

STORM



BUYERS GUIDE 2009-2010

WWW.STORMSKIS.COM

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INTRODUCTION

The Storm brand is a new, young and dynamic ski production company designed and run by skiers for skiers, all of whom embody the adventurous Freeride mentality and lifestyle. We will not succumb to the mass producing market; instead, our objective is to produce a small number of high quality products to sell to a niche market thus staying true to ourselves and to the roots of the sport.

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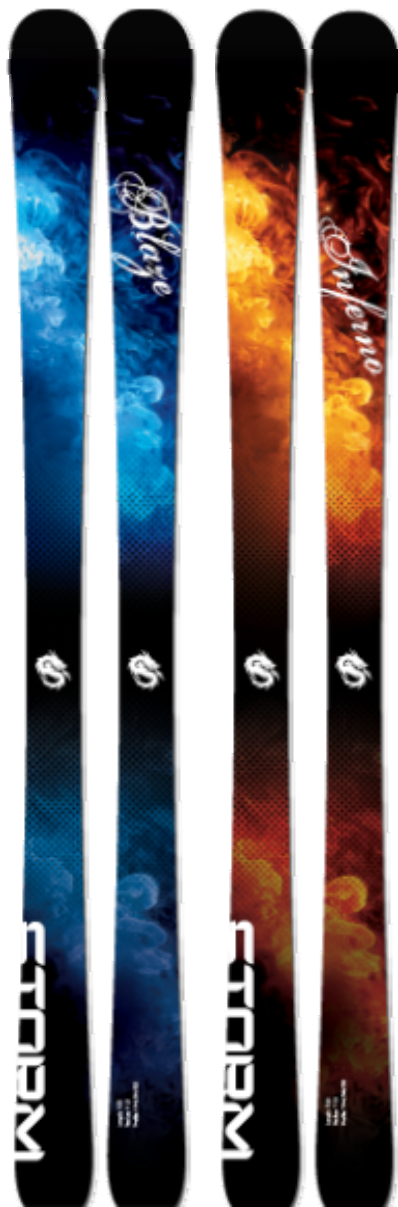
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STORM SLALOM SKIS – AGGRESSIVE FUN CARVER

Ladies Slalom Ski

Storm Blaze
155cm

114/64/99
Radius 11.3 m



Male Slalom Ski

Storm Inferno
155cm
114/64/99
Radius 11.3 m

165cm
116/65/101
Radius 12.6

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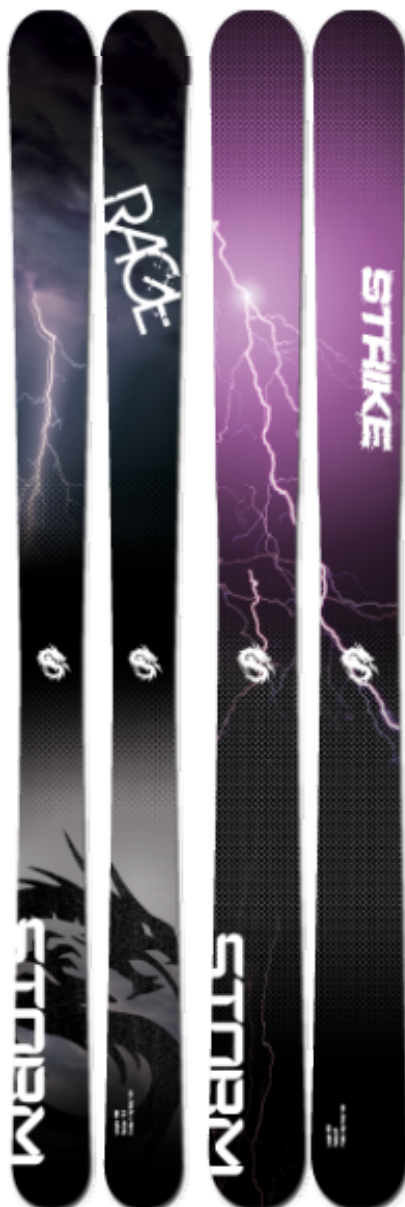
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STORM FREESTYLE SKIS

Freestyle Twin tip

Storm Rage
166cm
118/84/107
Radius 19.1m

174cm
118/84/107
Radius 21.2 m



Fat Backcountry Twin tip

Storm Strike
180cm
134/105/124

Radius 22m

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STORM ALL MOUNTAIN SKI

(Coming soon)



Storm Aurora Sky
All Mt Ski

173cm
121/82/110

Radius 18m

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STORM BIG MOUNTAIN FREERIDE SKI



Devastator Pro
Freeride Ski

183cm
125/100/120

Radius 24m

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STORMFORCE PRO

190cm 137/110/126

The advertisement features a dynamic scene of a skier in mid-air, performing a jump. The skier is wearing a dark jacket and pants, and is holding ski poles. The skis are black with white and blue accents, and the word "STORM" is visible on the top surface. The background is a dark, moody sky with a large, stylized blue dragon or storm creature graphic on the left side. The word "STORM" is written in large, bold, white letters at the top of the image. The text "STORMFORCE PRO" is written in white, slanted letters across the middle of the image. In the bottom left corner, there is a logo for "STORM FREERIDE SKIS" with the website "www.stormskis.com". In the bottom right corner, there is a small credit line: "SKIER: ANDY DAVID PHOTO: ROSS MARTIN".

STORM
FREERIDE SKIS
www.stormskis.com

SKIER: ANDY DAVID PHOTO: ROSS MARTIN

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STORM CONSTRUCTION

All of Storms skis are produced in the Czech Republic at one of the world's leading wood core ski production factories



Biaxle and Triaxle Fibreglass layers

Beech and Poplar wood core

ABS side walls

Extra thick edges

6000 Grade P-tex Base

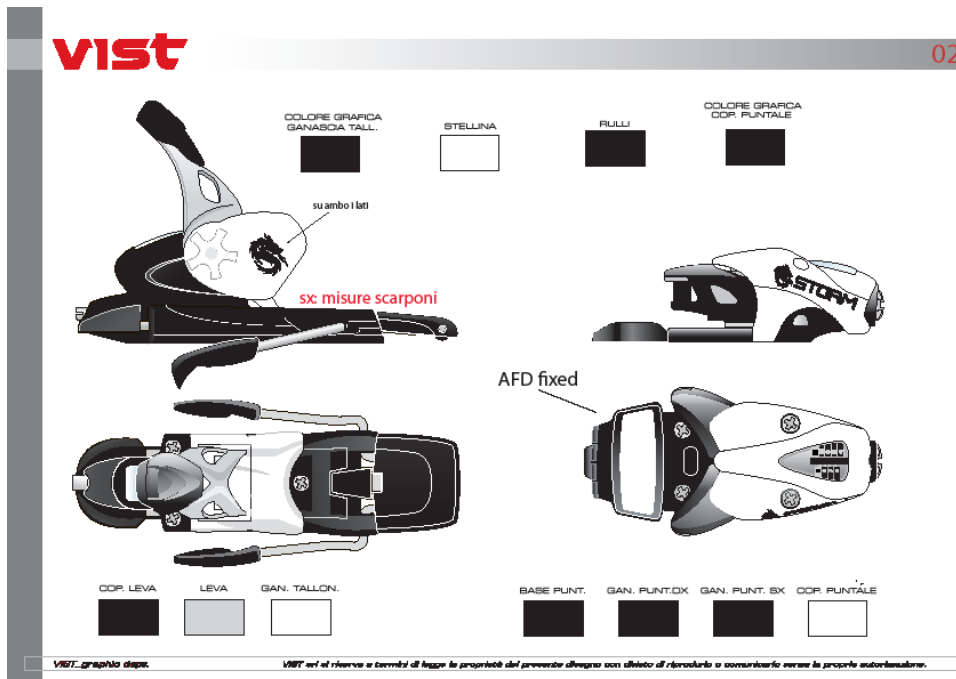
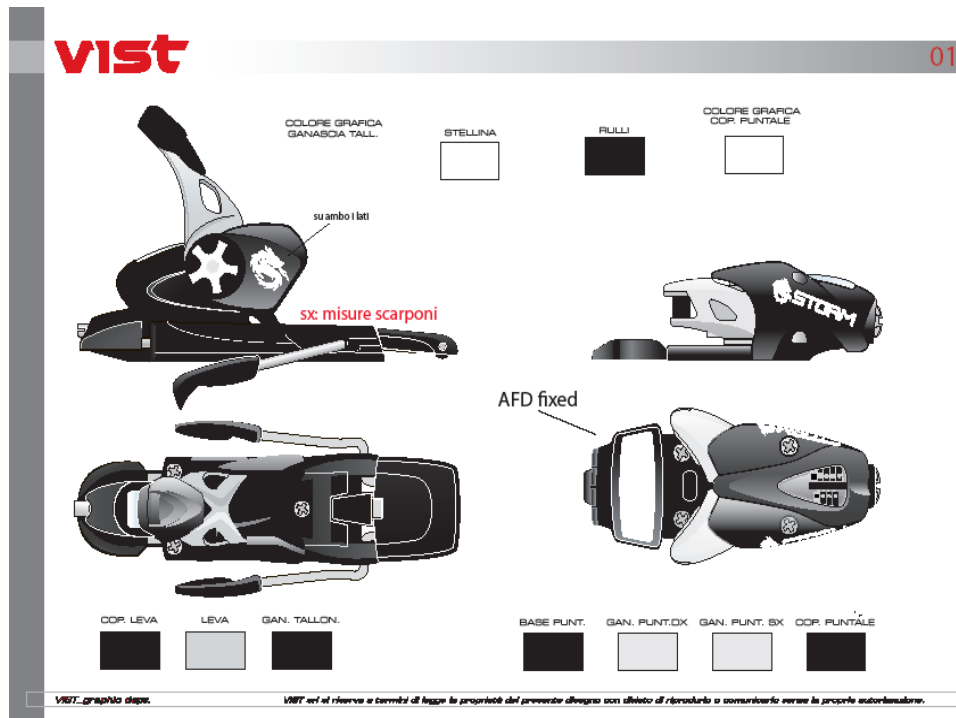
(All slalom shapes comes with a double Titanal layer)

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STORM BINDINGS

We have launched our own line of Storm branded bindings which are supplied and made by the Vist factory in Italy. The range consists of a basic, intermediate and advanced level binding in Black or Pearl White. We also have a line of Storm demo bindings.



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PRICE STRUCTURE

Skis	Full retail price (GBP)	Via retail outlet (GBP)
Rage 166cm	369	185
Rage 174cm	369	185
Inferno 155cm	399	200
Inferno 165cm	399	200
Blaze 155cm	329	165
Stormforce Pro	399	200
Devastator Pro	419	210
Strike	380	190
Aurora	360	180
<i>Applicable discount/premium (%)</i>		

Accessories	Full retail price (GBP)	Via retail outlet (GBP)
Bindings standard	180	90
Bindings superior	220	110
Bindings Pro	230	115

STORM RETAIL

We are looking to establish ourselves as a high quality brand and therefore we are keen to work with committed and enthusiastic retailers whose views and outlook on the sport reflect our own.

The above list illustrates our pricing structure to indicate the sales margins we will offer any retailers stocking our products.

STORM SOFT GOODS

We have put together a tight line of supporting soft goods to help with our global marketing concept. Our line consists of a small number of men's and ladies Hooded Tops, T-shirts, Beanies and Peaked Caps.

We are proud to announce that all our clothing is made from Fair Trade cotton and is manufactured in Europe to help reduce our company's carbon footprint.

Thanks for taking the time to view this introduction to Storm.

RIDE IT, WEAR IT, LIVE IT

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