PRESS RELEASE
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Sports Group Denmark acquires Zanier and strengthens its position in ski and outdoor

Sports Group Denmark acquires Austrian glove specialist Zanier. The acquisition brings Zanier and SOS together in a new premium division within the Group, set to drive growth through a shared sales structure and stronger international distribution.

Sports Group Denmark is expanding its brand portfolio with Zanier, which has been developing gloves since 1969, drawing on its roots in Tyrol's alpine environment. The acquisition builds on an existing partnership under which Sports Group Denmark already distributes Zanier in the Nordic region.

The acquisition combines Zanier's specialist expertise in technical gloves and wearable technology with Sports Group Denmark's capabilities in sales, e-commerce and logistics. The ambition is to bring Zanier to more customers while strengthening the Group's position in the premium ski and outdoor segment.

"We already know Zanier and what the brand stands for. It is a brand with a strong heritage, extensive product expertise and an uncompromising focus on functionality. We see significant potential in combining these qualities with our international sales organisation and distribution platform," says Bjarne Jeppesen, CEO of Sports Group Denmark.

Two specialists in a shared premium division

Zanier and SOS will be at the heart of Sports Group Denmark's new premium division. The two brands complement each other with technical gloves and ski and outdoor apparel, respectively, and will be sold through a shared commercial platform going forward.

The partnership creates opportunities to offer retailers a broader range and open new doors across markets. Zanier has an established customer network, particularly in Austria, Germany and Switzerland, while Sports Group Denmark contributes a broad international customer base and a strong Nordic presence.

"SOS and Zanier are a natural match. Both brands appeal to customers with high expectations of quality, functionality and design. Together, they will have a stronger position with retailers, and we will have a solid foundation for developing our premium business," says Bjarne Jeppesen.

Austrian craftsmanship and technical innovation

Zanier was founded by Gabi and Werner Zanier in 1969. Their son, Markus Zanier, assumed leadership of the company in 2004 and has continued to develop the company with a focus on innovation and internationalisation.

Based in Innsbruck, Zanier develops gloves for skiing, snowboarding and mountain sports, among other activities. Product development takes place in collaboration with professional athletes and experienced mountaineers, including the Tyrolean mountain rescue service.

Zanier is a pioneer in heated gloves, having launched them in 1999. Since then, the brand has continued to innovate and has built substantial expertise in wearable technology. Today, its range includes heated gloves and socks, as well as drying and warming equipment.

“Zanier has always been driven by a passion for the mountains and a desire to create products people can rely on. Sports Group Denmark knows our brand and shares our ambitions. I am delighted that Zanier will now have a stronger international foundation that can bring our products to even more customers,” says Markus Zanier.





About Zanier

Zanier is an Austrian glove specialist founded in 1969 and based in Innsbruck. The brand develops technical gloves for skiing, outdoor activities and mountain sports, with a focus on functionality, materials and innovation. Its range also includes heated gloves and socks, as well as drying and warming equipment.

About Sports Group Denmark

Sports Group Denmark is a Danish-owned multibrand house headquartered in Silkeborg. The company designs, manufactures and distributes sportswear, casualwear, footwear and accessories to an international network of sports retail chains and specialist retailers.