



24-25
ZAG SKIS

INTRO- DUCTION

ZAG is expanding its range with a new comer that shakes everything you can know about the brand.

The MATA Ti, is our first ski that includes titanal, made for on-piste carving! With its non ordinary shape, fat tips and a pie tail, it catches the eye. But its true potential is on the slopes. Carving has never been that easy and intuitive, the MATA is made to discover new sensations on-piste.



24.25
NEW
ALL-MOUNTAIN
SKI

new
NEW
new

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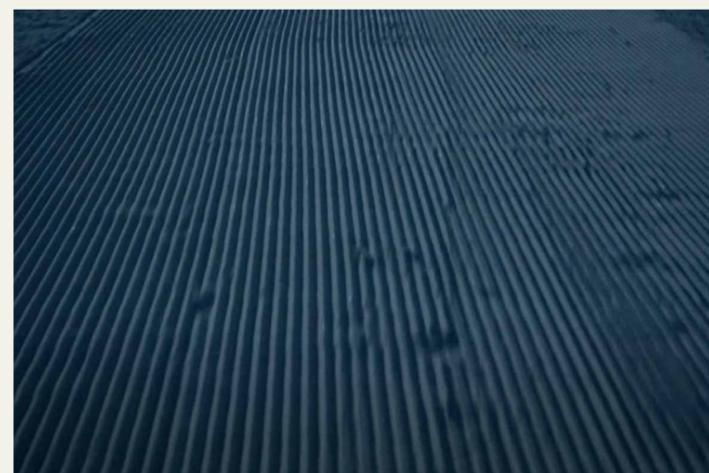
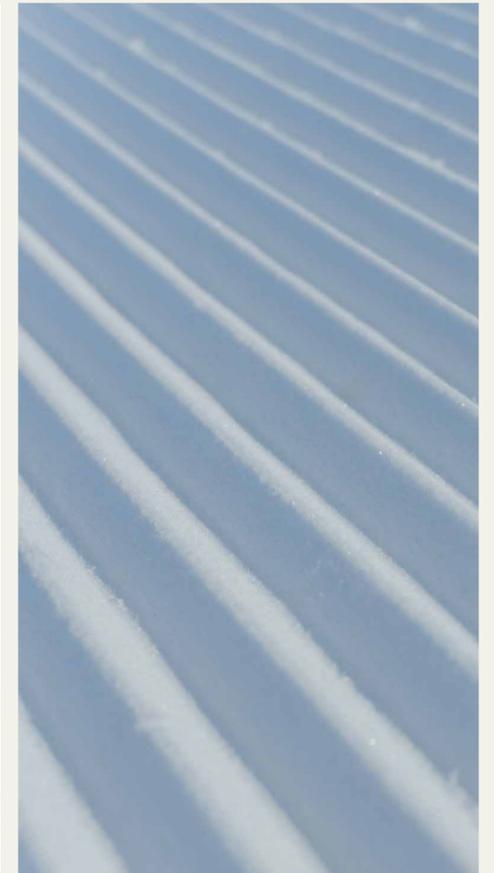
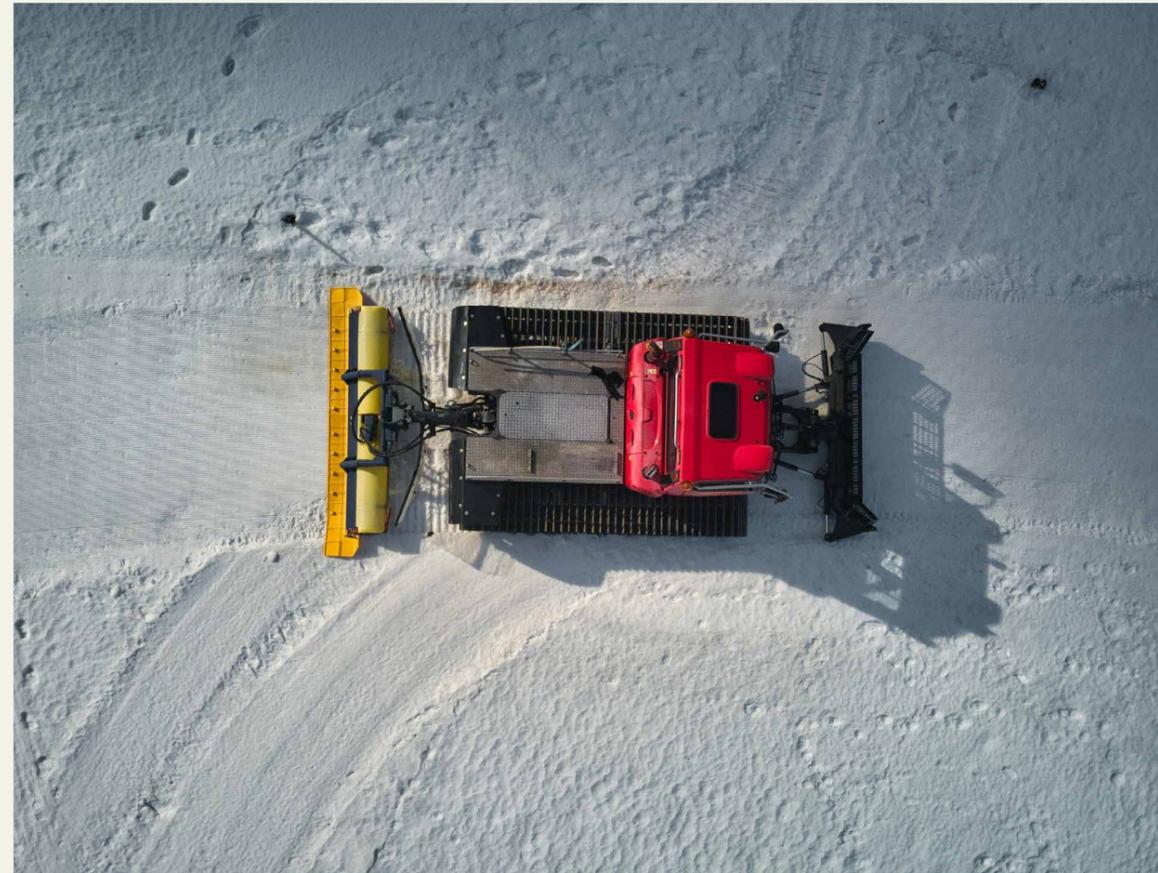
24.25
MARKETING

INSPIRATION

MATA means COMPACT snow in the savoie dialect. The design come straight from the groomed snow.

The lines, created by the snow groomers, first straight and parallel then become curves when the skier skied it.

Colors are also based on the materials, the red and yellow from the sidewalls come from the snow groomers and the light blue is inspired by the cold snow.

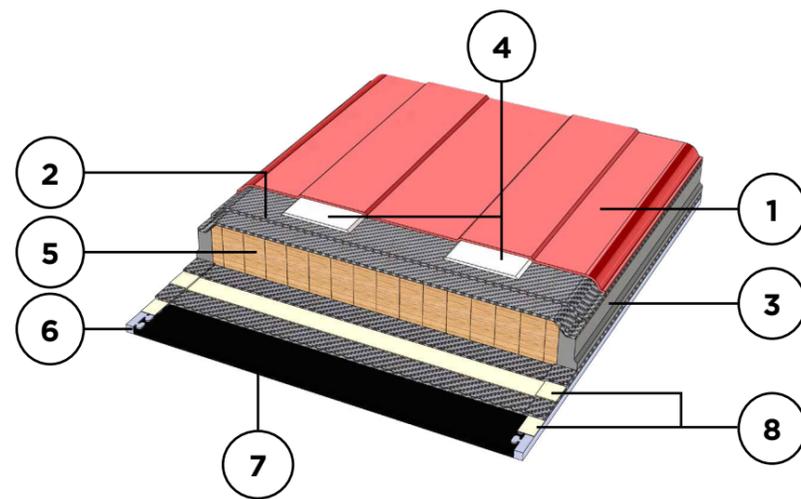


THE NEXT-GEN CARVER

NEW SENSATIONS IN THE RESORT



HEAVY DUTY^{TI} CONSTRUCTION

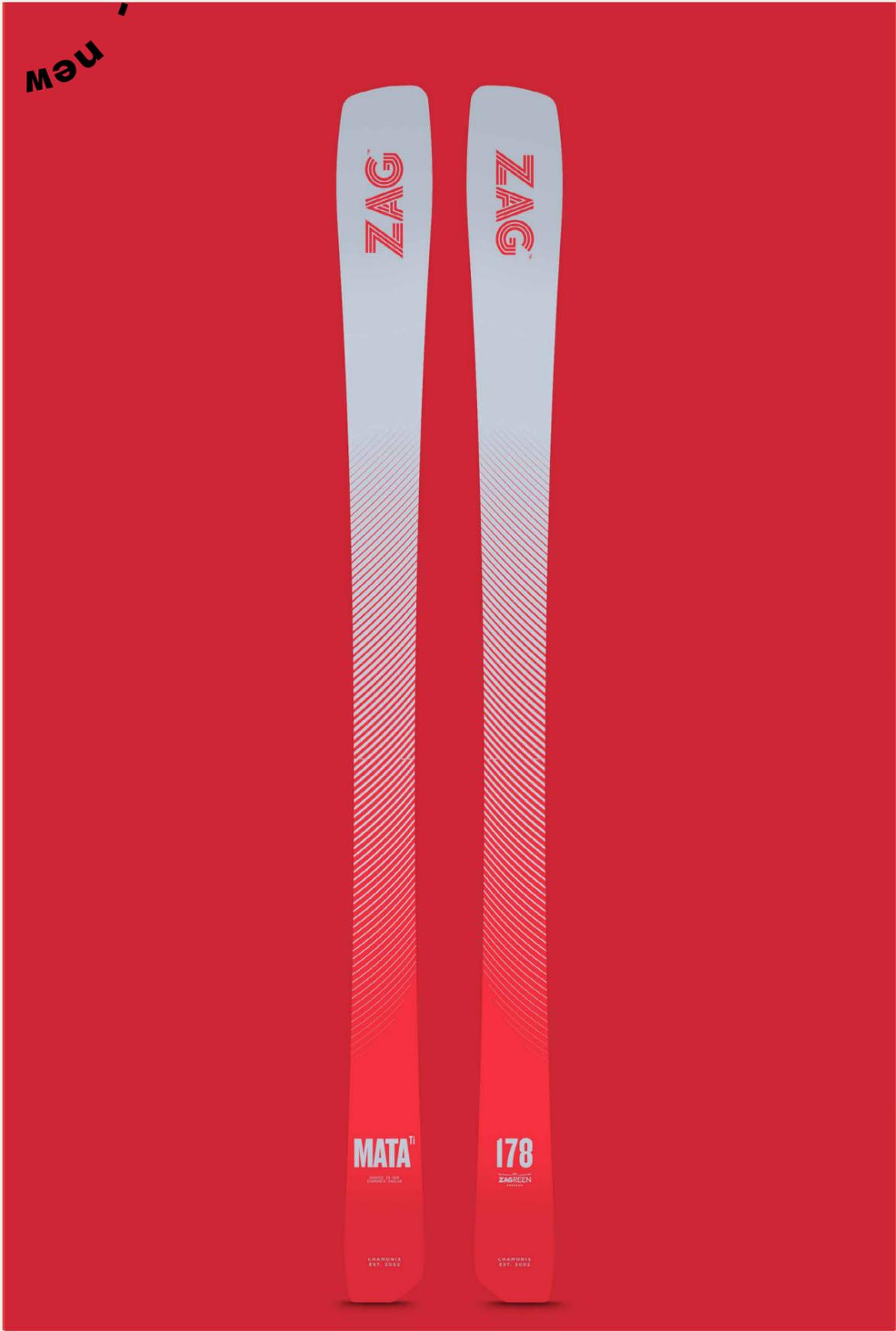


Inserting titanal on our normal heavy duty construction was thought to enhance grip and enhance energy return. This construction is perfect for skis in a carving range that need to be precise. The quadriaxial fiberglass and rubber inserts creates a ski that's comfortable in all types of conditions.

- 1 - Polyamide topsheet : 50% bio-sourced, durability et shiny colors.
- 2 - Quadri-axial fiber : Power and stability.
- 3 - Semi-Cap construction : ABS sidewalls for energy transmission.
- 4 - Titanal inserts : Efficient edge to edge transision and grip.
- 5 - Full poplar wood core : Lightness and resistance.
- 6 - High resitance edges : Durability.
- 7 - Sintered bases : Slide, durability.
- 8 - Rubber : Vibration dampening.



NEW
new
new



ALL-MOUNTAIN

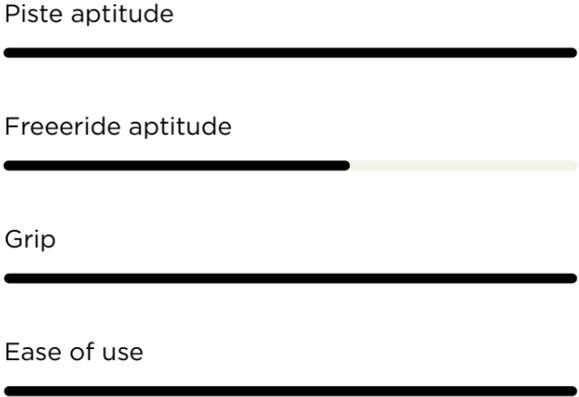
MATA^{Ti}

The all-mountain ski that you've never seen before!

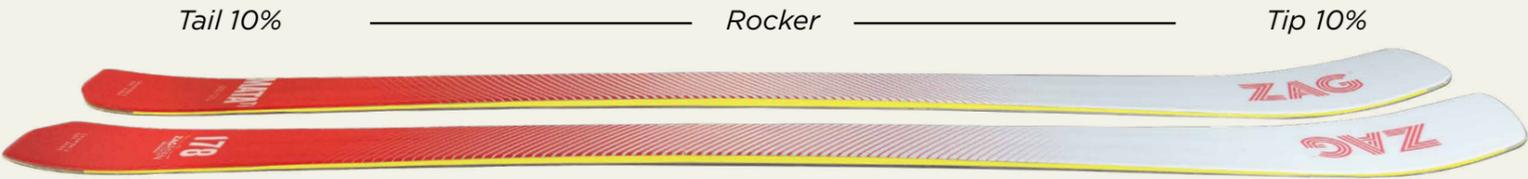
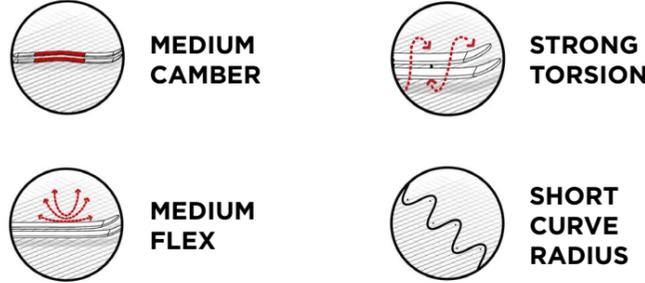
This marks the arrival of a new ski and a new state of mind within the ZAG family. This ski was designed with an explosive asymmetric shape and impressive skiability. 90mm under foot to give it versatility coupled with a titanal plate to let you control the power when you want it. Agressive but not exclusive, carving has never been as enjoyable than with the new MATA Ti.

SEXE	SIZE	DIMENSIONS	RADIUS	WEIGHT (-/+)
UNISEX	163	135 / 89 / 112	13.8	1.650
UNISEX	168	137 / 89 / 114	14	1.750
UNISEX	173	141 / 90 / 117	14.2	1.850
UNISEX	178	142 / 90 / 119	14.5	1.950

SENSATIONS



CONSTRUCTION & SHAPE



SNOW

Hard pack
All-type of snow

PRACTICE

Resort skiing
All-mountain

USERS

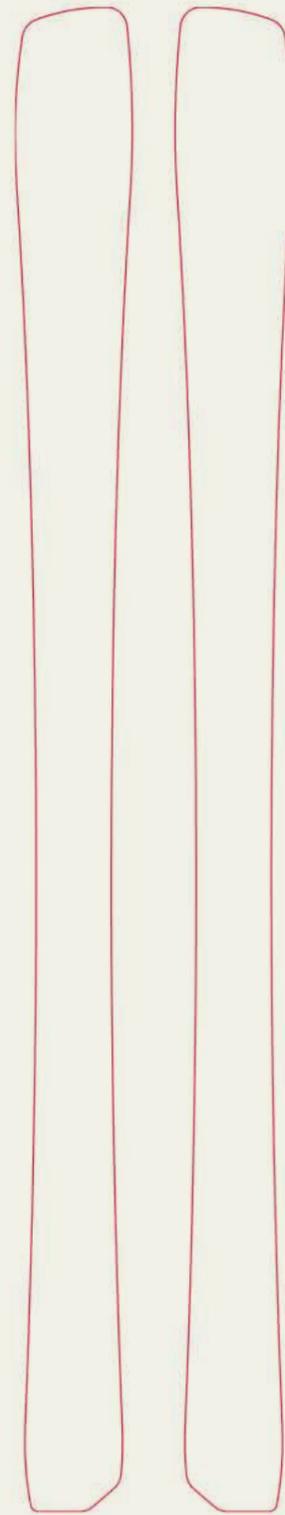
Alpine trend setters
Looking for something different

USER BENEFIT

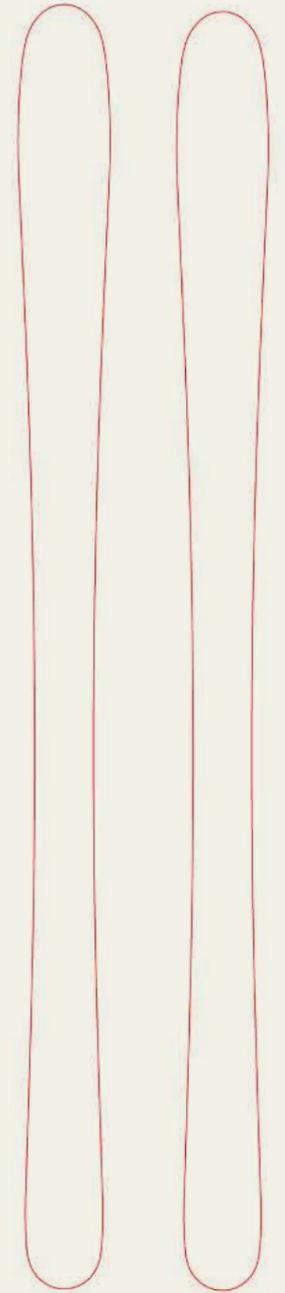
Pleasure
Precision
Trust
Carving



SNOWBOARD



MATA SHAPE



FIRST ZAG "BIG"

24.25
MARKETING

WANT
BROKE

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ING

24.25 MARKETING

IN-STORE

We can create in-store windows to launch the MATA. The idea is to invite the consumer to come inside the store by hiding the ski but just showing the shape with a back light.

We also want the identity of the ski to shine by putting a small part of the design in big (red and grey).



24.25
MARKETING

ADVER- TISEMENT



24.25 MARKETING

NEW 24.25 COLLECTION

ZAG

173
BY ZAGREEN

ZAG
CHAMONIX

MATA^{Ti}

THE NEXT-GEN CARVER

NEW SENSATIONS IN THE RESORTS

**ELEVATE
YOUR SENSATIONS**

The advertisement is a horizontal banner with a red background. On the left, two skis are shown vertically. The top ski is light blue with the 'ZAG' logo in red. The bottom ski is dark blue with '173 BY ZAGREEN' and 'CHAMONIX EST. 2002' printed on it. To the right of the skis, the text 'NEW 24.25 COLLECTION' is written vertically. The main title 'MATA^{Ti}' is in large white letters, followed by 'THE NEXT-GEN CARVER' and 'NEW SENSATIONS IN THE RESORTS'. The bottom right corner features the slogan 'ELEVATE YOUR SENSATIONS' written vertically. The background of the right half of the banner has a pattern of white diagonal lines.

Instagram Ad.

ZAG™

CHAMONIX