

Press release
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Odlo is the new main partner and official clothing supplier for the Finnish Cross-Country Ski Team

The Finnish Ski Association and the Swiss performance apparel brand Odlo have signed a significant partnership agreement, making Odlo the main partner and official clothing supplier for the Finnish cross-country ski team. The long-term contract covers the seasons 2026–2030, including the next Winter Olympics.

Born in Norway in 1946, Odlo has a strong history of developing performance apparel for endurance sports and outdoor activities. Rooted in next-to-skin expertise, the brand is recognised for its technical base layers, mid layers and multisport apparel designed from the inside out to help athletes perform in optimal comfort in demanding conditions.

Suvi Kainulainen, Head of Sales and Partnerships at the Finnish Ski Association, emphasises the importance of a long-term agreement for the entire national team's operations.

"We are extremely pleased to be able to build the future of the cross-country ski team together with Odlo all the way to the next Olympics. Maximising athletes' performance requires the most reliable apparel possible, and Odlo's deep understanding of Nordic conditions, technical expertise and long-standing commitment to endurance sports make them an ideal partner for us. Such a long-term agreement creates the foundation for a sustained and impactful partnership that will help shape the next chapter of Finnish cross-country skiing. Together we will take over the arenas," states Kainulainen.

The partnership marks an important milestone for Odlo, strengthening the brand's presence in Finland and creating new opportunities to connect with athletes and outdoor enthusiasts alike.

"Cross-country skiing is part of our heritage and will always be at the heart of our brand," says **Daniel Eppler**, CEO of Odlo.

"We are delighted to begin this partnership with the Finnish cross-country ski team and excited about what we can achieve together over the coming years. Working alongside athletes competing at the highest level of the sport gives us valuable insight into their needs, while their achievements inspire more people to discover the joy of Nordic sports. We look forward to supporting the team and connecting with more people across Finland who share our passion for the outdoors."