent

Ralf Dujmovits: „If we still want to keep on for some years, it is important to relieve the joints, mainly the knees and ankle joints. Support is of course also given in steep areas, descending is possible a little faster, i.e. we plant the poles constantly so they contribute to the health of the joints."

Hans Kammerlander: „Many people use the poles only when they already have problems, mainly with the knees and then it is too late. When using the poles right from the start there is of course much less strain, and the probability of severe injuries and wear is much less."



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The **guidance through the very interesting production line** was done by Thomas Roiser personally.

KOMPERDELL is one of **the market leaders in the field of all kinds of poles**. The special aspect since the firm's existence of nearly 90 years (since 1983 in Mondsee) is the fact that **100% of the poles are manufactured in Austria**.

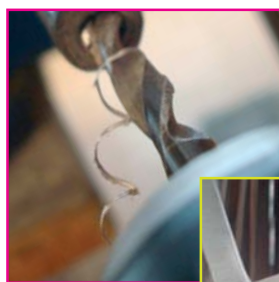
KOMPERDELL is proud of its production site and the top-quality products resulting thereof – **MADE in AUSTRIA**

Sport sponsoring is a considerable further aspect of the firm philosophy. Most of the well-known top mountaineers use poles of the pole specialist in Mondsee.

Thomas Roiser in Interview: "An athlete is ambassador of the brand and we also have to propagate to the outside. Nowadays we not only sponsor mountaineers, but we have more than 250 alpine racers under contract, also in skiercross and freeride we are very well represented. Sponsoring is an important concern for us as the athletes are **the ambassadors of the brand**. The athletes not only are publicity mediums but also sympathetic fellows & girls we like to support and who transport our message accordingly."



This sponsor cooperation is a benefit finally for the athletes and also the Company.



Production of poles from recycled aluminium

PGUIDE TOUR

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In the afternoon of the summit meeting, during a small trekking to the **Weißwand** in St. Gilgen, of course KOMPERDELL's newest models were used and stimulating talks took place.



In short: it was an interesting, varied day for all participants and we enjoyed that so many athletes took their time and that so many press reps have joined us.

A successful Event



THANK you – Your Marketing Team



HIKING