

THE NEW PHOENIX COLLECTION MAKES THE HIGHEST LEVEL OF ON-PISTE PERFORMANCE ACCESSIBLE TO WOMEN

PERFORMANCE, ACCESSIBILITY AND EFFICIENCY: THE NEW BLIZZARD ON-PISTE SKI FOR WOMEN IS A MASTERPIECE OF DESIGN AND TECHNOLOGY, IN A FULL RANGE TO MATCH DIFFERENT STYLES OF TURNS.

For the Winter 2021/22 season, Tecnica introduces the new Phoenix collection of five models, designed for women who like to carve hard or cruise the groomers, and who want to access high-performance skis that offer total control and turning precision.

"The Phoenix collection has been design around two concepts – explains Carlo Sammartini, product marketing manager Blizzard skis – "First, it offers the highest level of on-piste performance, by engineering technical solutions that allow the skier to manage power and performance on-demand with ease. Second, we think that ski choice should follow your carving style, your turn shape. So, we designed and named the new Phoenix collection after the carving radius, which is the most meaningful element of a carving ski. These two elements combined give skiers the ultimate confidence and freedom to carve or cruise, fast or slow, according to their personal style or mood, on any kind of piste."

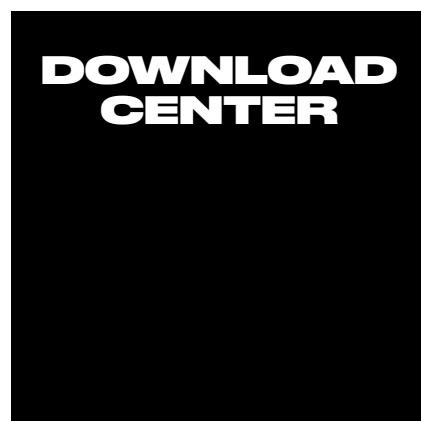
The Phoenix models all benefit from women-specific design elements, addressing the need to combine performance and stability with lightness and playfulness. The models feature a specific women's sidecut and the binding mounting point is further forward to accommodate a female centre of gravity and so that women can benefit from the sweet spot.

"Between the Trueblend Piste core and the women's specific features, the Phoenix is a seriously fun ski to rip around on, whether you grew up racing or are relatively new to carving" says Leslie Baker-Brown, Blizzard Tecnica W2W project Lead. "We know that it will speak to women skiers in markets where hard snow is the norm, but through our W2W work, we are also seeing experienced all-mountain and big-mountain skiers express interest in upping their frontside game. This ski will work for them, too."

The new Blizzard Phoenix will be available in two options: R14, for medium-long turns, and R12, for shorter turns. Being the most versatile ski of the collection, the R12 will also be available in two versions with a different waist.

Trueblend Woodcore Piste: accessible performance

What makes the new Phoenix so accessible, high performance and easy to handle is the perfectly balanced flex provided by its Trueblend Woodcore. Already engineered in the Blizzard all-mountain collection in Winter 2020, it has been further developed to match the demands of on-piste skiing. Two different types of wood (beech and poplar) are amalgamated into one single wood core. The different density stringers are carefully positioned according to quantity and length to create three different areas of density, and therefore control the flex precisely.



- ☐ Blizzard Phoenix collection
- ☐ Blizzard Phoenix R14 Pro
- ☐ Click to download

**PRESS CONTACT - INTERNATIONAL
Tecnica Group**
Silvia Ciana
E: silvia.ciana@tecnicagroup.com
M: +39 346 0255634
P: +39 0422 884045
W: www.tecnicagroup.com

“The Trueblend Piste Woodcore is designed with a harder flex zone in the centre that provides stability and edge grip, a medium flex zone in front of and behind the binding that provides control, and a soft flex zone in the tip and tail that provides easy turn initiation and release - Carlo Sammartini explains - The Trueblend technology allows us to precisely control the flex throughout the whole length of the ski and in every size.”

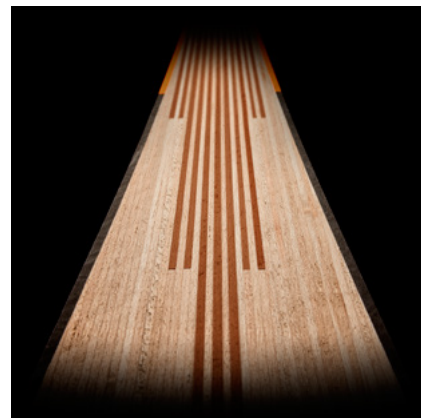
Active Carbon Armor: performance efficiency

“When developing the Phoenix,” Carlo Sammartini explains, “efficiency in performance meant that we wanted to offer a superior skiing performance that required less effort. We knew from our Firebird racing ski that controlling chatter and rebound is the key to efficiency.”

The Active Carbon Armor is a vibration damping and rebound control system that is located under the binding. Inspired by the Carbon Armor from the Firebird collection, the carbon fibre plate has been transferred to the outside of the ski body, which allows it to flex freely. The Active Carbon Armor provides both vibration damping and enhanced rebound, and better acceleration without affecting the progressive flex of the ski. In this way, the ski is less demanding while still providing a very high level of performance.

Duramax: Durable protection

The new Duramax titanal construction is designed to provide maximum durability and increased performance with a unique, high value look. The top titanal layer is extended to the very edge of the ski and placed directly under the top foil which is then milled back 3 mm, thus exposing it. The titanal directly absorbs all impacts that occur along the top edge, reducing scratches and eliminating chipping.



- ☐ Woodcore technology
- ☐ Active Carbon Armour
- ☐ Duramax construction

PRESS CONTACTS

INTERNATIONAL
Tecnica Group
Silvia Ciana
E: silvia.ciana@tecnicagroup.com
M: +39 346 0255634
P: +39 0422 884045

ITALY
High Wind Area Communication
Tommaso Bernacchi
E: tommaso@highwindarea.it
M: +39 379 1108540

DACH
Hansmann PR
Martina Hainz
E: m.hainz@hansmannpr.de
P: +49 89 360 54 99-37

FRANCE
Agence MRP
Morgan Le Lann
E: morgan@morgan-rp.com
M: +33 (0) 6 10 42 22 04

USA/CANADA
Campfire-Collective
Maro LaBlance
E: maro@campfire-collective.co
M: 303.570.1899


NEW
**PHOENIX R14 PRO +
TPX12 DEMO W**

COD: 8A1045 AM 001

Lengths (cm) / Radius (m): 155/11.5, 160/12.5, 165/14, 170/14.5, 175/15

Sidecut: 121-70-102 mm (165)

Plate: FDT Race Plate Quattro

Binding: TPX12 DEMO W

DIN: 4-12

Construction: Sandwich Compound Sidewall (2Ti), Trueblend Piste, Active Carbon Armor, Duramax Construction

Rocker: Full Camber

Core + Key materials: Trueblend Piste, Poplar - Beech

Factory base bevel: $0.9^{\circ} \pm 0.2^{\circ}$
Factory side bevel: $87.7^{\circ} \pm 1.5^{\circ}$
Weight (flat): 3340 g (size 165)

NEW
**PHOENIX S R13 Ti +
TPX12 DEMO W**

COD: 8A1046 AN 001

Lengths (cm) / Radius (m): 144/10, 150/11, 156/12, 162/13, 168/14

Sidecut: 119-72-101 mm (162)

Plate: FDT Short HP

Binding: TPX12 DEMO W

DIN: 4-12

Construction: Sandwich Compound Partial Sidewall (Ti), Trueblend Piste, Light Construction

Rocker: 3mm Rocker

Core + Key materials: Trueblend Piste, Poplar - Beech

Factory base bevel: $0.9^{\circ} \pm 0.2^{\circ}$
Factory side bevel: $87.7^{\circ} \pm 1.5^{\circ}$
Weight (flat): 2900 g (size 162)

NEW
**PHOENIX S R13 Ca +
TPC11 DEMO W**

COD: 8A1047 BE 001

Lengths (cm) / Radius (m): 144/10, 150/11, 156/12, 162/13, 168/14

Sidecut: 119-72-101 mm (162)

Plate: FDT Free Short

Binding: TPC11 DEMO W

DIN: 3-11

Construction: Sandwich Compound Partial Sidewall (Ca), Trueblend Piste, Light Construction

Rocker: 3mm Rocker

Core + Key materials: Trueblend Piste, Poplar - Beech

Factory base bevel: $0.9^{\circ} \pm 0.2^{\circ}$
Factory side bevel: $87.7^{\circ} \pm 1.5^{\circ}$
Weight (flat): 2920 g (size 162)



NEW

**PHOENIX R13 Ti +
TPX12 DEMO W**

COD: 8A1048 AN 001

Lengths (cm) / Radius (m): 145/11,
150/11.5, 155/12, 160/12.5, 165/13,
170/14

Sidecut: 125-76-105 mm (165)

Plate: FDT Short HP

Binding: TPX12 DEMO W

DIN: 4-12

Construction: Sandwich Compound
Partial Sidewall (Ti), Trueblend
Piste, Light Construction

Rocker: 3 mm Rocker

Core + Key materials: Trueblend
Piste, Poplar - Beech

Factory base bevel: $0.9^{\circ} \pm 0.2^{\circ}$
Factory side bevel: $87.7^{\circ} \pm 1.5^{\circ}$
Weight (flat): 3100 g (size 165)


NEW

**PHOENIX R13 Ca +
TPC11 DEMO W**

COD: 8A1049 BE 001

Lengths (cm) / Radius (m): 145/11,
150/11.5, 155/12, 160/12.5, 165/13,
170/14

Sidecut: 125-76-105 mm (165)

Plate: FDT Free Short

Binding: TPC11 DEMO W

DIN: 3-11

Construction: Sandwich Compound
Partial Sidewall (Ca), Trueblend
Piste, Light Construction

Rocker: 3 mm Rocker

Core + Key materials: Trueblend
Piste, Poplar - Beech

Factory base bevel: $0.9^{\circ} \pm 0.2^{\circ}$
Factory side bevel: $87.7^{\circ} \pm 1.5^{\circ}$
Weight (flat): 3000 g (size 165)


NEW

**PHOENIX 7.2 +
TLT10 DEMO W**

COD: 8A1110 DF 001

Lengths (cm) / Radius (m): 146/11,
153/12, 160/13, 167/14

Sidecut: 119-72-102 mm (160)

Plate: FDT Free Short

Binding: TLT10 DEMO W

DIN: 3-10

Construction: Composite Partial
Sidewall

Rocker: 6 mm Rocker

Core + Key materials: PU,
Wood Insert

Factory base bevel: $0.9^{\circ} \pm 0.2^{\circ}$
Factory side bevel: $87.7^{\circ} \pm 1.5^{\circ}$
Weight (flat): 3180 g (size 167)


NEW

**PHOENIX 7.7 +
TLT10 DEMO W**

COD: 8A1111 DF 001

Lengths (cm) / Radius (m): 146/11,
153/12, 160/13, 167/14

Sidecut: 121-77-103 mm (160)

Plate: FDT Free Short

Binding: TLT10 DEMO W

DIN: 3-10

Construction: Composite Partial
Sidewall

Rocker: 6 mm Rocker

Core + Key materials: PU,
Wood Insert

Factory base bevel: $0.9^{\circ} \pm 0.2^{\circ}$
Factory side bevel: $87.7^{\circ} \pm 1.5^{\circ}$
Weight (flat): 3300 g (size 167)