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Brand F2 in new hands

The Boards & More Group, a part of the Airesis AG Switzerland, is selling its brand F2 to an investor team led by Gerald Pascher and Reinhard Hofbauer.

As of 1.6.2007, the Boards & More GmbH is giving over its board-sport brand F2 (windsurf, snowboard and apparel) to an investor team led by Gerald Pascher and Reinhard Hofbauer.

F2, 100% owned by the Boards & More (Ion, F2, Fanatic, Mistral, North Kiteboarding, North Sails), established in 1981, managed in the last 3 years under the lead of CEO and Brand Manager Boris Zwetkoff to gain back its position as one of the key players in world wide windsurfing and European snowboarding. The apparel line, taken over from a licensee, managed to more then double its turnover while being part of F2.

The decision to sell the brand F2 was developed to reduce the competition within the windsurf brands and to focus on its core competence water-sports with the remaining brands Fanatic, Ion, Mistral, North Kiteboarding and North Sails.

Reinhard Hofbauer, former manager of different sports companies, shows decades of sporting goods experience, especially in the board sport area. He will take over the lead starting June 1st, 2007. His experience in the industry mixed with the know-how and attitude of a big part of the actual F2 employees which will move to the new headquarter in the area of Salzburg (AUT) will ensure the further development of the brand.

Boards & More will still be responsible for the sales and delivery of the Spring/Summer apparel collection and the windsurf business till May 31st 2007.

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