

The History of **SWIX**

1948

Many professional skiers in Sweden were initially skeptical of the product, but favorable results by "Swixed" skiers were the best possible advertisement. In the 1948 Olympics, all of the Swedish gold medal winners skied using the new Swix wax and Sweden won the relay and beat Norway by almost 12 minutes.

February 5, 1950

Medal	Team	Time
Gold	Sweden (Nils Tapp, Karl-Erik Aström, Martin Lundström, Enar Josefsson)	2:39:59
Silver	Finland (Heikki Hasu, Viljo Vellonen, Paavo Lonkila, August Kluru)	2:41:51
Bronze	Norway (Martin Stokken, Eliert Dahl, Kristian Bjørn, Henry Hermansen)	2:47:19



Care for your skis by following these rules:

- Always see that your skis have been well prepared with foundation wax.
- Protect the upper side of your skis when there is a reverse slope by coating them with paraffin wax.
- Always remove snow and ice from your skis after a run.
- Keep the ski smooth, so that they are dry when they are to be checked for the next run, if they are not to be used for a long period, tie them together with a band between them, so that the elasticity is maintained, and the skis are prevented from warping.
- Check the straps and screws in the bindings occasionally, so that unpleasant surprises during a scramble are not to be avoided.
- Always Swix the skis before every outing, and you will get the greatest possible pleasure from skiing.

How to SWIX according to the 3-colour scheme

Too many skiers still believe that ski waxing is only for the great performers, and that foundation waxing is made just for ordinary skiing tourists. This color scheme is due to the fact that those skiers have never felt the difference between properly surface-waxed and unwaxed skis. Wax is the missing detail such a complicated procedure as many imagine. This little pamphlet is intended to give all beginners elementary advice as to the simple technique of waxing skis. It also includes tips of value for advanced skiers.

THE WALLCO CO. LTD. STOCKHOLM

Due to strict import restrictions, Swix could not export the waxes into Norway at the time but Astra, who had been selling Pharmaceutical products in Norway since 1936, had an already established Norwegian subsidiary and decided to establish its own production facility in Norway but there were unforeseen challenges. Under the watchful leadership of Bjørn Kristiansen Astra purchased a production plant in Lørenskog, Norway and started manufacturing in the winter 1948, Swix wax was now manufactured and sold in Norway.

Swix encountered serious resistance to its business activity in the beginning, however. Many Norwegians believed that the entire project was a Swedish attack on Norway's national sport. Astra's boss in

Norway from 1947, Christian Fredrik Kaltenborn, felt at times like a traitor. It was not easy to introduce a new product invented in Sweden during the post-war years, even though it was made in Norway by Norwegian workers. Matsbo dropped by sporting goods shops in Norway and asked for a box of Swix and the answer was often, "no, we don't sell it, because it is Swedish", nor were customers asking for it.

The Norwegians disliked that Swedes were trying to knock out respected Norwegian brands such as Østbye, Bratlie, Bergendahl and Record. To counter the apparent assault, 18 Norwegian wax manufacturers joined together into what was called "The Ski Wax Manufacturer's National Federation". But the

federation would not have a long lifespan and Swix's reputation grew as time passed. Norwegian elite skiers began using the wax, and the trend soon spread to recreational skiers. The instructional film "Glide and Grip" taught many the art of "swixing" and Swix expanded its range of products with wax for ski jumpers and alpine skiers.



Lauritz Bergendahl's

SKISMØRINGER.



TENNIS: L.B. 4-1-10
 KRUMME: L.B. 4-1-10
 SKI-MØRTE: L.B. 4-1-10
 WILSON: L.B. 4-1-10
 10 g. skis: L.B. 4-1-10

Alltid jevn kvalitet!
 Beste gli' og feste!



The History of SWIX 1949-1950



Down Hill and Slalom

4.1 SWIX Plastlakk Et lakker for alpine- og down- hill ski.	
4.2 SWIX Slalom Rød For alpine beslagspunkt	
4.3 SWIX Slalom Grøn For alpine beslagspunkt	
4.4 SWIX Ski Paraffin	
4.5 SWIX Slalom Basewax Et godt alpine- og downhill- wax som gir en god vedheftelse til den naturlige løslingsoverflaten.	
4.6 SWIX Silver Paraffin Especialt for wet snow wax.	
4.7 SWIX Combined Classic Slalom Rød, Slalom Grøn og Silver Paraffin.	

Starting in the 1949-1950 season, Swix launched a complete series of waxes for alpine skiing and established a firm stronghold in a growing market. The sport of skiing was spreading fast around the world and the number of alpine skiers were growing exponentially decade by decade. Waxing irons, base binders, ski lacquer and ski scrapers all came onto the market. Sales increased

steadily, and Swix soon sold more in Norway than in Sweden.

The originally slow market turned out to be the largest and most lucrative. In time the Swix name became synonymous with ski wax, a product every serious skier could not do without.

As the story goes, at the home of Viggo Sandvik in Gjøvik, Norway the father

and his son were passionately interested in skiing. One time when their mother came home from the store with two bags full of food, they complained that the most important thing was missing, the ski wax. The father commented sarcastically: "Two bags of food, but we don't even have Blue Swix in the house."

In 1950 Swix Introduced glide waxes for alpine skiing.

SWIX
SKISMØRINGER

Sneforholdene
For å godt siden foran

Det er viktig å vite at skiløperne må ha riktig skismøring til de ulike sneforholdene. Dette er viktig for å sikre den beste løslingsoverflaten. Dette er viktig for å sikre den beste løslingsoverflaten. Dette er viktig for å sikre den beste løslingsoverflaten.

SWIX

Temperatur
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SWIX

SMØRINGSTERMOMETER

Alltid føre med SWIX

SWIX

WALCO KJEMISK INDUSTRI A OSLO

The History of **SWIX**

1951

Swix is Sold in the US by Northland Skis.



Informations about
SWIX
SWEDISH SKIWAXES
most famous in the world



SWIX

used the world over

NORTHLAND SKI MANUFACTURING CO.
ST. PAUL, MINNESOTA AND LACONIA, NEW HAMPSHIRE

© 1951 NORTHLAND SKI MANUFACTURING CO.

Stockholm, 1951.



1960's

Swix ski wax, made only in Norway.

Starting in 1964, all production of Swix ski wax took place at Skårer in Lørenskog, Norway.

Astra closed down the production facilities making ski wax in Skåne, Sweden.

The move was a vote of confidence for the Norwegian company. Capacity was increased in the modern facilities, and the company worked hard to succeed in a competitive market.



In the 1960s, as Swix became more associated with wax for recreational cross-country skiers, sales increased, but the elite skiers were often using other brands. To counter the situation Swix advertised plenty during the Ski World Championships in Oslo in 1966 and the next year they hired Norway's national cross-country coach, Oddmund Jensen, to begin to test the ski waxes at prominent nordic events.



Klas Lestander
Sweden
Gold



“Somewhat Interesting”

In 1971, Jensen received a number of wax samples for testing from Martin Matsbo, labeled on the outside of the wax tin as “interesting”, “somewhat interesting” and “very interesting”.

One day it was sleeting in Lillehammer and Jensen seized the opportunity to get out and test some new ski wax mixtures. The weather was perfect for testing wax in difficult snow conditions. So he did the usual, waxed each ski with different waxes and headed off up into the forest.

The skiing was slow-going and slippery, and he had to stop plenty of times to apply the 20-30 waxes he brought with him, and had to scrape each one off before applying the next.

One of the samples labeled “somewhat interesting” performed extremely well for gliding but also provided excellent grip on the half-dry snow. Jensen had never experienced anything like it under similar conditions. He traveled straight home and called Matsbo:

“We found it,” he exclaimed as if he had found the elixir of youth. From that day forward the recipe called K-779 was given the name “Blue Extra”. On the right snow conditions and properly applied the wax assures excellent gliding properties and grip. The wax became a classic and Swix has sold millions of tins of Blue Extra over the years.



The History of **SWIX** Early 70's

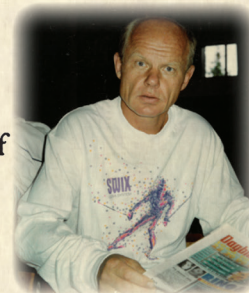
Starting in 1970, many Central Europeans and North Americans started taking an interest in cross-country skiing, and the Norwegian ski industry was well equipped to supply the demand for more equipment.

Higher sales figures for skis led automatically to higher sales figures for Swix wax.

Cross-country skiing was more a national sport in Norway than in Sweden, and Astra believed that such a business should be located in Norway. Gradually, more and more responsibility was transferred to the subsidiary.

In 1972, Swix Norge was given the important responsibility of exports. The same year, two young men named

Harald Bjerke and Leif Torgersen started working at Swix, as product manager and laboratory chief. This gave Swix two trained and proficient skiers who would come to dedicate successful careers to the service of ski waxing.



1974

In 1974, all responsibility for product and research was transferred to Norway. Only Martin Matsbo remained from the original wax staff at Astra in Sweden.

The "synthetic revolution" in XC-skiing. The SWIX products were instantly adaptable to polyethylene ski bases because of the choice of synthetic materials thirty years earlier.

Acquisition, Advancements, Partnerships

In 1974, Astra purchased Trygve Liljedahl's ski pole factory in Lillehammer, Norway which was the world's leading supplier of ski poles in the world.

By 1975 the composites industry was advancing and expanding into racing. This brought a new competitor, Exel of Finland into the market. However, it is interesting to note that even at this late date tonkin (bamboo) pole production still exceeded 700,000 pairs annually. Swix/Liljedahl also entered the age of the composites and has since set new standards for racing poles.

In 1975, a sales and marketing partnership was entered with the textile producer Odlo, who had been the first company to offer ice skating outfits and cross-country outfits made of nylon. Swix Sport International consisted of Swix, Odlo and Liljedahl. The three were leaders in the world in each of their fields. The partnership with Odlo lasted for a few years until the family Lofterød pulled the brand name out of the collaborative effort.



1975 Swix Sport International Logo

