



ALTR

ECO-EQUIPPED



## **Created to serve ski builders**

As passionate skiers and alpine enthusiasts, we feel compelled to protect the mountains for our children and for future generations; but each year, Mother Nature tells us that we are running out of time to do this.

The enormity and severity of what we are facing, and the lasting impact that climate change will have on the snowsports industry and the world at large, demand that we all join together and face this as a community.

That is the founding principle behind ALTR: to serve ski and snowboard builders, empowering them as a community of ecological businesses, and enabling them to provide the highest-performance gear with the most efficient use of sustainable materials.

As an OEM supplier we can serve more skiers, support more great ski and snowboard brands, and have the biggest impact on our collective carbon footprint.

Our first products for Winter 2020/2021 include a range of ski and boot bags, built entirely from recycled or renewable materials.

In future seasons, ALTR will bring a range of composites and fabrication technologies through its R&D pipeline to ensure that every ski and snowboard manufacturer has access to technology that reduces waste in fabrication, shifts reliance on non-renewable materials, and improves on-snow performance.

At ALTR, we are committed to serving our community, and ensuring the future of snowsports and alpine pursuits for everyone.



Lance Johnson, CEO & Technical Director

## **Engineered for performance. Built for sustainability. Designed for you.**

ALTR serves ski and snowboard builders, and the shops that they work with. To do that correctly, we work with builders around the world, researching their needs, the details of what their customers want, and how we can make products that reflect the quality and attention to detail found in their boards. At the end of the process, we offer products that builders and retailers can further customize to represent your brand as precisely as possible.

- 1** ALTR's R&D spends hundreds of hours researching trends, emerging technologies, and consulting with ski and snowboard builders on their needs.
- 2** We turn this research into product designs then prototype, them, test them, abuse them, and refine them. Then we visit builders to find out what they think, and how they would like them changed.
- 3** We modify the products in various iterations and go back and forth with field testing and builder feedback to ensure that our products meet the demands of builders and end-users.
- 4** Once we are happy with the product, we produce a batch of samples and visit builders to share the "standard" product.
- 5** Our "standard" products are designed to meet the needs of 80-90% of demanding users, but sometimes builders need something a bit different, or more customized for their users.
- 6** We offer a range of custom options that allow builders and shops to make a product uniquely their own: custom trims and hardware; personalized colors, fabrics, and branding; tailored dimensions; and even full-custom product.
- 7** The builder or shop sells the ALTR-developed product to their customers, continuing to strengthen their brand and increase their profitability with add-on sales to their core offerings.

## PADDED SKI BAG

SECURE, PROTECTIVE, AND VERSATILE

- \* Holds two to three pair of skis
- \* Padded bag with exceptional reinforcement for long-term durability
- \* Adjustable bag length with roll-top peak so you only need to stock one size
- \* Three internal lashing points provide maximum stability to anchor skis, poles or other gear with touring straps
- \* Oversized, high-quality YKK #10 zipper to minimize zipper weak points and failure
- \* Alignment of shoulder straps for optimal balance, stability and comfort when carrying skis, even with a full load
- \* Reinforced drain hole at bottom
- \* Inner organizer pocket

**MATERIALS:** 900D Recycled Polyester Canvas, 600D Recycled Polyester Taffeta, Recycled Polyester Webbing, Recycled POM hardware, Natural Blown Rubber Padding

**WEIGHT:** 1420g

**DIMENSIONS:** 200cm (H) x 22cm (W) x 14 cm (D)

**COLORS:** Black (BLK-000)

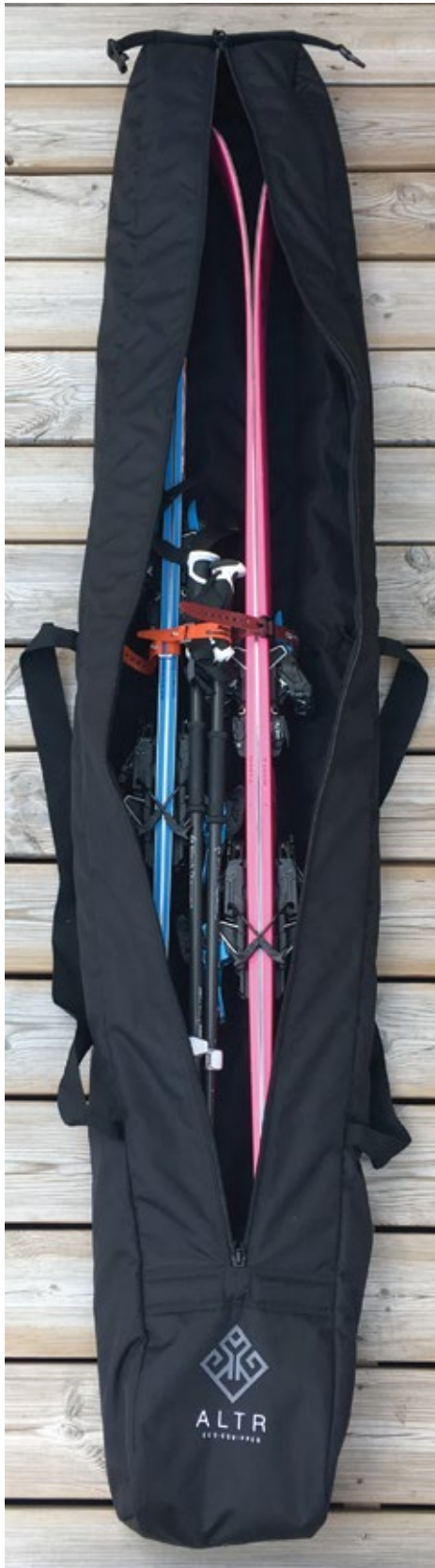
MANUFACTURED IN VIETNAM

TRANSPORTATION IMPACT CARBON-OFFSET  
THROUGH CONSERVATION INTERNATIONAL



### LOGO PRINT OPTIONS:

1. Bottom Front; 2. Right Side Panel; 3. Left Side Panel; 4. Bottom Panel above webbing; 5. Bottom Panel below webbing



## SKI SOCK

SLEEK AND EASY TO ACCESS

- \* Carries one pair of skis with bindings and poles
- \* Gusset construction in side panels ensures streamlined fit with or without bindings
- \* Length is adjustable so each bag can carry multiple ski sizes
- \* Two internal lashing points provide maximum stability to anchor skis and poles with touring straps
- \* Minimalist design requires minimal storage space
- \* Available in three sizes to match any collection of skis

**MATERIALS:** 900D Recycled Polyester Canvas, 480x480 Recycled Polyester Webbing, Recycled POM Buckles, Recycled Aluminum Hooks

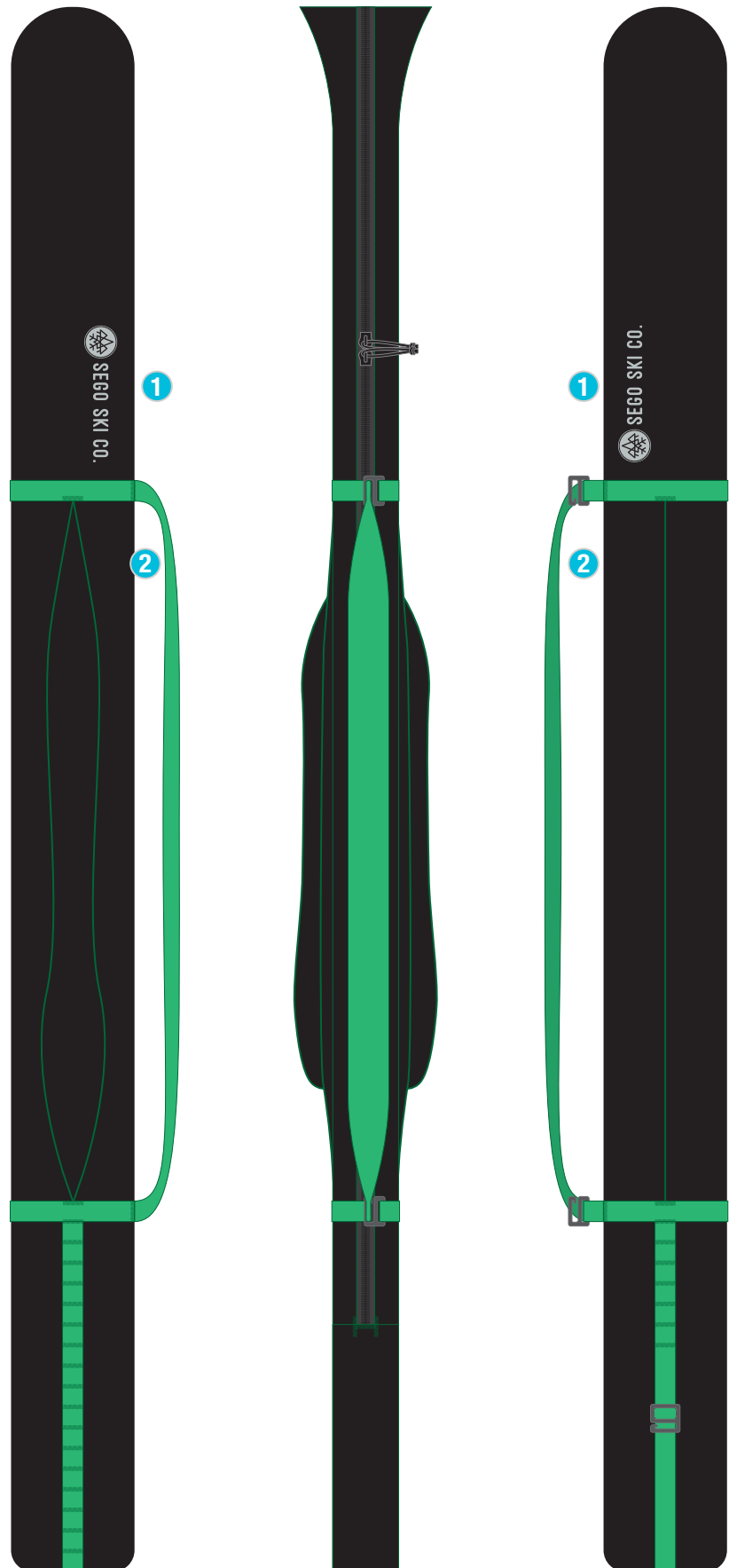
**WEIGHT:** 750g (estimated)

**DIMENSIONS:** L: 200cm (H) x 16cm (W) x 15cm (D); M: 190cm (H) x 16cm (W) x 15cm (D); S: 175cm (H) x 13cm (W) x 13cm (D);

**COLORS:** Noir (BLK-000)

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### LOGO PRINT OPTIONS

1. Side panel, top section; 2. Side panel, mid section





## SKI SLEEVE

### MINIMALIST EFFICIENCY

- \* Holds one pair of skis with bindings, and poles
- \* Zipperless design to eliminate zipper failure and make it easy to remove or insert skis
- \* Adjustable bag length with roll-top peak so you only need to stock one size
- \* Internal Velcro strap to secure skis
- \* Minimalist design also requires minimal storage space
- \* Available in narrower Randonnée width or in wider Alpine version

**MATERIALS:** 900D Recycled Polyester Canvas, 480x480 Recycled Polyester Webbing, Recycled POM Buckles

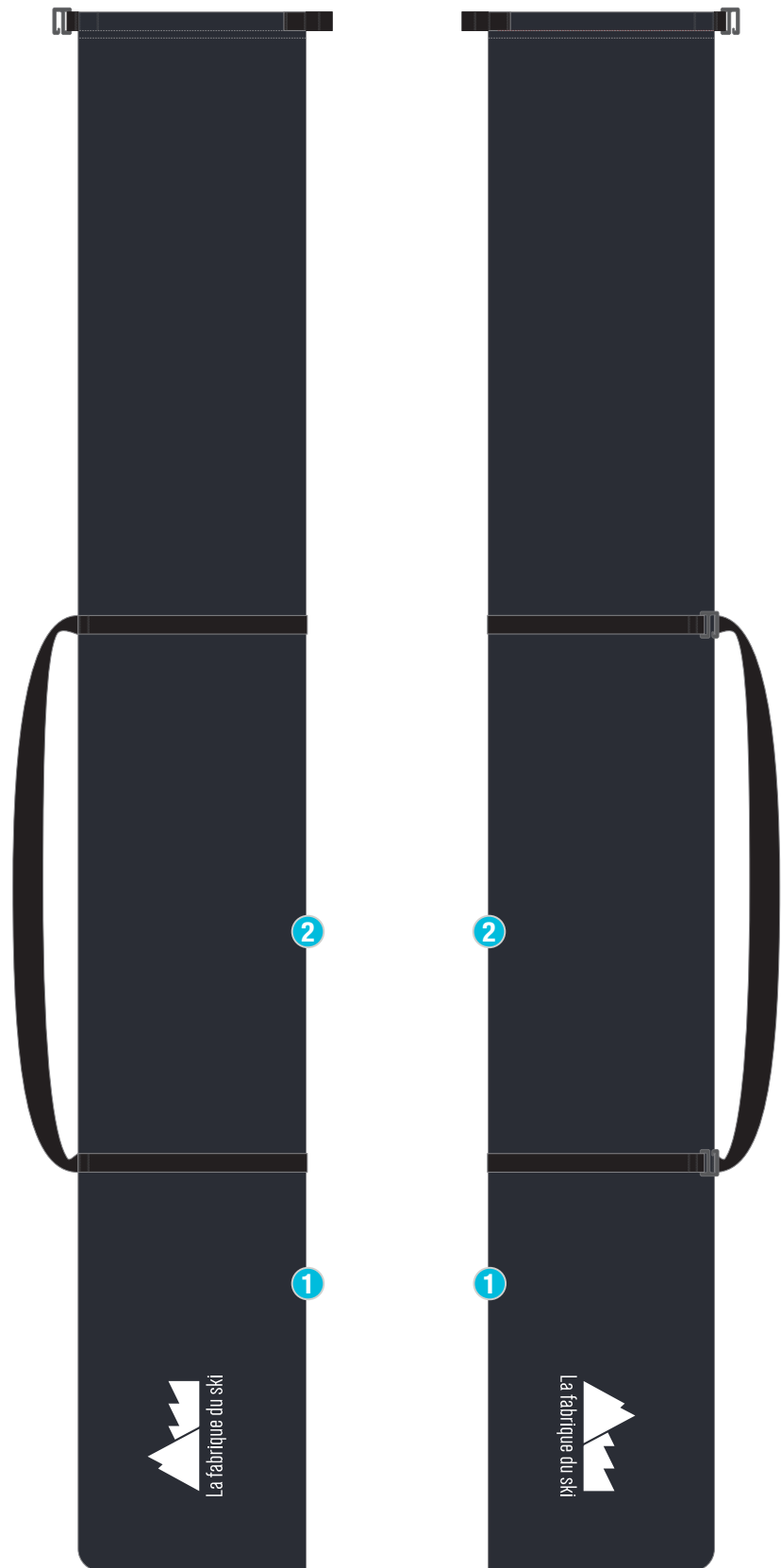
**WEIGHT:** 750g

**DIMENSIONS:** Randonnée: 185cm (H) x 27cm (w); Alpine: 200cm (H) x 32cm (W)

**COLORS:** Black (BLK-000)

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#### LOGO PRINT OPTIONS:

1. Bottom side panels; 2. Center side panels





## EBS PACK

ORGANIZING "EVERYTHING BUT SKIS"

- \* Holds all the gear necessary for a day on the mountain
- \* Backpack-style bag with thick foam back pad ensures a comfortable carry
- \* Separate boot pocket fits up to Size 31 boots. Reinforced floor and drainage hole
- \* Padded pocket for helmets and goggles prevents damage or scratches
- \* Front zip pocket with stretch mesh makes it easy to dry wet gear
- \* Side stretch pocket for water bottle
- \* Spacious top pocket for hats, gloves, clothing etc. Internal zipper pocket keeps small items and valuables safe
- \* High-quality YKK #8 zipper to minimize zipper weak points and failure
- \* 100% recycled or renewable materials

**MATERIALS:** 900D Recycled Polyester Canvas, 200D Recycled Polyester Taffeta, Recycled Polyester Webbing, Recycled POM Hardware, Natural Blown Rubber Padding

**WEIGHT:** 800g

**DIMENSIONS:** 48cm (H) x 32cm (W) x 26 cm (D)

**COLORS:** Black (BLK-000)

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### LOGO PRINT OPTIONS:

1. Front panel, top; 2. Top pocket, center panel; 3. Left shoulder strap



## BOOT SLING

STYLISH AND PRACTICAL

- \* Single pocket carries one pair of boots (up to size 31) with room for accessories
- \* Sling-style design makes it easy to carry across the body, and adds padding to the shoulder when carrying skis
- \* Reinforced floor and drainage hole
- \* High-quality YKK #5 zipper to minimize zipper weak points and failure

**MATERIALS:** 900D Recycled Polyester Canvas, 200D Recycled Polyester Taffeta, Recycled Polyester Webbing, Recycled POM Hardware, Natural Blown Rubber Padding

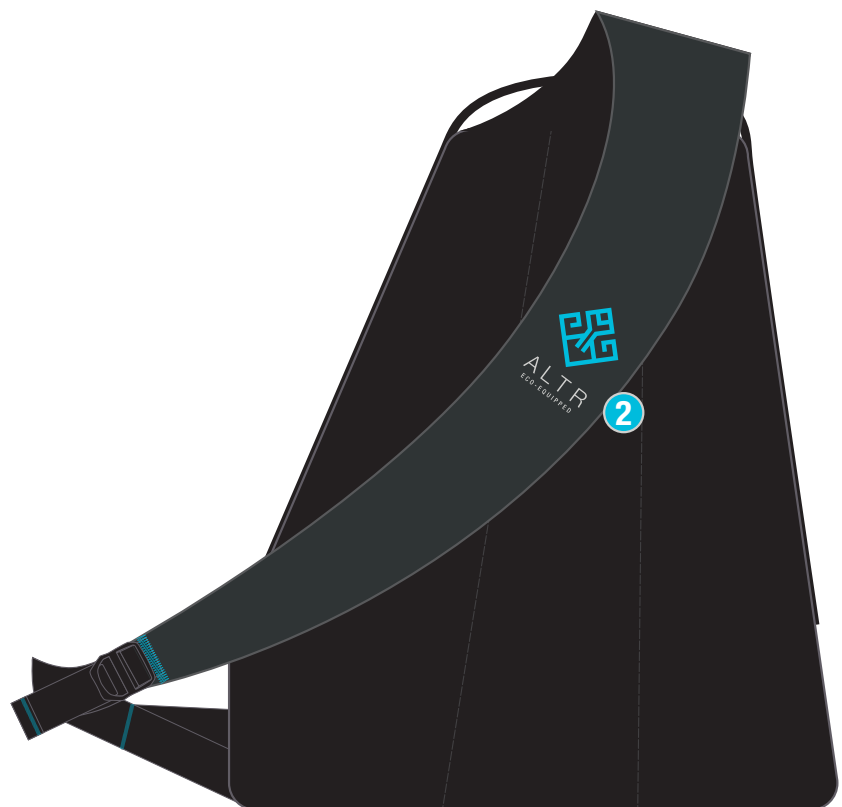
**WEIGHT:** 600g

**DIMENSIONS:** 38cm (H) x 34cm (W) x 28 cm (D)

**COLORS:** Black (BLK-000)

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**LOGO PRINT OPTIONS:**

1. Front panel; 2. Shoulder strap







## Together, we can reduce our collective carbon footprint...

ALTR is dedicated to sustainability and reducing the carbon footprint of our products. Our ski and boot bags use the maximum content of recycled or renewable materials including:

- \* REPREVE recycled fiber. REPREVE transforms recycled bottles into a high-quality fiber, which is used by some of the most loved outdoor, ski and snowboard brands. In total, REPREVE has recycled almost 19 billion plastic bottles.
- \* YKK NATULON® zippers, designed utilizing a closed-loop recycling program and made from chemically recycled polyester.
- \* Natural rubber foam is used for padding, instead of petroleum-based synthetic rubber. Natural rubber combines high strength (tensile and tear) and long-term durability.
- \* Recycled POM or aluminum for buckles, hooks and other hardware.

Using the most ecological materials materials is a great starting point, but we also consider point of origin and the impacts of shipping:

- \* We source bio-materials from sustainably managed farms in their natural habitat. Plants grow best in their natural environment, reducing the agricultural ecological impact.
- \* We select quality manufacturing and assembly partners located close to the suppliers of our materials. This reduces the ecological impact of individually shipping multiple components and materials to a single location.
- \* When our products are ready, we carbon offset shipments through Conservation International, an international not-for-profit organization that uses science, policy and partnerships to protect the nature. Founded in 1987, Conservation International works in more than 30 countries on six continents.

This is our starting point. The path that we are on is to make the snowsports industry as close to carbon neutral as possible. It is the challenge that we face as an industry and the goal that we will strive for as a community.



### **About us:**

ALTR was founded in 2020 in the French Alps, and has its North American headquarters in Colorado, USA.

ALTR is built on one simple principle: sustainable product can be the best-performing product in the market. To support this mission we have built a patent portfolio that focuses specifically on optimizing the use of sustainable materials in ski goods.

ALTR's focus is on supplying ski builders with sustainable and innovative products that enhance their brands. We are a strategic partner to support your brand.

We are a young company, founded on innovation. From early 2020, we will be accelerating our R&D, enabling us to expand our range to include ski poles, reinforcement fabrics, and ski core components. We look forward to equipping quality ski builders with a complete range of sustainable product.

Together, we can all be eco-equipped...



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