

## BWT – Best Water Technology becomes new Swiss Ski partner

Swiss Ski, the Swiss Ski Association, and BWT, Europe's leading water technology company, have agreed to forge a new partnership.

Technology company BWT is to become Swiss Ski's official water partner and has secured comprehensive advertising rights at the association, at World Cup events, in recreational sport and as a sponsor of skiers' bottles.

Aside from enjoying an extensive promotional presence, BWT will also be appearing at a variety of events as Swiss Ski's water supplier under the agreed partnership, for example at the "House of Switzerland" at the 2019 Alpine Ski World Cup in Åre and at the 2021 competition in Cortina d'Ampezzo.

Its wide-ranging advertising package at the Swiss FIS World Cup races is sure to give it a strong media presence across all channels. BWT is also to become an official co-sponsor of the "Famigros Ski Day" as well as an official partner of the "Grand Prix Migros", the largest children's ski racing event in the world. The water technology company has also secured rights as a bottle sponsor for ten top Swiss skiers from the Alpine Ski World Cup team.

"In BWT, Swiss Ski has acquired a company that boasts great innovative strength and the highest quality standards when it comes to sustainability," explains Markus Wolf, CEO of Swiss Ski. "That makes it perfectly suited to our association. By entering into this partnership, Swiss Ski is delighted to be making a significant contribution to raising awareness of the need for a more environmentally friendly and economical form of water treatment." Wolf firmly believes that this united front in both competitive and recreational sport along with Swiss Ski's image as a sporting association that is in touch with nature and BWT's commitment as Swiss Ski's water supplier will bring significant benefit to both parties.

"Without water, we cannot survive, we cannot grow and we cannot progress. That is why BWT is completely and utterly committed to water, the elixir of life," explains Lutz Hübner, CEO and Head of Marketing at the BWT Group. "Water is life's most vital commodity for us all. And, with our cutting-edge technologies, we guarantee the best-quality water in all situations of life. Our products and processes are environmentally friendly and economical too! Treating water locally in a way that means we can eliminate transport and packaging is our greatest aim. We are looking forward to our partnership with Swiss Ski and particularly to supporting and working with children at the junior events.

**BE LOCAL – BE CLEVER for the next generation".**

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**BWT**

*The Best Water Technology Group is Europe's leading water technology company. Its 4,000 employees work towards providing private customers and corporate clients from the industry, commerce, hospitality and local authority sectors with the maximum possible safety, hygiene and health in their daily use of water by employing innovative, economical and environmentally sustainable water treatment technologies. BWT provides modern treatment systems and services for drinking water, process water, heating water, boiler and cooling water, swimming pool water and water for air-conditioning systems and the pharmaceutical industry. The company's research and development employees use state-of-the-art methods to work on new processes and materials with the aim of developing environmentally friendly products that offer value for money. A key aspect of this is reducing the amount of resources and energy the products use, thus cutting CO<sub>2</sub> emissions.*

For more information on the group of companies, please visit [www.bwt.com](http://www.bwt.com).

**Swiss Ski**

*The Swiss Ski Association, Swiss Ski, is the umbrella organisation for Swiss snow sports. Since it was established in 1904, Swiss Ski has become one of Switzerland's most important and successful sports associations. It brings together eleven disciplines: alpine skiing, cross-country skiing, Nordic combined, ski jumping, biathlon, snowboarding, ski cross, freeskiing, mogul skiing, freestyle skiing and telemark skiing. Swiss Ski promotes high-performance sport and focuses on the best sporting nations in the world. It places emphasis on recreational sport, gives children and young people access to snow sports and helps to improve public health. The association also supports large-scale events in Switzerland. Swiss Ski is an integral part of an extensive network of Swiss and international associations and organisations. Since the 2016/17 season, it has been marketing the Swiss FIS World Cup events (alpine skiing, ski jumping and some freestyle events) via its subsidiary Swiss-Ski Weltcup-Marketing AG.*

swiss-ski.ch

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