

Paris, March 12<sup>th</sup> 2026

## **Fairmat and Salomon join forces to redefine sustainable materials for winter sports**

*Fairmat and Salomon have announced a strategic industrial partnership aimed at integrating recycled and recyclable carbon-composite materials across several lines of winter sports equipment. Together, the two companies are opening the door to a new generation of skis, snowboards and high-performance gear that combines cutting-edge technical standards with a reduced environmental impact.*

### **Salomon turns to recycled composites to reinvent its equipment**

As a leading outdoor sports brand and a global reference in alpine and Nordic skiing, Salomon is evolving its innovation strategy to include more responsible materials. Through its collaboration with Fairmat, the brand plans to integrate Fairmat Carbon, an infinitely recyclable composite made from reclaimed carbon fibers, into the core structures of alpine skis, Nordic skis and snowboards.

This move also addresses one of the industry's biggest challenges: the environmental footprint and end-of-life of composite materials, which are difficult to recycle due to their multilayer construction. Fairmat's remanufacturing process can transform end-of-life equipment into new components, such as ski cores. This partnership makes it possible to envision a truly circular model in a sector where large-scale circularity has never been achieved.

#### **Arnaud de Mondenard, Head of R&D of Salomon Ski:**

*"Our lifecycle assessments across winter sports products showed that the main environmental impact comes from composite reinforcements, the resin, and the waste generated during production. Choosing a recycled material that reduces the amount of virgin fiber and resin was an obvious way to cut that impact without compromising performance. After several years of collaboration, Fairmat's technical advances have helped remove the remaining barriers to integrating recycled composites into our manufacturing processes.*

*The applications we're now exploring across all our sports categories demonstrate just how versatile this solution can be."*

### **A partnership that puts performance at the heart of sustainable innovation**

Salomon's choice to work with Fairmat reflects a deliberate move towards materials that combine high mechanical performance with a meaningful reduction in carbon footprint. Fairmat's composites, engineered to withstand extreme conditions, cold, repeated flexion, impact, offer unique advantages for the specific demands of winter sports.

The collaboration brings together complementary strengths: decades of Salomon engineering dedicated to high-performance skiing, and Fairmat's technological expertise in developing recycled carbon composites capable of performing in the most demanding environments. With

nearly 700,000 pairs of skis sold annually by Salomon, on a European market of around 3.1 million units, the potential industrial, economic and environmental impact is substantial.

**Benjamin Saada, Founder & CEO of Fairmat:**

*“Working with Salomon marks a major milestone for Fairmat. Collaborations with brands operating at this level allow us to develop recycled materials that meet, and sometimes exceed, the performance standards of modern skiing. This partnership lays the groundwork for a new generation of winter sports equipment that is both more responsible and more capable.”*

## **Fairmat strengthens its leadership in sustainable materials for winter sports**

The partnership with Salomon is a key step for Fairmat, reinforcing its position as a leading supplier of high-performance sustainable composites in the winter sports sector.

Partnering with an iconic brand like Salomon, deeply rooted in the Auvergne-Rhône-Alpes region and a symbol of French excellence, represents a significant lever to accelerate the adoption of circular materials in a market where performance remains the top priority. This alliance aligns fully with Fairmat’s ambition: demonstrating that carbon recycling can become an industry standard rather than a niche alternative, even for equipment subjected to the harshest conditions.

**The announcement is made at JEC World 2026 in Paris**, the world’s flagship event for composite materials, where Fairmat is presenting its vision for a circular, high-performance and competitive industry.

### **About Fairmat :**

Founded in 2020 by Benjamin Saada, Fairmat addresses a major challenge: the explosion of waste and the growing scarcity of high-performance materials. Through a deep-tech approach, Fairmat not only recycles materials but fully closes the materials loop by disrupting industrial processes. Its FairFactories in France and the United States are smart, agile and automated plants integrating robotics, software, AI and machine learning for ultra-efficient and scalable production. With Infinity Recycling, a new patented technology, Fairmat goes even further by enabling near-infinite recycling through a patented cold-plasma process that recovers intact carbon fiber.

After a €8.6m seed round in 2021 and a €34m Series A in 2022, Fairmat raised €51.5m in April 2025, combining €26.5m in equity and €25m in venture debt from the European Investment Bank. The round was completed with the support of new investors Bpifrance (Large Venture fund), Slate VC and family office Cape Capital, alongside existing shareholders Singular, Temasek, CNP and Pictet Group. An additional €10m equity extension was completed in October 2025 with the European fund Infinity Recycling to support Fairmat’s industrial acceleration. The company employs 100 people.

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