Press release

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Stronger Through Challenges: Frida Westman Ready for the New Ski Jumping Season

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Swedish ski jumper Frida Westman looks ahead to the new season with determination and ambition. After overcoming several knee injuries, she is eager to return stronger, compete at the home World Championships in Falun and continue pushing the boundaries of women's ski jumping as part of the international fischer team.

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?

I feel both exited and nervous about the start. But mostly happy because I really enjoy competing! I would say the summer has been good. I always feel the summer is for trying new stuff and figure out what works best. I've been focusing a lot on the flying part and the landing. Which I feel better in. Of course, my home World Championship in Falun is a big thing for me, but also that we women are competing in the Four Hills Tournament, is something I am really looking forward to!!

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 think it's a really cool thing. Someone who comes from a small nation, like me, it's really nice to be a part of a bigger group and team like this! A collaboration like this allows us to expand the sport and attract viewers from other areas, which could help make our sport even bigger. I am super thankful and happy to be a part of this journey. As a woman in the sport, it is especially important to further boost interest, and I believe red fischer can help influence that.

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?

Ski jumping has been a part of my life since I was 6 years old, so it means everything for me. The feeling of flying far is the thing that fascinates me the most. What drives me is when I feel that I am developing and achieving results that I have worked hard for. And when the results come, I also get even more motivation, because I know that I have a high level within me. I work every day to constantly push the level in women's ski jumping, and my long-term goal is to jump just as well as the men.

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 would say I have quite a bit of experience in that regard. I've undergone several knee surgeries throughout my career, which meant I had to sit on the sidelines for a few years. All my injuries have been difficult in different ways, but that has also meant that I've always learned something new. That has made me stronger. I have always had a strong inner drive, which is what enabled me to make a comeback. During that period, I had to find

activities that took my mind off the difficult things I was going through. It fuelled my desire to return even stronger than before. I truly left no stone unturned within myself to reach the point I was aiming for, but it was worth all the hard work. As an athlete, it is not just the physical side that is important to train; your mind-set is at least as important. I believe it is the final one percent needed for success. At least in my case.

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?

I always need to do my knee leg warm-up before jumping, that makes me feel more prepared and confident. And also, some kind of technique is very important, to get it to the ski jump rhythm. I also like to eat dried mango, it gives me a kind of sugar rush.

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?

For now, it’s all very fresh and new, I don’t even know everyone yet. But of course, you can make new friends and maybe see how they train etcetera. I bring in good vibes, positivity and a fighting spirit of not giving up!

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 want to fight up in top, bring home some medals, fly far and get some good styling points. Leeet´s goooooo!

Captions:

Images:
Frida Westmann

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.

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