



Rottefella takes legal action against Amer Sports

On January 5 this year, Rottefella AS sent a written notice to Amer Sports Norway AS, stating that the company intends to take legal action regarding the recently released product and system "Prolink".

Salomon and Atomic, companies owned by Amer Sports, recently launched the product "Prolink" in the global market. Rottefella means the product is illegally copying Rottefella, and is in violation of marketing laws. Both functionalities of the product and how the product is presented to the market form the basis for Rottefella's view.

- We welcome healthy competition. A competitive situation is positive for cross-country skiing, because it provides continuous innovation and product development. Unfair competition, which the market now becomes a victim of, serves nobody and should not be accepted, says Christer Johnsen, CEO of Rottefella.

Rottefella believes Amer Sports uses misleading advertising by launching the product, and violates the prohibition of product imitations, as well as violates good business practice.

- Amer Sports infringes on Rottefella's intellectual property, and the product launch is in violation of the marketing law's rules against copied products. Consumers are now facing misleading claims from Amer Sports, and the launch leads to confusion between Amer Sport's products and Rottefella's products. Confusion can lead to problems with the functionality and a reduced user experience, says partner in law firm Schjødt, Halvor Manshaus.

Innovation and product development have formed the core of Rottefella's business since its establishment in 1927. Today, cooperation with world class skiers and international partners is what drives the product development further.

- We will continue to develop new products that increase the joy of skiing through better glide, grip and balance, says Christer Johnsen.

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Rottefella AS is a Norwegian innovation company that develops and manufactures binding systems for cross-country and telemark skiing. The company was founded in 1927 by the Norwegian inventor Bror With, and works continuously with innovation and product development. The goal for all product development is to take full advantage of the body's biodynamics and to ensure optimal power transmission between the skier and the snow. All development and manufacturing takes place at Klokkearstua in Norway, and the company has about 60 employees. In 2014, the company reported sales of approximately 180 million NOK. Rottefella owns the patented binding system NNN, which includes everything from the outsole of ski boots to the NIS mounting plate on the skis.