



BETA HITS THE SLOPES FOR MILANO CORTINA 2026: BWX – BETA WINTER XPERIENCE IS BORN, THE ULTRA-TECH LIMITED EDITION SKI SUIT

*Advanced thermoregulation, maximum durability and integrated safety:
Beta technology meets high-performance sportswear.*

Sovico (MB), 27 January 2026 - **Beta Utensili**, European leader in the production of tools and work equipment for mechanics, industrial maintenance and self-repair specialists, presents **BWX - Beta Winter Xperience**, the **limited-edition ski suit** that brings the **very best technologies in protection, comfort, freedom of movement and style** to the slopes. Designed and developed for a truly unique winter experience, BWX is launched on the occasion of the **Milano Cortina 2026 Winter Olympic and Paralympic Games**.

Born from the **technical expertise of Beta Utensili's Product Line Development Division** and its renowned competence in professional workwear, the exclusive BWX ski suit is made with **outstanding materials** - **Toray Dermizax™, Primaloft®, Cordura®, Recco®, YKK®** - with the goal of bringing into the world of winter sports the same **attention to detail, solidity, durability and technological innovation** that have defined Beta products for over one hundred years.



“With BWX we wanted to put our best technical know-how at the service of sport, showing that Beta technology can be expressed in many fields beyond tools and workwear” - stated **Fabio Cornaggia, Product Line Development Director of the Beta Group**. *“We have brought to high altitude the same attention to detail, quality and technological innovation that characterizes our professional tools. Just as a tool is designed to respond precisely to the gesture of a professional, our BWX suit is designed to respond to the*

movements and needs of those who want to experience winter with a unique, highly technical and exclusive garment."



Thanks to the finest **technical materials** - **Toray Dermizax™**, **Primaloft®**, **Cordura®**, **YKK®** - the Beta Winter Xperience suit guarantees **thermoregulation, breathability, a sense of freedom and absolute lightness**, even in the harshest conditions and the coldest temperatures.

BWX also **places safety at its core**: the suit integrates a **Recco®** reflector, an always-active safety technology that helps rescue teams locate a person quickly in case of emergency or loss in snowy environments, as well as a removable **integrated back protector** certified EN 1621-2:2014 with Full Back protection.



All this without overlooking **design**: matte black, anthracite grey and titanium tones blend with Beta orange inserts, metallic effects and carbon details.

The recommended retail price of Beta Winter Xperience is €1,600 VAT included.

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TECHNICAL APPENDIX

Material and technology details

- **Toray Dermizax™** - TS3474FDX woven fabric with Dermizax membrane, designed to offer a waterproof and breathable barrier.



Its microporous membrane blocks wind, snow and rain while allowing moisture vapor produced during skiing to escape effectively, maintaining an ideal microclimate inside the garment. Extremely elastic and silent, it follows every body movement naturally, without rustles or stiffness, providing a sensation of lightness and freedom. This cutting-edge material ensures constant thermal comfort and full protection even under the most variable high-altitude conditions. Performance: WR 20,000 mm, MVP 20,000 g/24hrs/sqm.

- **Primaloft®** – next-generation padding providing maximum warmth with minimal bulk. This synthetic material reproduces the softness and thermal efficiency of down, with the crucial advantage of maintaining performance even when wet. Ultra-thin microfibers create an insulating structure that traps heat and repels moisture, ensuring fast drying and optimal breathability during the most intense downhills.
- **Cordura®** – inserted in the most exposed areas of the trousers, Cordura® fabric reinforces high-stress points (such as hems and calves), effectively protecting against abrasions caused by contact with ski edges, bindings or metallic surfaces. Its high-tenacity nylon fibers offer superior durability compared to traditional materials, preserving the garment's aesthetics and performance over time.
- **Recco®** – BWX integrates a Recco® reflector, a passive safety technology that allows rescue teams to quickly locate a person in case of avalanche or loss thanks to RECCO® radars used in ski resorts worldwide. It requires no batteries, maintenance or activation: it works always, at any time.
- **YKK®** – YKK® zippers ensure smoothness, moisture resistance and reliability even in low temperatures and after intensive use, performing optimally even while wearing gloves.



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Beta Group is the European leader in the production of tools for mechanics, industrial maintenance professionals and self-repair specialists.

Audacity, commitment and talent led Beta to become the Italian professional tool brand synonymous with quality in over 100 Countries. Founded in 1923 in Erba (CO), Beta distributes work tools through 121 branches and 250 importers thus meeting the requirements of specialists in every sector. Today, with its headquarters in Sovico (MB), Beta Group generates 251 million euros in turnover and sees the daily involvement of more than 1,000 professionals across all five of its companies, Beta Utensili, 3D Beta, BM, Abra Beta and Helvi, present in Italy with 10 production plants.