

 LARIX





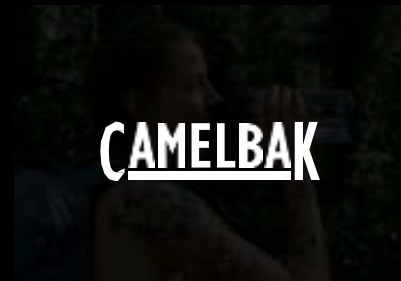
PORTFOLIO

SPORT IS PART OF OUR LIVES





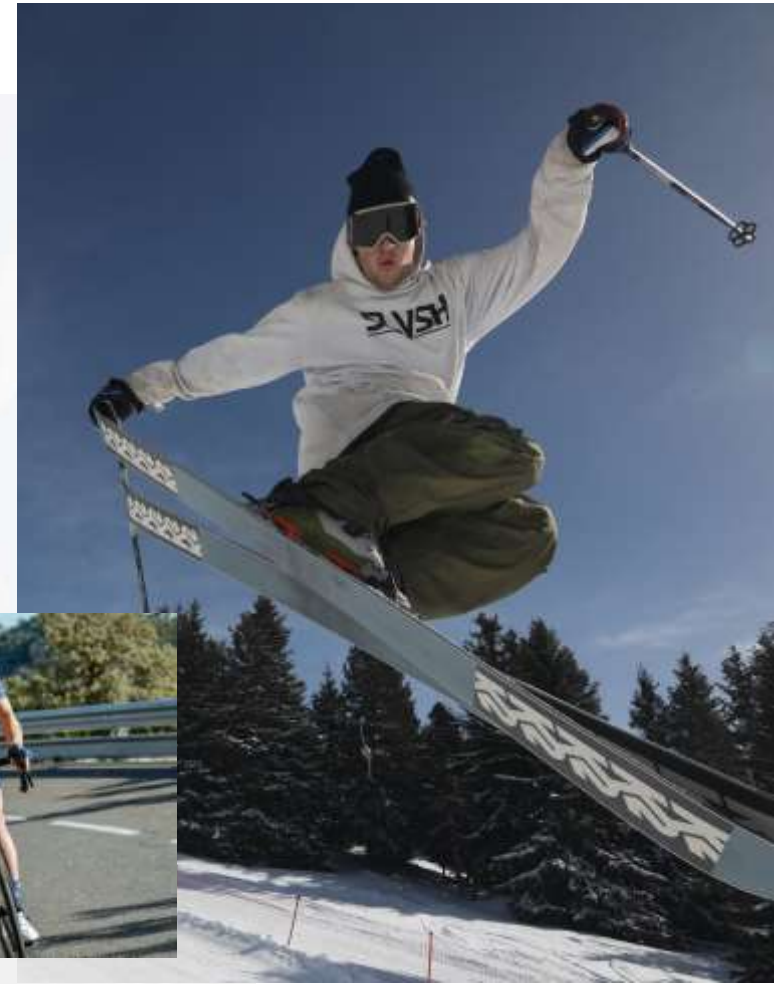
WE ARE THE EXCLUSIVE
DISTRIBUTOR OF 24 BRANDS



Selected



The selection of brands included in our portfolio is not random. We definitely focus on outdoor, cycling and winter activity brands in the broadest sense. In addition, taking into account the needs of our clients, in the last few years we have expanded our activities to include new lifestyle brands. Combining the world of sports and lifestyle is a response to the dynamically changing needs of the market. The synergy provided by our wide range of products makes it possible for our customers to satisfy the final customers all year round.





WHO

WE ARE

Sport has always been an integral part of our lives, for more than 30 years we have created a company that combines passion with business. Inspired by the values that every day accompany athletes in crossing new boundaries, we are constantly developing and setting ourselves new goals. Since the beginning of our adventure in the sports industry, we have focused on solidly building partnerships and business relationships with our customers.





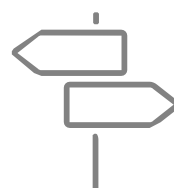
Company history

Sport has always accompanied our lives. Since childhood there was football, cycling, swimming, then mountain hiking and skiing. No wonder then that during the political transformation in Poland at the turn of the 1980s and 1990s, entering our adult life, we decided to start a business in the sports industry. Since then, our small, family-owned business has grown significantly and continues to operate uninterrupted to this day, being an important supplier of sporting goods on the Polish market.



Logistics center in the Beskids

The company's location was chosen not by accident - in southern Poland, in the heart of the Beskid Mountains. At the same time, it is in close proximity to the Silesian agglomeration, Cracow and the national border with the Czech Republic and Slovakia. The strategic location of our company makes it possible to take full advantage of the extensive network of roads, motorways and logistics networks, which contributes directly to an efficient distribution channel. The company is headquartered in a modern facility, an office building with an area of 2500m² and a warehouse building with an area of over 5000m², which gives a total usable area of over 7500m². The facility is suitable for lorry access.



Key location in
the Beskid



Distribution to 31
European countries



Large
warehouse
facilities



Proximity to state
border



1992

Start of the commercial activity of LARIX as supplier of ski gloves – cooperation with the first sports shops in Poland.

1996

Launch of own brand VIKING.

2001

Start of cooperation with the German company UVEX.

2003

Signing of contract with REUSCH, the world leader in ski and goalkeeper gloves.

Start of sales of technical clothing of the German brand KILLTEC.

Start of cooperation and distribution of footwear by German brand MEINDL.

2006

Signing of contract with the Swiss company ODLO.

2012

The company takes part in the ISPO, International Trade Fair for Sports Equipment and Fashion in Munich for the first time.

2014

Signing of a partnership between the UVEX brand and the Polish Ski Association, providing the opportunity to work with top athletes who are known around the world.



2016

Taking up cooperation with SEA TO SUMMIT and 3600 Degrees.

2017

New brands in the portfolio: K2 SPORTS, STREET SURFING, BCA.

Start of sales of the Scandinavian brand REIMA.

2019

Establishment of cooperation and start of distribution with the PROTEST brand.

2020

Starting cooperation with the SILVINI brand.

2021

Increase in warehouse space to over 5000m².

2022

Completion of a modern company headquarters together with over 2500m² of office space.

2023

New brands in the portfolio: TREZETA, ZERO C SHOES, BBB CYCLING and SUPER NATURAL.

2024

New brands in the portfolio: OSPREY, BUFF, TYR, AQUAFEEL and LEATT.

**We employ
over 130
people.**



A woman with long blonde hair and blue eyes is looking over her shoulder towards the camera. She is wearing a black t-shirt. The background is a blurred mountain landscape. The word "Our own brand" is written vertically on the left side of the image.

Our own brand

Viking is a brand created by LARIX in 1996. From the very beginning, we have focused on selecting the right materials of the highest quality and design in line with the latest trends in sports fashion. This combination has made hundreds of thousands of people fall in love with our highly comfortable and functional products, and customer satisfaction with our brand has transformed into ever-increasing improvements in manufacturing technology.

VIKING

VIKING

Born out of passion for travel, nature and sports. From the very beginning we focus on the selection of the highest quality materials, technology and design in line with the latest trends. Our designers pay considerable attention to ensure that our products are based on sustainable solutions. Practical ecology is the direction we have taken to develop our collections in a way that is consistent with respect for human rights and great respect for nature.

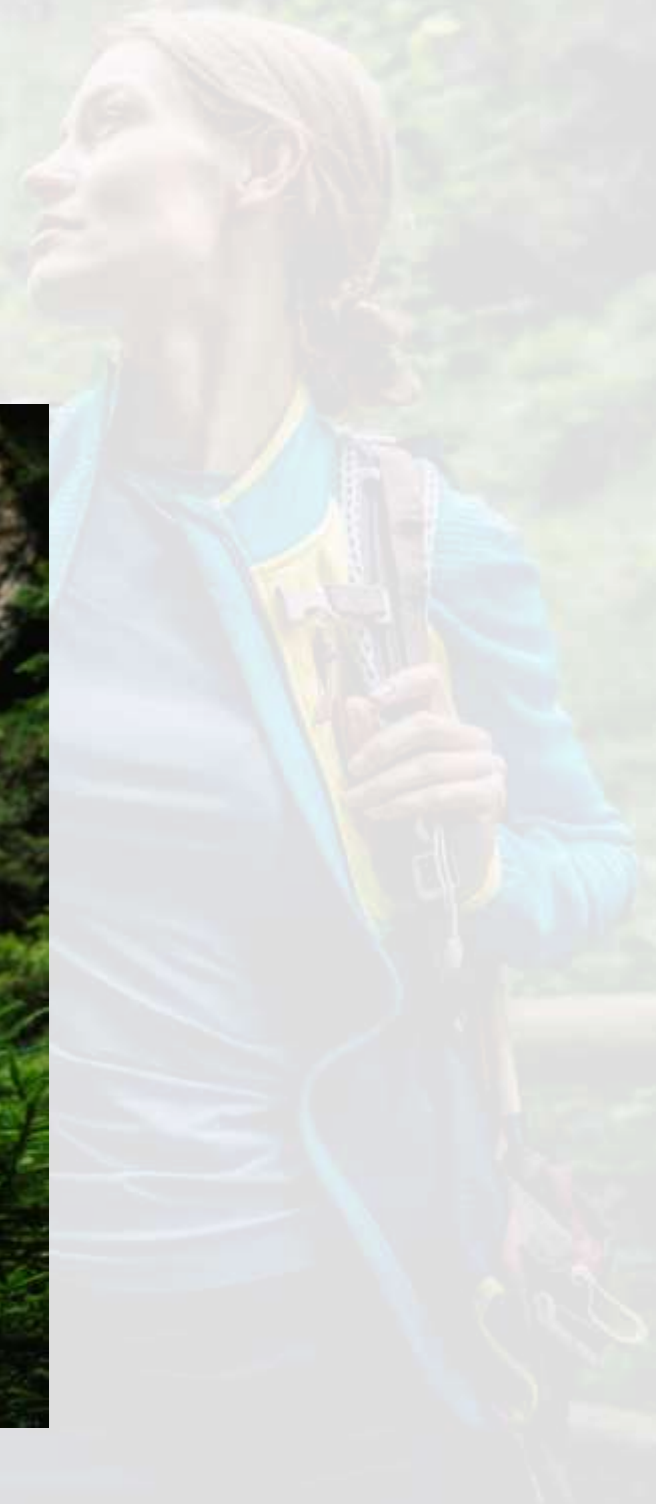
Viking is created for sports enthusiasts, travel lovers, as well as ordinary outdoor enthusiasts. In our products you can find materials and technologies of world leaders such as: **GORE TEX®**, **PRIMALOFT®**, **POLARTEC®**, **THINSULATE™**, **G-LOFT®** or **BIONIC FINISH®ECO**. Cooperation with leading suppliers allows us to create products that combine: quality, comfort, protection and modern design. All this makes the Viking brand grow year after year and record dynamic growth in the outdoor industry around the world.

Currently, the customers of Viking brand products are: Germany, Austria, Georgia, Moldova, Slovakia, Benelux, Hungary, Mongolia, Slovenia, Czech Republic, Italy, Romania, Spain, Finland, Lebanon, Jordan, Ukraine, France, Lithuania, Serbia, United Kingdom.

VIKING
EXPLORE MORE









uvex

UVEX IS A FAMILY-OWNED COMPANY BASED IN GERMANY, FOUNDED IN 1926.

The name UVEX is an abbreviation for Ultra Violet EXcluded, which means exclusion of ultraviolet, and which is a fundamental feature of the brand's goggles and glasses. Since 1960, the UVEX brand has been a global symbol, of quality, and German manufacturing further enhances the brand's prestige.



Łukasz Hola
Brand Manager

tel. +48 665 307 020
e-mail: l.hola@larix.com.pl



Bartosz Tyżlik
Junior Brand Manager

tel. +48 601 973 154
e-mail: b.tyzlik@larix.com.pl



IN POLAND, MEINDL BRAND SHOES HAVE BEEN AVAILABLE SINCE 2003.

During this time, we have been able to create an effective sales network practically from scratch and establish the brands position on the Polish market. Considering that MEINDL is one of the most expensive brands in the country, the time it took to achieve these goals can safely be considered extremely short.



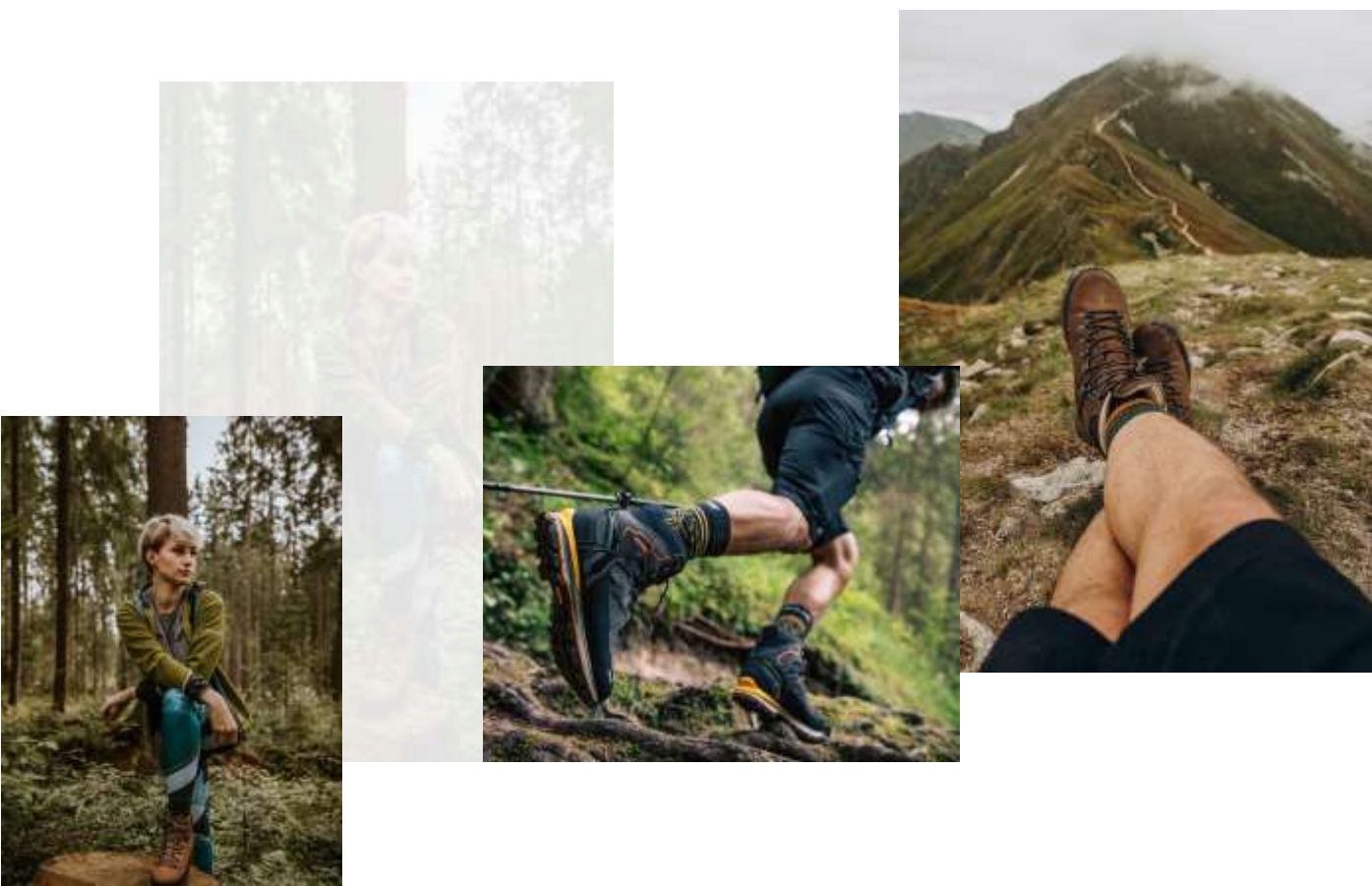
Łukasz Hola
Brand Manager

tel. +48 665 307 020
e-mail: l.hola@larix.com.pl



Anna Zak
Junior Brand Manager

tel. +48 33 828 1838
e-mail: a.zak@larix.com.pl





AMERICAN BRAND OSPREY HAS BEEN CREATING DURABLE AND ROBUST BACKPACKS AND OUTDOOR GEAR OF THE HIGHEST QUALITY SINCE 1974.

The name Osprey comes from the species name of the osprey bird. The choice of this name is intended to reflect the brand's values of functionality, durability and mobility, which are important to users of backpacks and outdoor equipment.



Jakub Laszczak
Brand Manager

tel. +48 601 098 030
e-mail: j.laszczak@larix.com.pl



Beata Jakubiec
Junior Brand Manager

tel. +48 661 240 589
e-mail: b.jakubiec@larix.com.pl





REUSCH IS A GLOBALLY OPERATING COMPANY THAT IS A SPECIALIST IN HIGH-QUALITY GLOVES ONCE SPORTS EQUIPMENT.

The company is known for its excellent quality goalkeeper gloves and gloves for winter sports. Reusch has been on the market for more than 85 years, during which time the company has become one of the leading brands specializing in the subject of gloves.



Jakub Laszczak
Brand Manager

tel. +48 601 098 030
e-mail: j.laszczak@larix.com.pl



Beata Jakubiec
Junior Brand Manager

tel. +48 661 240 589
e-mail: bjakubiec@larix.com.pl





BUFF IS A SPANISH BRAND
FOUNDED IN 1992.

Today, Buff not only offers bandanas, but also hats, scarves and many other products to a growing audience in more than 70 countries around the world.

To this day, most of Buff's products are sewn in their own factory in Barcelona, giving them full control over both the production process, quality and working conditions.



Jakub Laszczak
Brand Manager

tel. +48 601 098 030
e-mail: j.laszczak@larix.com.pl



Beata Jakubiec
Junior Brand Manager

tel. +48 661 240 589
e-mail: b.jakubiec@larix.com.pl

CAMELBAK®

CAMELBAK IS AN AMERICAN COMPANY THAT HAS BEEN ON THE MARKET SINCE 1989.

Currently, CamelBak is known as a leading manufacturer of backpacks and accessories with hydration systems. This group includes cycling backpacks, vests and running backpacks, as well as hiking accessories and backpacks. At the core of each of these products is an advanced hydration system.



Łukasz Hola
Brand Manager

tel. +48 665 307 020
e-mail: l.hola@larix.com.pl



Bartosz Tyżlik
Junior Brand Manager

tel. +48 601 973 154
e-mail: b.tyzlik@larix.com.pl





ODLO IS A SWISS MANUFACTURER OF FUNCTIONAL THERMAL UNDERWEAR AND THREE-LAYER TECHNICAL CLOTHING, WITH A GLOBAL MARKET PRESENCE OF ALMOST 80 YEARS.

Through a constant search for new design solutions and constant technological innovation, ODLO's collections have had a significant impact on the direction of the entire thermal apparel industry. ODLO is the creator of fully synthetic thermal underwear, which is the basis of the brand's success and leadership in the European market in this category of clothing.



Paweł Buczko
Brand Manager

tel. +48 697 898 886
e-mail: p.buczko@larix.com.pl



Michał Tworek
Junior Brand Manager

tel. +48 601 678 473
e-mail: m.tworek@larix.com.pl



IN THE SPRING OF 1990, TIM MACARTNEY-SNAPE SET OUT ON FOOT ALONG THE ENTIRE GANGES VALLEY, HEADING FOR THE REMOTE HIMALAYAS.

Today, it offers the most innovative hiking accessories loved by customers around the world. Designed with attention to every detail, extremely functional, ultralight and compact – indispensable for any outdoor activity!



Łukasz Hola
Brand Manager

tel. +48 665 307 020
e-mail: l.hola@larix.com.pl



Anna Żak
Junior Brand Manager

tel. +48 33 828 1838
e-mail: a.zak@larix.com.pl



THE AUSTRIAN BRAND EISBAR HAS SPECIALISED IN THE PRODUCTION OF HIGH-QUALITY SKI HATS AND ACCESSORIES FOR MORE THAN 60 YEARS.

The company quickly gained a reputation for its high quality standards and innovative approach to design. Today, Eisbar products are valued by both professional athletes and amateur winter sports enthusiasts all over the world. To this day, the majority of Eisbär products are manufactured in the company's home town of Feldkirchen an der Donau in Upper Austria.



Jakub Laszczak
Brand Manager

tel. +48 601 098 030
e-mail: j.laszczak@larix.com.pl



Beata Jakubiec
Junior Brand Manager

tel. +48 661 240 589
e-mail: b.jakubiec@larix.com.pl





IT WAS 60 YEARS AGO THAT K2, KNOWN TODAY AS A TYCOON IN THE SEGMENT OF SPORTS EQUIPMENT MANUFACTURERS, INCLUDING SKIS AND SNOWBOARDS, WAS BORN ON AMERICA'S VASHON ISLAND.

The group's broad portfolio also includes the K2 Skate brand, which produces roller skates and revolutionized the market in 1994 by introducing the soft boot to the world of roller skating.



Jerzy Wichrowski
Brand Manager Poland

tel. +48 663 452 349
e-mail: j.wichrowski@larix.com.pl



Wojciech Wysoczański
Junior Brand Manager Poland

tel. +48 603 305 766
e-mail: w.wysoczanski@larix.com.pl



BCA BACKCOUNTRY ACCESS

SINCE 1994, BCA HAS FOCUSED ON SAVING LIVES THROUGH RELIABLE, EASY-TO-USE PRODUCTS AND EDUCATING CONSUMERS ON HOW TO NAVIGATE AVALANCHE-PRONE TERRAIN.

By keeping the products, you use simple and intuitive when you're under stress, you increase your chances of saving a life. BCA has always been involved in high-performance backcountry equipment, from developing the world's first digital avalanche detector to popularizing avalanche airbags and hands-free radios.



Jerzy Wichrowski
Brand Manager Poland

tel. +48 663 452 349
e-mail: j.wichrowski@larix.com.pl



Wojciech Wysoczański
Junior Brand Manager Poland

tel. +48 603 305 766
e-mail: w.wysoczanski@larix.com.pl



SINCE 2004, LEATT HAS BEEN PROVIDING ITS USERS WITH RELIABLE SOLUTIONS THAT GUARANTEE NOT ONLY EXCELLENT PROTECTION FROM INJURY, BUT ALSO COMFORT AND CONVENIENCE IN ALL WEATHER CONDITIONS.

For years, the Leatt brand has specialised in the production of high-quality protectors and technical clothing for cycling enthusiasts

- and especially the extreme ones!



Magdalena Borodeńko
Brand Manager

tel. +48 661 156 538
e-mail: m.borodenko@larix.com.pl



reima

REIMA IS A GLOBAL LEADER IN CHILDREN'S SPORTSWEAR AND FOOTWEAR.

The brand was founded "out of the joy of activity" and its mission is to encourage the outdoors and prepare the next generation of happy and active children. For nearly 80 years, it has been creating durable, functional, comfortable and easy-care products that make it easier for the little ones to enjoy an active childhood.



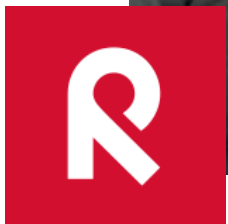
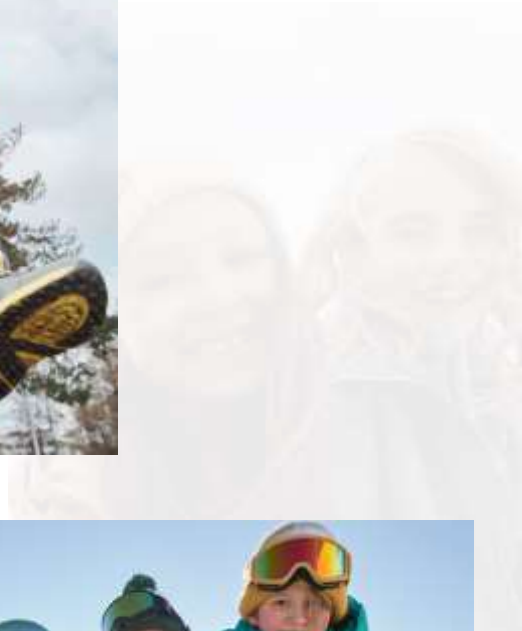
Paweł Buczko
Brand Manager

tel. +48 697 898 886
e-mail: p.buczko@larix.com.pl



Anna Frączek
Junior Brand Manager

tel. +48 785 007 312
e-mail: a.fraczek@larix.com.pl





PROTEST IS A DUTCH MANUFACTURER OF FASHIONABLE AND FUNCTIONAL SPORTSWEAR, WHICH HAS BEEN ON THE MARKET SINCE 1993.

The collection of PROTEST's assortments is very extensive - it includes, among other things, proposals for fans of surfing, snowboarding, skiing, as well as products for everyday use.



Paweł Buczek
Brand Manager

tel. +48 697 898 886
e-mail: p.buczko@larix.com.pl



Anna Frączek
Junior Brand Manager

tel. +48 785 007 312
e-mail: a.fraczek@larix.com.pl



[sn]
super.natural

A BRAND THAT COMBINES AN INNOVATIVE APPROACH TO DESIGN WITH THE UNIQUE PROPERTIES OF MERINO FIBRES, OFFERING ITS CUSTOMERS COMFORT, STYLE AND SUSTAINABLE SOLUTIONS.

A key aspect of Super.natural clothing is the use of a unique blend of merino wool with synthetic fibres. This blend combines the natural properties of wool, such as temperature regulation, moisture management and odour resistance, with the durability and quick-drying properties of synthetic fibres. This combination results in garments that are both functional and comfortable.



Paweł Buczek
Brand Manager

tel. +48 697 898 886
e-mail: p.buczek@larix.com.pl



Michał Tworek
Junior Brand Manager

tel. +48 601 678 473
e-mail: m.tworek@larix.com.pl



SILVINI IS A CZECH MANUFACTURER OF TECHNICAL SPORTSWEAR DEDICATED TO BOTH HOBBYISTS AND PROFESSIONAL ATHLETES, FOR WHOM IT HAS BECOME A WAY OF LIFE.

The carefully designed clothes are designed to help everyone push their own limits. The core of the collection in the summer season is cycling apparel, and in the winter the reigns of clothing designed for cross-country skiing, which is an ideal alternative to cycling when the snow arrives.



Magdalena Borodeńko
Brand Manager

tel. +48 661 156 538
e-mail: m.borodenko@larix.com.pl



KILLTEC - TECHNICAL SKI AND SNOWBOARD CLOTHING.

In 1981, in the small town of Buchholz near Hamburg, Gunther Killer opens the first sportswear factory. It was then that the KILLTEC brand, which owes its name to the first letters of the founder's surname and its technical nature, begins its history.



Paweł Buczek
Brand Manager

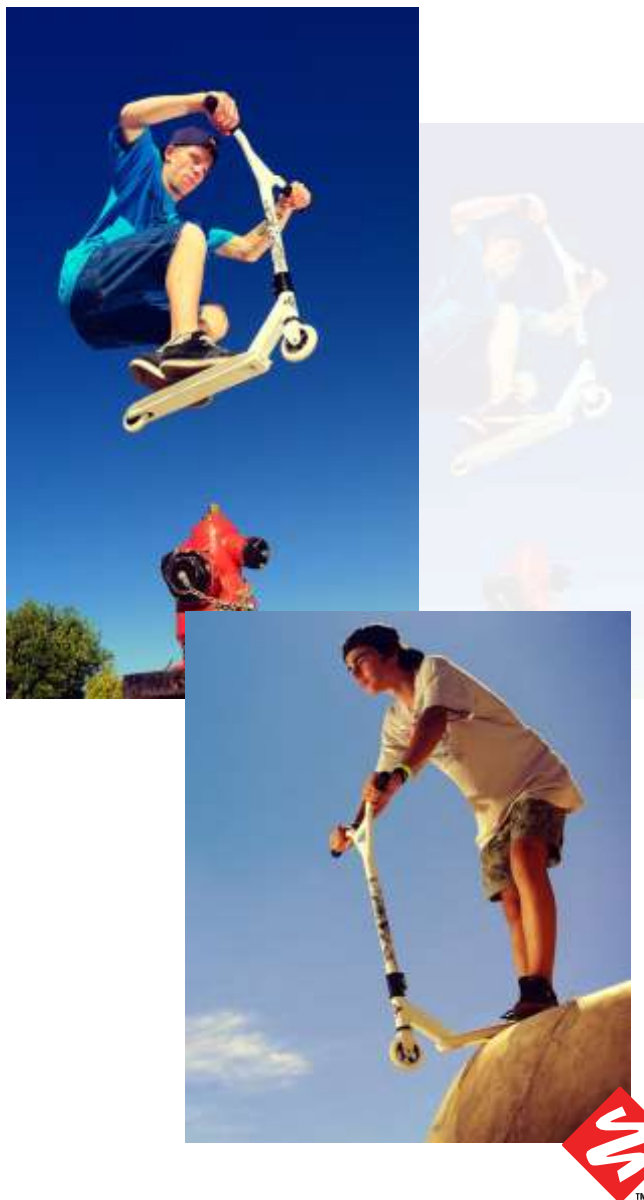
tel. +48 697 898 886
e-mail: p.buczko@larix.com.pl



Anna Frączek
Junior Brand Manager

tel. +48 785 007 312
e-mail: a.fraczek@larix.com.pl





THE ESSENCE OF THE STREET SURFING BRAND IS THE
PASSION FOR CREATING UNIQUE THINGS.

From the very beginning, our mission has not changed. In 2005 Street Surfing created the category of waveboards, this huge success pushed the brand to a new action. Today Street Surfing is scooters, skateboards, longboards and accessories. The distinctive design of the products makes Street Surfing a unique brand.



Jerzy Wichrowski
Brand Manager Poland

tel. +48 663 452 349
e-mail: j.wichrowski@larix.com.pl



Wojciech Wysoczański
Junior Brand Manager Poland

tel. +48 603 305 766
e-mail: w.wysoczanski@larix.com.pl



treZeta[®]

hiking explorer

TREZETA, A RENOWNED BRAND OF
OUTDOOR FOOTWEAR FROM ITALY.

Trézeta is a combination of the tradition of craft shoe production and the latest technological developments. Each brand product is the result of commitment and passion aimed at meeting the expectations of the most demanding customers. All Trézet models are carefully designed and manufactured with the utmost attention to detail.



Łukasz Hola
Brand Manager

tel. +48 665 307 020
e-mail: l.hola@larix.com.pl



Anna Zak
Junior Brand Manager

tel. +48 33 828 1838
e-mail: a.zak@larix.com.pl

BBB cycling

THE SLOGAN OF THE BRAND "WE ARE CYCLING" PERFECTLY REFLECTS WHAT IT WAS CREATED FOR. ORIGINATING IN THE PICTURESQUE AREAS OF THE NETHERLANDS, FOUNDED BY 2 ACTIVE CYCLISTS, THE BBB BRAND HAS BEEN PROVIDING A QUALITY RANGE OF ACCESSORIES, CLOTHING AND BICYCLE PARTS FOR OVER 25 YEARS.

The brand's portfolio includes over 2,000 unique products, designed to provide as much pleasure as possible from cycling while maintaining safety, quality and unique design.



Łukasz Hola
Brand Manager

tel. +48 665 307 020
e-mail: l.hola@larix.com.pl



Bartosz Tyżlik
Junior Brand Manager

tel. +48 601 973 154
e-mail: b.tyzlik@larix.com.pl





THE COMPANY WAS FOUNDED IN 1985 IN CALIFORNIA BY
MUNICH OLYMPIC GAMES BRONZE MEDALLIST (1972)
STEVEN FURNISS AND JOSEPH DILORENZO.

The TYR brand is primarily known as a manufacturer of
swimming and triathlon products for both professional and
recreational athletes.



Jerzy Wichrowski
Brand Manager Poland

tel. +48 663 452 349
e-mail: j.wichrowski@larix.com.pl



Wojciech Wysoczański
Junior Brand Manager Poland

tel. +48 603 305 766
e-mail: w.wysoczanski@larix.com.pl



AQUAFEEL WAS CREATED IN 2009 BY FASHY AS A SPORTS BRAND, WITH A RANGE OF TRAINING AND STARTING SWIMWEAR AND EQUIPMENT FOR COMPETITIVE SWIMMERS.

Odzież posiada certyfikat World Aquatics (dawniej FINA), czyli Światowej Federacji Pływackiej. Asortyment obejmuje również rekreacyjne stroje kąpielowe, a także wszelkie pomoce pływackie, akcesoria, czepki oraz okulary do wody.



Jerzy Wichrowski
Brand Manager Poland

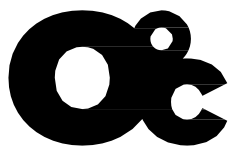
tel. +48 663 452 349
e-mail: j.wichrowski@larix.com.pl



Wojciech Wysoczański
Junior Brand Manager Poland

tel. +48 603 305 766
e-mail: w.wysoczanski@larix.com.pl





ZEROC SHOES, AN INNOVATIVE FOOTWEAR
BRAND FROM NORWAY.

Known for the production of minimalist shoes, is gaining more and more popularity. The company, which started as a small startup initiative, has gained recognition thanks to its original philosophy and unique projects.



Łukasz Hola
Brand Manager

tel. +48 665 307 020
e-mail: l.hola@larix.com.pl



Anna Żak
Junior Brand Manager

tel. +48 33 828 18 38
e-mail: a.zak@larix.com.pl



For partners



As a distributor of 24 leading sports brands, we have created an extensive sales network and established cooperation with the most rapidly growing stores both in Poland and Europe. Today we are proud that after many years of intensive work, our family-owned company is the leader in the sports industry in Poland.



B2B panel



The contracting side



Media bank



INSPIRED BY THE VALUES THAT ATHLETES LIVE EVERYDAY

WWW.LARIX.COM.PL