BILDBILAGA 1

Bilder tagna från 1985 – 1986 års vinterkatalog
Per relaxes after a parapont ride. Who needs a parachute to get a little air?
"LÄR UT SÅ MYCKET SOM MÖJLIGT OM IDÉN
MED S.O.S-KLÄDERNA.
SEN ÄR FRAMGÅNGEN GIVEN!"

Jan Berglund, skidåkare och förbundskapten för svenska freestylelandslaget.
In the lead: Olaf Hansteen, successful skier after on the Swedish national freestyle team.

no ski, but history tells us that the passport was first used in the
mountains by some tanners who felt that the skill up was the
most thing, and that the descent took less long. They therefore
brought a little parachute with them, and when they reached the
summit, all they had to do was pull the harness on, straighten out
the cords and step right out into the air.

Of course a parachute is also something useful as a long glide,
but on the other hand it is much lighter to transport and easier to
get ready.

Pålstrøm had a very attentive audience when he went through the
televised lectures and practical demonstrations of the art of passport
flying.

When the lecture was over, the passports were repacked. We
could again observe the same phenomenon as the previous day;
no one was anxious to let anyone else fly first; they all wanted to
get started as quickly as possible.

Pålstrøm was in charge for the last common denominator of
the characteristics of a great skier. I wonder if there aren’t the qual-
tities you should look for. Commitment, the will to try, the lack of
hesitation, and why not also a good hearty portion of courage.
These would seem to be important. Add the ability to coordinate
efforts and control bodily movements, and you’re probably quite near the
truth.

Soon the guy, multi-colored chamois were spread out in the snow,
and everyone was trying to straighten out their harnesses and
coils. The chamois are controlled by means of two cords fitted with
grips, with the aid of which the chute is filled with air as you take off,
BILDBILAGA 2

Bilder från SOS katalog tryckt 1997
SECRETARY EPIERENT

1999

MEXICO

F110

NOTICE

THE DEEP PILE

WHEREVER

WHOEVER

SOS RESCUE SCHOOL

RALLY EQUIPMENT.
This weekend we gathered up for an 80's day here in Engelberg with mogul skiing, aerobics, hot shots and most importantly, clothes from the epic decade when SOS was born. Check out the pictures and enjoy!

Jesper, Mattias and Lisa with her amazing overall, she could not snap her own boots since it was so tight
Great that my next year's SOS-anorak went perfectly well with the theme

(Jacka från 2010 års "heritage” linje)
Another SOS outfit, but from '86
My brother Arthur found a nice and shiny shirt at the local second hand shop
Warming up
Aerobics session with the Swedish champion from '89
Formation skiing... very synchronized
I’m still recovering from that day, turns out the bindings from back then where not very reliable...
BILDBILAGA 4
Bilder från katalog som beskriver SOS nutida varumärke
SOS
HISTORIA

SOS är ett varumärke för skidåkare av skidåkare.

Det beskrivs ganska väl vad vi syslas med.
VÄGVISARE

Med våra företag skapar vi möjligheter för unika erfarenheter på våra stora, unika och intressanta platser. Vi är aktiva och medvetna om att vi har det globala verksamhet.

Vi är stolta över att ställa oss för de påstående och förbättra.

Målet är att ge en sådan upplevelse som närmarknoterade

och kommersiellt ansvariga och

förutsätts.

Välkomna!