Press release

Waldachtal, 18 November 2026

fischerwerke GmbH & Co. KG
Corporate Communications

Klaus-Fischer-Straße 1
72178 Waldachtal

Anna Odine Strøm: Passion, Team Spirit and the Drive to Reach New Heights

Norwegian ski jumper Anna Odine Strøm looks ahead to the new season, sharing her passion, summer preparations and ambitions as part of the international fischer and Fischer Sports team. She also reflects on overcoming challenges, handling pressure and the importance of team spirit in pursuing her goals.

The new ski jumping season is just around the corner. How are you feeling about the start of the season? How have your preparations gone, and what are you particularly looking forward to in the coming months?

Excited for the coming months. Always looking forward to **the** start of a new season. This one is special, since we get to compete in the Four Hills Tournament fully for the first time. And there are the Championships in Falun, which is my highlight of the season. And of course, ski flying is always a joy. I feel the preparations and the work this summer have been going well, but only time will tell just how well it's been.

You're heading into a new season with the fischer team and will also be competing under a new shared identity: the red ski. At the same time, fischer and Fischer Sports are moving even closer together. How do you view this

development, and what does it mean to you to be part of this international team?

I am happy and honored to be part of such a team. I think it's a great idea to create a team with athletes from all over the world. I hope we all do well, and I hope for togetherness and success for everyone. I hope we get to learn from each other, and each grow stronger from all of our combined experiences and knowledge. I hope to represent a new strong team with hard work and integrity, and I will be cheering for all the red skis.

What does being a ski jumper mean to you personally? What fascinates you about this sport, and what drives you to push yourself to your limits time and time again?

I find it fascinating how different people can do seemingly the same with vastly different approaches. The physics of it all is quite astonishing, and I love practicing in different ways to explore the same process and practice the same movement through different methods. The process of continuous delayed gratification and the complex process behind it all is my motivation for continuing to develop and explore my potential, both as an athlete, and as a human.

Anyone who wants to succeed in ski jumping must be able to cope not only with successes but also with setbacks. How do you manage that? Is there an experience in your career from which you have learnt a great deal?

I feel like I may have learned more from the losses I have taken, than I have learned from winning. The hardest part about the losses is getting up again to try. There are usually lots of negative thoughts from fail, but from that I find that I am able to appreciate the positives more than when I try to win again. When failing I try to search for positive things to hold on to, and start working from there. When winning I find I have to work harder to search for negatives to have something to keep working on so

that my mind doesn't get ahead of itself and I stop doing the basics good enough. It's challenging to keep calm and keep the perspectives in the right place. My hardest lesson to date was when I was leading the World Championships after the first round, and lost focus on what I had to do in the second round, because my first jump was great so I just had to recreate that. My mind kept going to what it would be like to win, and I panicked as soon as I made the first mistake. That second round was my worst performance that season, and I have read and learned how to handle pressure much better since. I have also learned how to handle ups and downs much better since that time.

A typical competition day is characterised by fixed routines and intense concentration. Do you have any specific routines or rituals that give you a sense of security before the jump? And what is one thing you absolutely cannot do without on a competition day?

For me competition days are either auto pilot mode or intense concentration, and it's an art to be able to switch effortlessly between the two. It's important to not concentrate for too long, but also very important to be concentrating when needed. When we compete in the afternoon, I usually try to take a nap after the first physical session. Almost restart the day, so to speak. I have found my jumping to be better when I warm up by jump rope, but I don't think it's a "must have" yet. Other than the essentials, like boots, helmet, goggles, gloves, suit, jets, skis and underwear, I don't think there is anything I can't go without.

As well as individual performance, teamwork also plays an important role. How do you experience the team spirit within the international fischer team? What can you learn from the other athletes, and what do you yourself bring to the team?

I love being part of the team, and actively working with the team to be better and build each other up to better athletes and people. I will for sure be keeping an eye on all of my teammates, and will be cheering for all of them. There is nothing better than greeting people who genuinely want you to do well, and I hope to share the joy of good performance with all of my teammates. There is also a great deal of knowledge within such an amazing group of athletes. I hope to learn from their experiences and perspectives on each of these upcoming challenges, and hope to share knowledge so that everyone can be better.

Finally, a look ahead: what personal goals are you taking into the new season? And at the end of the winter, what would you look for to determine whether it was a successful season for you?

I hope for a lot of good jumps, and results as a result of that. I hope to develop my craft and I hope to end the season as a better ski jumper than I am going into it. The Championships are my usual highlight, but I hope to do well every time I compete. I usually work on my progress by focusing on performance, not results, and find it hard to set targets for that reason, as there are so many variables. But I am hoping for another individual medal in the upcoming Championships. And of course the Four Hills Tournament is the first big thing coming up. That's going to be challenging, but it's a challenge I look forward to. A new personal record is always the goal when ski flying. There are plenty of highlights in store for us.

An exclusive look behind the scenes at fischer:
Spotlights – the fischer blog

Captions:

Images:
Anna Odine Strøm

Image: fischer

fischer Group

The fischer Group, based in Waldachtal in the northern Black Forest, achieved a turnover of 1.05 billion euros in 2025 with around 4,800 employees worldwide. The family-owned company has 53 operating subsidiaries worldwide and exports to around 120 countries. It comprises four business divisions: fischer Fastening Systems, fischertechnik, fischer Consulting and fischer Electronic Solutions.

fischer Fastening Systems is the technological market leader in key areas of fastening technology. fischer offers products of technical excellence to a wide range of customers, from DIY enthusiasts and tradespeople to key account partners.

fischertechnik is active in both the toy and education sectors with its construction kits. As one of only a few toy manufacturers, fischertechnik develops and manufactures its products predominantly in Germany.

fischer Consulting grew out of the expertise developed within the company itself. It is home to the fischer Process System, the core principle of which is continuous improvement. The fischer Process System is always guided by the benefits for the customer. fischer Consulting advises medium-sized enterprises, public authorities and large corporations on their journey towards lean and efficient processes.

fischer Electronic Solutions develops and manufactures bespoke electronic solutions for industry and the medical sector. Long-term partnerships and high-quality, tailor-made solutions are the company's guiding principles. As an innovation partner, fischer Electronic Solutions breaks new ground with its customers towards a successful shared future.

Online: www.fischer.group

Contact

Sandra Roth
Media Relations
Telephone: +49 7443 12 – 6251
Email: sandra.roth@fischer.de