

blossomski.com

**BLOSSOMSKIS**



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**B**  
**BLOSSOMSKIS**

↓ **#WE ARE BLOSSOM**  
↓ **WHERE WE ARE**  
↓ **WHERE WE WILL GO**  
↓ **COLLECTION**

# ↓ #WE ARE BLOSSOM

## **Blossom.**

### **The unconventional skis.**

Blossom. Like the blossoming of something brand new. Blossom is also the name of our unconventional, hand-built skis, built with attention to every last detail, using the finest materials and applying the most advanced technologies, to create a tailor-made final product. Don't be fooled by their beautiful appearance: while a carefully designed aesthetic line is important, we invest much more in selecting the materials and using advanced production processes to make one-of-a-kind skis with high technical performance on all types of terrain. Twenty years have passed since we decided to bring back an ancient craft started in the Valchiavenna territory. Our real challenge was to leverage the strong points of such an important tradition in a collection of modern skis with designs capable of being renewed from season to season, but above all else, are aligned with the demands of our customers. With a passion for skiing as a common denominator, we have a ski to match every skier's own personal style. This is the challenge that the entire Blossom Skis team tackles every single day with great enthusiasm.

## **Blossom.**

**Our passion, your skis.**

2000



2020



# ↓ #WE ARE BLOSSOM

Blossom Skis is a company that, in the age of standardized production, chooses to offer hand-made, tailor-made products: we control every stage of the process, the quality of all materials, and ensure 100% Made in Italy production.

Deeply rooted in our Valchiavenna tradition, the Blossom team works tirelessly to combine the best designs, the highest performing materials, and most effective production technologies towards a single objective: to give each customer "his or her" own pair of skis, designed for that person's technical skill, type of snow and preferred terrain.

How can we be so sure about the performance of our skis?

We design our skis with passion, we build them with attentive care, and then we test them. All of them.



↓ **#WE ARE BLOSSOM**  
BLOSSOM ATHLETE

↓ **TELEMARK**

Trym Nygaard Løken



Phil Lou



Jasmin Taylor



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↓ **ALPINESKIING**

Manuel Sulzbacher



Adam Kotzmann

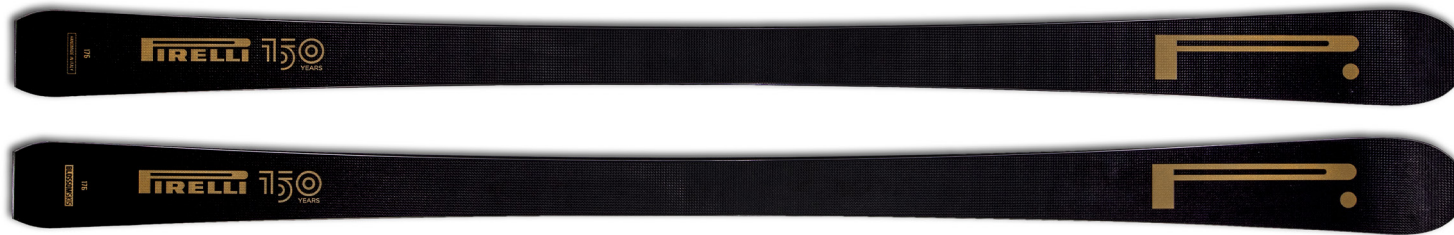


## ↓ #WHERE WE ARE

↓INSTAGRAM FOLLOWERS	3700
↓FACEBOOK FOLLOWERS	4534
↓V.I.P COLLABORAZIONI	Pirelli - ZAI - Gallo
↓EXPORT WORLD	We are in 24 country
↓STORE MONOBRAND	1
↓BLOSSOM ATHELTE	6
↓INNOVATION	Patented aluminum insole designed in collaboration with the Politecnico di Milano
↓SKI PRODUCT IN A YEAR	8.500
↓INTERNATIONAL TRADE SHOW	ISPO MÜNICH - PRO SKI INTRO (SVEZIA) - SIA (USA)

# ↓ #WHERE WE ARE

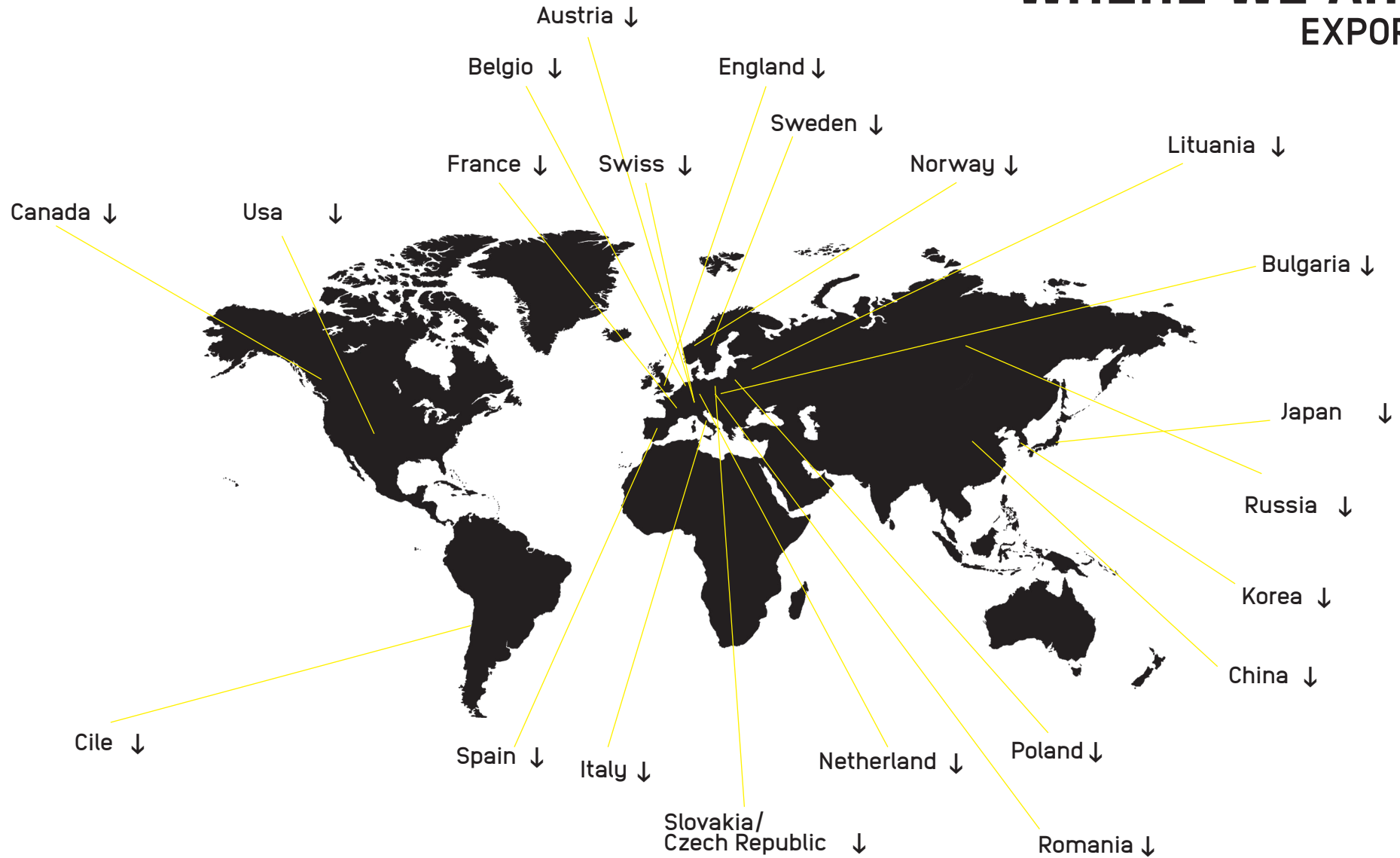
↓ PIRELLI



↓ PIRELLI



# ↓ #WHERE WE ARE EXPORT





↓ **#WHERE WE ARE**  
STORE MONOBRAND

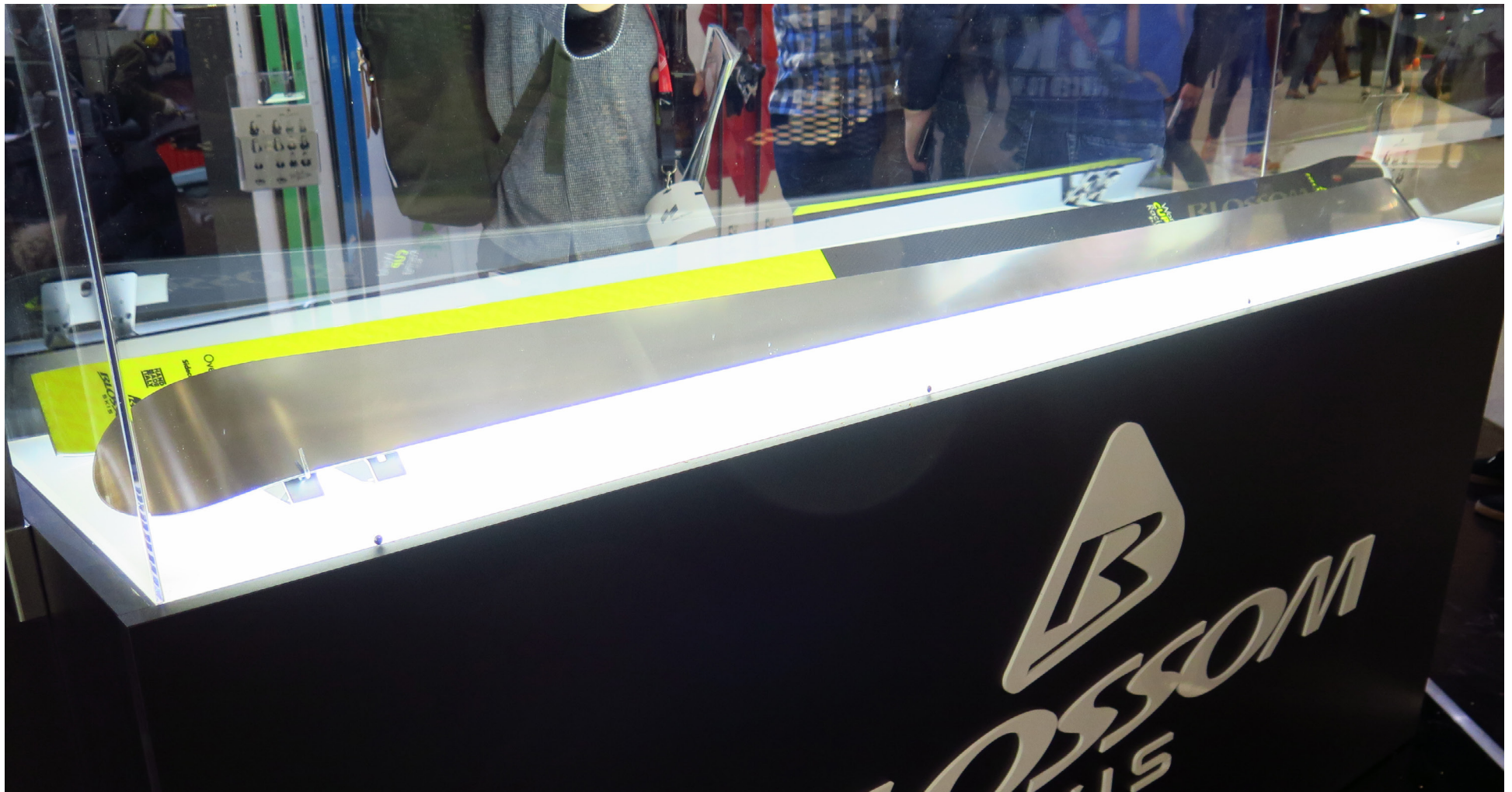


↓ **#WHERE WE ARE**  
INNOVATION

**BLOSSOMSKI-POLITECNICO DI MILANO**

Presentation of stainless steel ski bottom.

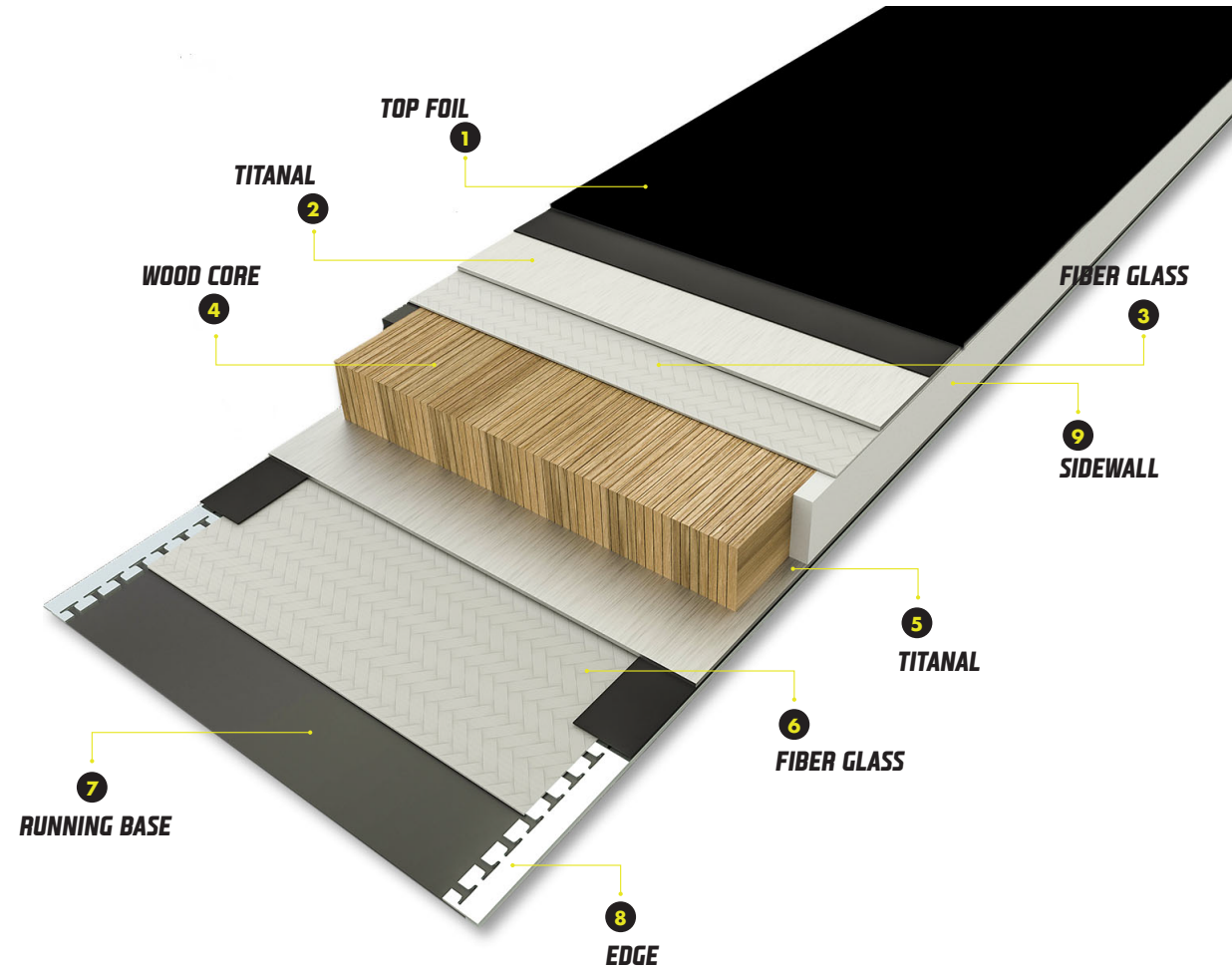
Designed and then patented in collaboration with CRYOLAB (interdisciplinary department of the Polytechnic University of Milan).



# ↓ #WHERE WE ARE PRODUCT SKI

8,500 SKI PRODUCTS EVERY YEAR.  
Meeting the highest production standards.  
Our company's activities:

- PREPARATION OF RAW MATERIALS
- PROFILING OF MATERIALS
- ASSEMBLY
- PRESSING
- FINISHING
- QUALITY CONTROL
- WRAPPING AND PACKAGING
- SHIPPING
  
- ...ENJOY THE SLOPES!



↓ **#WHERE WE ARE**  
SCI PRODOTTI



BLOSSOMSKI

- BEST ADHESION BETWEEN RESIN AND REINFORCEMENTS
- MORE INCLINATION SIDE

**BENEFIT:**

- INCREASE STABILITY AND PERFORMANCE
- GRADUAL AND EASIER CURVE INSERTION
- MUCH MORE RESISTANCE



COMPETITOR



Designed & Manufactured In Italy

Quality Approved



# ↓ #WHERE WE WILL GO

Blossom Ski's outlook in the coming years is focused on increasing **BRAND AWARENESS** in order to position the Blossom Ski brand at the **TOP OF THE MIND** of consumers. Investing, through entrepreneurial and marketing strategies to:

**CREATE AWARENESS OF THE BLOSSOM SKI BRAND**

**INCREASE PERCEIVED QUALITY**

**PROMOTE THE VALUES ASSOCIATED WITH THE BRAND**

Focusing energy and resources on:  
**CORPORATE SOCIAL RESPONSIBILITY**

Continuing to invest in:  
**RESEARCH AND DEVELOPMENT**

TOP OF MIND



**B**  
**BLOSSOMSKIS**

# ↓ #WHERE WE WILL GO

RESPOSABILITA' SOCIALE D'IMPRESA

## WE ARE GREEN

Blossom Ski has always carefully selected the wood cores it uses to produce its skis. For this reason, it relies only on suppliers with controls along their entire supply chain aimed at supporting the protection of the environment. Blossom Ski makes sure that the companies it works with have a responsible approach to managing the world's forests. The SFM (Sustainable Forest Management) certification guarantees to us that the forest products derive from legally and sustainably managed forests, and that they do not come from illegal logging or irresponsible interventions, which can lead to the impoverishment or destruction of forest resources.



**BLOSSOM SKI + UNIVERSITÀ POLITECNICA DI MILANO (CRYOLAB)**

Together with the interdepartmental laboratory, CRYOLAB of the Polytechnic University of Milan, we wanted to see if it was possible to make a high-performance ski with a stainless steel bottom. We collaborated by using the most advanced technologies to develop a high-performance ski bottom using new materials. Our numerous tests showed that the use of stainless steel instead of ultra-high molecular weight polyethylene brought many advantages, such as:

- **greater resistance to corrosion**
- **greater resistance to abrasion.**

All this means less or almost no need for maintenance on racing equipment.

The study received a lot of positive feedback, so much so that the product has been patented.

These results and the fact that we are the only company in Italy to produce downhill skis makes it our duty to continue this close collaboration with CRYOLAB in order to increasingly innovate the world of materials used for the production of a ski.

↓ **#WHERE WE WILL GO**  
RICERCA E SVILUPPO







XPLORE 85

FORMULA

BLOSSOMSKIS

BLOSSOMSKIS

BLOSSOMSKIS

XPLORE 87

BLOSSOMSKIS

174  
123 - 87 - 110

BLOSSOMSKIS

FORMULA

XPLORE 120

FORMULA

185  
145 - 120 - 155

BLOSSOMSKIS

**SQUADRA  
CORSE**



**VMO  
DH/SG**



**GS FIS**



**SL FIS**



**GS FIS JR**



**SL FIS JR**

# NUMERO UNO



NEW



N°1 GS



N°1 SL



N°1 XC



N°1 RC



N°1 SC



N°1 Lady



AM74

AM77

AM85



**FORMULA**



**NEW**

**PURE99**

**PURE120**

**XPURE94**

**XPLORE85**

**XPLORE87**

**THREESIXTY**

**PURE 99**  
179 — 185 - 99 - 122  
FORMULA  
BLOSSOMSKIS

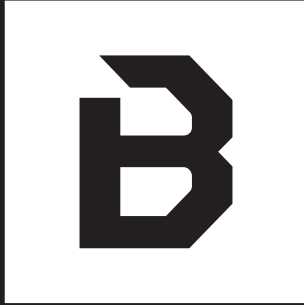
**PURE 120**  
185 — 195 - 120 - 135  
FORMULA  
BLOSSOMSKIS

**XPURE 94**  
173 — 183 - 95 - 125  
FORMULA  
BLOSSOMSKIS

**XPLORE 85**  
172 — 182 - 85 - 107  
FORMULA  
BLOSSOMSKIS

**XPLORE 87**  
174 — 183 - 87 - 110  
FORMULA  
BLOSSOMSKIS

**THREE SIXTY**  
176 — 181 - 86 - 110  
FORMULA  
BLOSSOMSKIS



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