

NORDICA

PRESSKIT
2021 | 2022

ENG

DEAR JOURNALISTS AND MEDIA REPRESENTATIVES,

our philosophy “to be the most trusted ski and ski boot brand on the market” permanently motivates us on to do everything we can to inspire our customers and win their utmost trust - trust in our products and activities.

The highlight of our 2021/22 ski boot collection is the revolutionary further development of our legendary Speedmachine. The perfected fit, unique design, as well as refined details elevate the Speedmachine 3 series to the next level. We are happy that ISPO jury awarded our made in Italy product Speedmachine 3 130 S, with the ISPO Gold Winner Award - as one of the most innovative products of the upcoming season.

“Hands Free” underlines the importance of innovation - since the launch in December 2019, this series has exceeded all expectations - now we have added some interesting models to that series. But also in the further collection we present some great innovations and design updates.

With Double Core, we have developed a unique ski construction that we put in the new Belles women’s ski series. This smart technology, catapults the comfort of the women’s models to an unprecedented level and also convinced the ispo jury, who awarded the Belle 72 DC with the ISPO Winner Award.

In addition, we surprise with other innovations in the entire ski collection. For example, we have created new Racing Instinct designs for the “Dobermann Worldcup Collection”. The top-selling multi-radius “Dobermann Spitfire” series also shines with groundbreaking dye-cut surfaces. The design language is dynamic, aggressive, unique, and unmistakable.

NORDICA is pursuing an offensive, proactive strategy and is shaping the future instead of being managed by Covid. Even though we are currently approaching many things differently and presenting products differently, we are convinced that this time will come to an end and that, together with our partners, we will emerge strengthened from this crisis. We are already looking forward to the time when we can once again shake your hands, go skiing with you, laugh together, and have fun on the slopes.

NORDICA remains a reliable partner,



**LUKA GRILC,
BUSINESS UNIT MANAGER**

Enjoy browsing through our new Press Kit. Please contact us for further information or image data, about our products, technologies, details, athletes, the company and the people who make NORDICA so special.

We look forward working with you together,

Yours sincerely
NORDICA TEAM

SPEEDMACHINE 3: TRUE PERFORMANCE NORDICA SETS A NEW MILESTONE: **SPEEDMACHINE 3**

It is a big challenge to enhance and improve a product that is already a legend. But it was exactly this task, that ignited an impressive passion in the entire NORDICA team. Indescribably committed and highly innovative, every detail was revised – and finally NORDICA sets a new milestone with the Speedmachine 3.

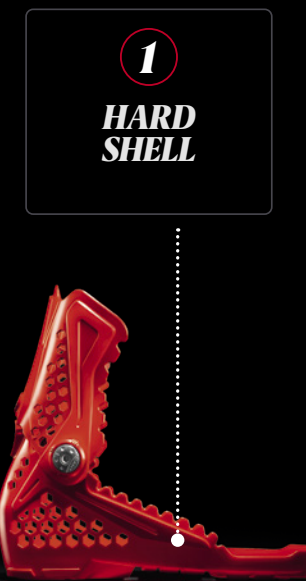


THE SUCCESS STORY GOES ON: **SPEEDMACHINE 3**



NORDICA has spectacularly revolutionized the proven 3 FORCE TECHNOLOGY, won the ISPO Gold Winner Award 2021 for the SPEEDMACHINE 3 130 S GW and sets a completely new level - in terms of performance and comfort.

The innovative, stiff Honeycomb construction forms the foundation and saves weight. The less rigid Polyurethane part integrates perfectly into the structure and improves the individual fit through better overlap and increased frictional connection. The area of the instep, where the Easy Entry Soft Flap construction ensures optimal entry and exit from the boot, is structured with an even softer and more wrapping material, to complete a pleasant and natural fit experience.



Stiff Material Bindings Norm



MAGIC FIT: SPEEDMACHINE 3



Consistently, the outstanding 3 FORCE TECHNOLOGY was transferred to the liner. Two asymmetrically placed EVA inserts improve the heel fit, increase performance and optimize lateral impulse transmission - for a precise control of the skis. The proven trademark of NORDICA presents more innovative and aggressive: the in black colored cork. On top: the liner is perfected by PrimaLoft® and ISOTHERM®.

If necessary, the shell of the Speedmachine 3 can get customized through the patented InfraRed technology, the liner through the heat oven and the buckles can be adjusted individually. Even the tongue can easily be adjusted through a practical velcro. And in the back of the cuff NORDICA has integrated a Flex Adjuster – that allows everybody to choose the configuration that best suits each style of skiing.



SPEEDMACHINE 3 130 S GW



SPEEDMACHINE 3 130 GW



SPEEDMACHINE 3 120 GW



SPEEDMACHINE 3 115 W GW



SPEEDMACHINE 3 105 W GW



NORDICA BELLES PROJECT WOMEN'S DEDICATED FEATURES

The NORDICA focus on the women world is a priority: NORDICA constantly looking for innovations and technologies that can meet the needs of female skiers, often radically different from those of men. For this reason, the cuff of the dedicated boot, in its feminine declination, presents forms that closely follow the anatomy of the female skiers' feet. In particular, ACP technology allows you to adapt the cuff to the different types of calves, making the boot perfectly wrapping and comfortable. But also specially designed, luxury buckles provide a special and feminine touch.

HF SKIBOOT SERIES

NORDICA COMPLETES THE SUCCESSFUL “HANDS FREE” SERIES WITH 3 MODELS

**EASY TO CLOSE & OPEN -
AMAZING ENTRY & EXIT COMFORT -
CONVINCING PERFORMANCE**

NORDICA's unique HF (Hands Free) series, first launched in December 2019, has exceeded all expectations after a very short time and revolutionized the comfort ski boot market. The HF concept has convinced with its refined construction, which combines excellent comfort with sporty performance.

Light, elegant and slim in design, intuitive in function - this is how the sophisticated “Hands Free” Monolock closure system presents itself. The closure system, which is integrated in the rear shell area, is simply pushed down with either the ski pole or the other foot - that's all. At the end of the ski day, the ski boots can be opened again just as quickly and easily. To do this, you no longer even have to bend down. This works, with the help of the ski pole, even while standing. The opening of the one-piece, anatomically shaped liner, is 35% wider than for traditional ski boots. High-quality materials such as PrimaLoft®, ISOTHERM® and the 3D cork liner have proven their worth.



Felix Neureuther,
HF lover.



HF ELITE HEAT GW, HF ELITE HEAT W GW remain unchanged in the collection but will be produced in the future in Gaivera, Italy. HF 110 GW and HF 85 W GW will also be carry over models. The following models are new additions to the HF collection:



HF PRO 120 GW



HF 100



HF 75 W



BELLE

BELLE - CHIC AND GROUNDBREAKINGLY INNOVATIVE – NORDICA'S NEW SKI SERIES EXCLUSIVELY FOR WOMEN



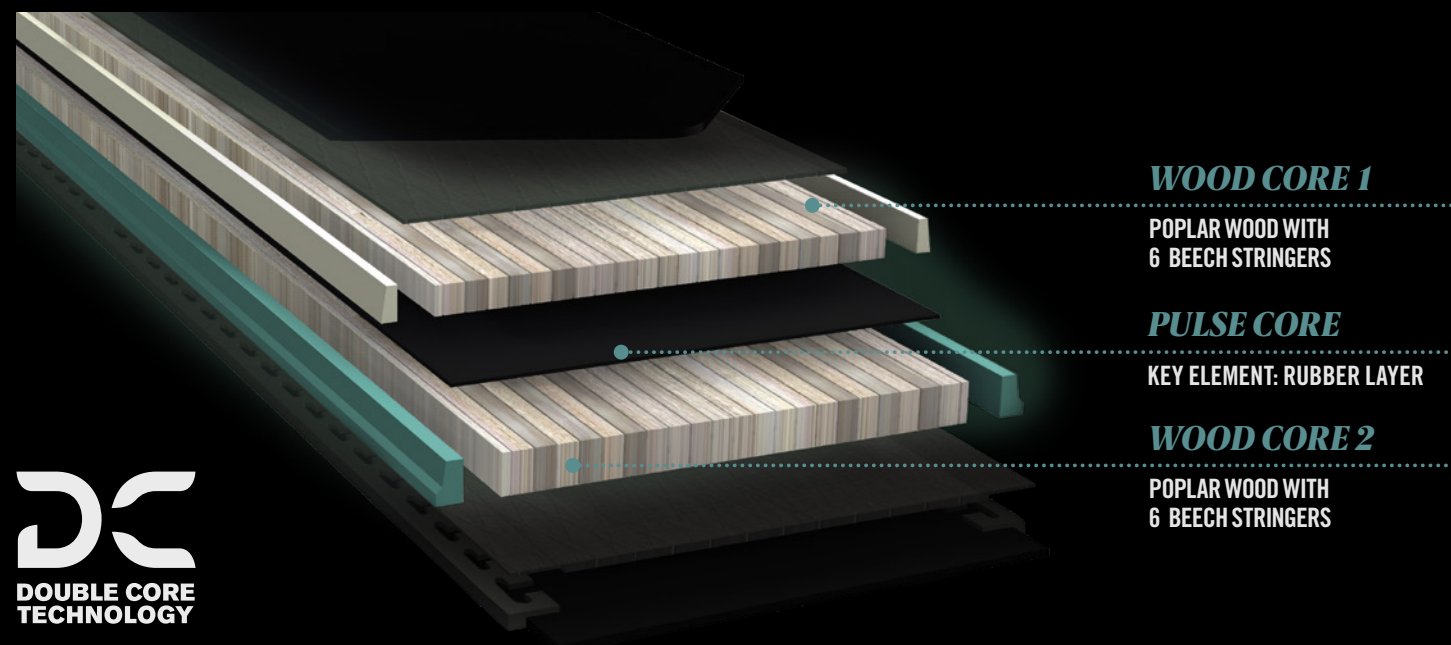
As the first brand, NORDICA presents with the “Belle” series an independently developed, women-specific high-performance collection. The development team has tinkered passionately and meticulously - on specific geometries, waists and completely new molds, as well as on innovative, revolutionary constructions. Dealers and female skiers can look forward to great products that offer a perfect grip even at the highest speeds and on the iciest slopes, and thanks to Double Core, as well as Natural Stance, a completely new skiing experience.



DOUBLE CORE TECHNOLOGY



The DOUBLE CORE TECHNOLOGY consists of the structure of two wooden cores (à 3 mm) – both made of poplar wood with six beech wood stringers - and a rubber layer inserted in between. The non-conventional impulse core construction, improves flex and energy transfer and provides a relaxed, lively and playful ride regardless any type of snow and surface. The crucial component is the rubber layer that separates both wood cores and effectively absorbs vibrations. The ISPO Winner Award winning BELLE DC 72 as well as Wild Belle DC 84 are equipped with this sophisticated technology, which is also uncompromising in terms of speed and stability.



NATURAL STANCE

The second innovation, NATURAL STANCE, which NORDICA launches with the new Belle line, is incorporated directly into the mold - an In-Mold 3 D lowered profile. Precise tweaks have been made to the positional match between ski, binding and boot to create a natural, neutral stance position rather than the usual forward lean. In addition, the two binding plate components are mounted with shorter distance to not affect the bending line, even with shorter ski lengths and to maintain the natural flex. This gives every skier a perfect balance and more power to the 5 models equipped with that technology.





WITH DOUBLE CORE & NATURAL STANCE TECHNOLOGY

WITH NATURAL STANCE TECHNOLOGY



**BELLE
DC 72**



**BELLE
DC 78**



**WILD BELLE
DC 84**



**WILD BELLE
78 CA**



**BELLE
72 CA**





**DOMINIK
PARIS**

RACING INSTINCT

NEW DESIGNS FOR PROVEN MODELS

NORDICA's designers have created a new racing instinct design for the "Dobermann Worldcup" series in Gaiava, Italy. The top-selling multi-radius "Dobermann Spitfire Pro" series also features groundbreaking dye-cut designs. The design language is dynamic, aggressive, unique and unmistakable. The models are absolutely successful "must haves" and sensational, trendy eye-catchers that stand out from all others.

DOBERMANN SLR RB FDT & DOBERMANN GSR RB FDT

New look: aggressive Dobermann Racing designs. The character and the construction of the models are proven, appreciated and unchanged - the Dobermann models are full of racing genes.



**DOBERMANN
SLR RB FDT**



**DOBERMANN
GSR RB FDT**

DOBERMANN SPITFIRE

NORDICA initiated the trend of the multi-radius concept. The development team tinkered with the ingenious fusion of SL tip and GL sidecut. This is how the first SPITFIRE series was created more than 10 years ago. Trendy, on-piste-oriented, lively and playful to ride - models that have been permanently enhanced - enjoyable to ride the entire day. In 2021/22 the DOBERMANN SPITFIRE RB & PRO models will show up in new designs.



**DOBERMANN
SPITFIRE 80 RB FDT**



**DOBERMANN
SPITFIRE 76 RB FDT**



**DOBERMANN
SPITFIRE 72 RB FDT**



**DOBERMANN SRL
TIP**



**DOBERMANN GSR
SIDE CUT**



**DOBERMANN
SPITFIRE 76 PRO FDT**



**DOBERMANN
SPITFIRE 70 PRO FDT**



**FIT
FOR
THE
LONG
RUN**

I was born on the hills of Montebelluna, where the Northern wind from the Dolomites and the sun rays of the Gulf of Venice meet. It was October 1939 when Adriano and Oddone Vaccari, mountain lovers, brought their experience as craftsmen and leather traders into a new business: mountain boots.

After a few years, my name started to mean not just mountain boots, but to be bond with the omen of a future, massive success: ski boots. Three years later, in the winter of 1950, Italian Zeno Colo, left for America. On the Rocky Mountains, he became twice Alpine Ski World Champion, bringing me on the top of the world with him.

The progressive minds made me grow, to become an important choice for skiers seeking perfect fit and precision. First there was leather, then laminated plastic over the liner, aluminum buckles, flex index, and I kept inventing the modern ski boots.

By the Eighties, I was the most successful in the entire Alpine ski universe. Lifting all those Crystal globes with Pirmin Zurbriggen became almost a habit. At the end of the century, I was by the side of more than half of the World Cup athletes.

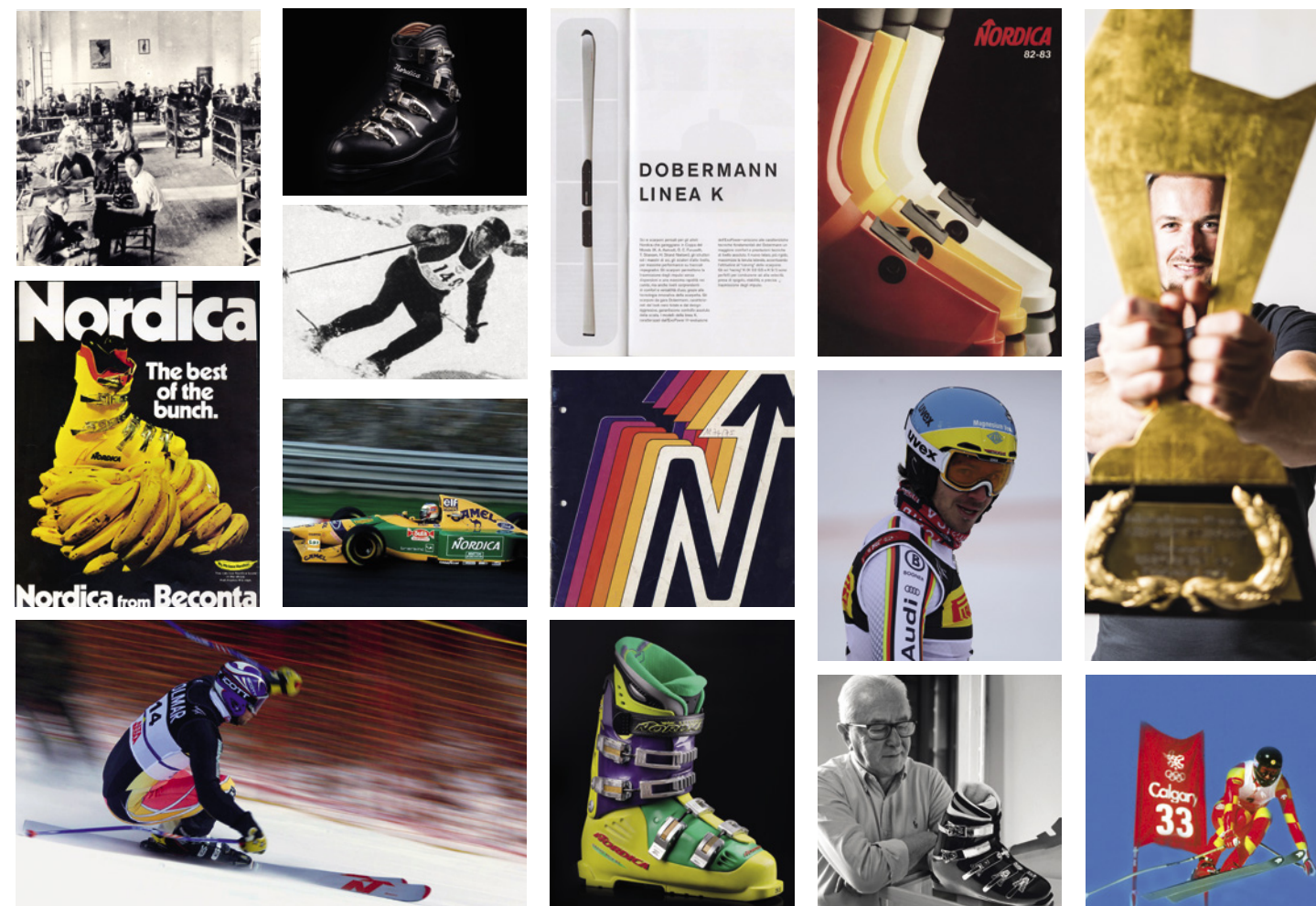
Among those, a Norwegian kid, Kjetil André Aamodt with a surprising attitude as medalist and multiple World and Olympic Champion. A true record man in gaining precious medals, who was also one of the first racers trusting my second life: Skis.

I was famous, then... Trusted by the world, as market leader in the industry, and iconic. The Benetton family, my new owners, dressed me in green and made me shine in the world of sports: Formula One racing, offshore, Moto GP, rugby... My name meant snow, but every sportsman, on any field and track, knew me.

The Zanatta family started to write my story and with their passion I was driven back to the top bringing back Olympic gold medals. I am a fighter. I have the fastest bullets in my gun. In 2019 our ambassador Felix Neureuther said goodbye to the World Cup, but I'm proudly worn by the South Tyrolean Dominik Paris. He has lived all his life along with me: he won 4 times on the legendary Streif in Kitzbühel.

I was again World Champion with him, and back to lift a Crystal globe, just some months ago. This season the Dobermanns are ready to bite again! Now I'm fully grown, and my name shines bright as the earlier years. With the most innovative technologies I became a benchmark again, I'm the fastest growing brand in the ski industry. I keep on writing the history of skiing. Because of the passion, because of the team of people working for Nordica, because of you dear guests and partners. Because of love for skiing. Since 1939... this is my story...

I am "fit for the long run" ... I'm Nordica.



MADE IN ITALY LINE UP



FIT FOR THE LONG RUN

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