



CHAMONIX

**24-25**  
**ZAG SKIS**

24.25  
NEW TOURING  
SKI

# SLAP

new  
NEW  
new

104 LITE

**24.25**  
**MARKETING**

# INSPIRATION

We wanted to bring something fresh, new and colorful for this new touring ski.

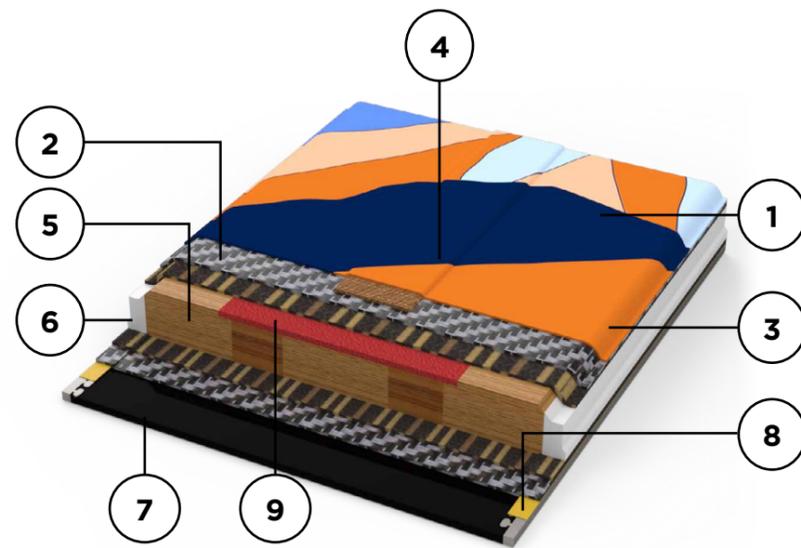
We asked Tommy Knuts, a french artist to collaborate with us. His style matches with the ZAG language but still has a little twist to make it unique.



**YOUR  
PASSPORT  
TO BACKCOUNTRY  
ADVENTURE**



# LITE CONSTRUCTION



Built with the best ratio between lightness and skiability to give ski tourers the closest feeling to a freeride ski possible. The wood core saves a few extra grams without impacting the feeling underfoot or the resistance of the material. In the end, this construction creates a light and playful ski.

- 1 - Topsheet : TPU brushed.
- 2 - High resistance carbon (30%) & glass fiber : Skiability and lightness.
- 3 - Semi-Cap construction : ABS sidewalls for energy transmission.
- 4 - Flax : Dampening properties.
- 5 - Paulownia & poplar mix : Lightness and resistance.
- 6 - High resistance edges : Durability.
- 7 - Sintered bases : Slide, durability.
- 8 - Rubber : Vibration dampening.
- 9 - Phenol plate : Anti-pullout system for light bindings.



NEW  
new



TOURING

# SLAP 104 LITE

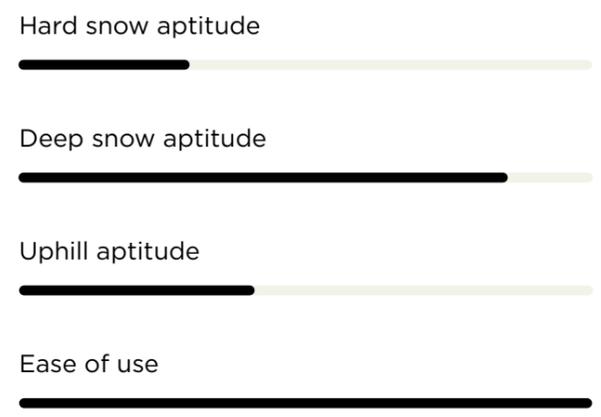
**Your passport to backcountry adventure !**

Enjoy the best mix between the playfulness of our SLAP line and the lightness of a carbon structure. The SLAP 104 LITE is our first twin tip touring ski. It will give you a lot of fun on your way down!

SEXE	SIZE	DIMENSIONS	RADIUS	WEIGHT (-/+)
UNISEX	170	133.5 / 103 / 122	17	1.560
UNISEX	176	134 / 103 / 123	18.5	1.620
UNISEX	182	136 / 104 / 125.2	19	1.710
UNISEX	188	137 / 104 / 126	20	1.820

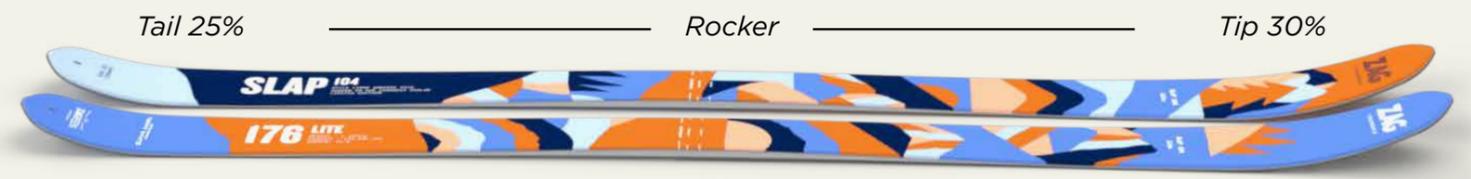
**-220g/ski vs reg. SLAP 104**

## SENSATIONS



## CONSTRUCTION & SHAPE

- DOUBLE ROCKER**
- 5 POINTS SHAPE**
- STABILITY LINK**
- ADAPTIVE ABSORBER**



## SNOW

Powder

## PRACTICE

Backcountry

Touring

NOT A RESORT SKI

## USERS

Advanced skiers looking for a twin tip touring ski

Younger target vs. UBAC line

## USER BENEFIT

Playfulness of the SLAP range

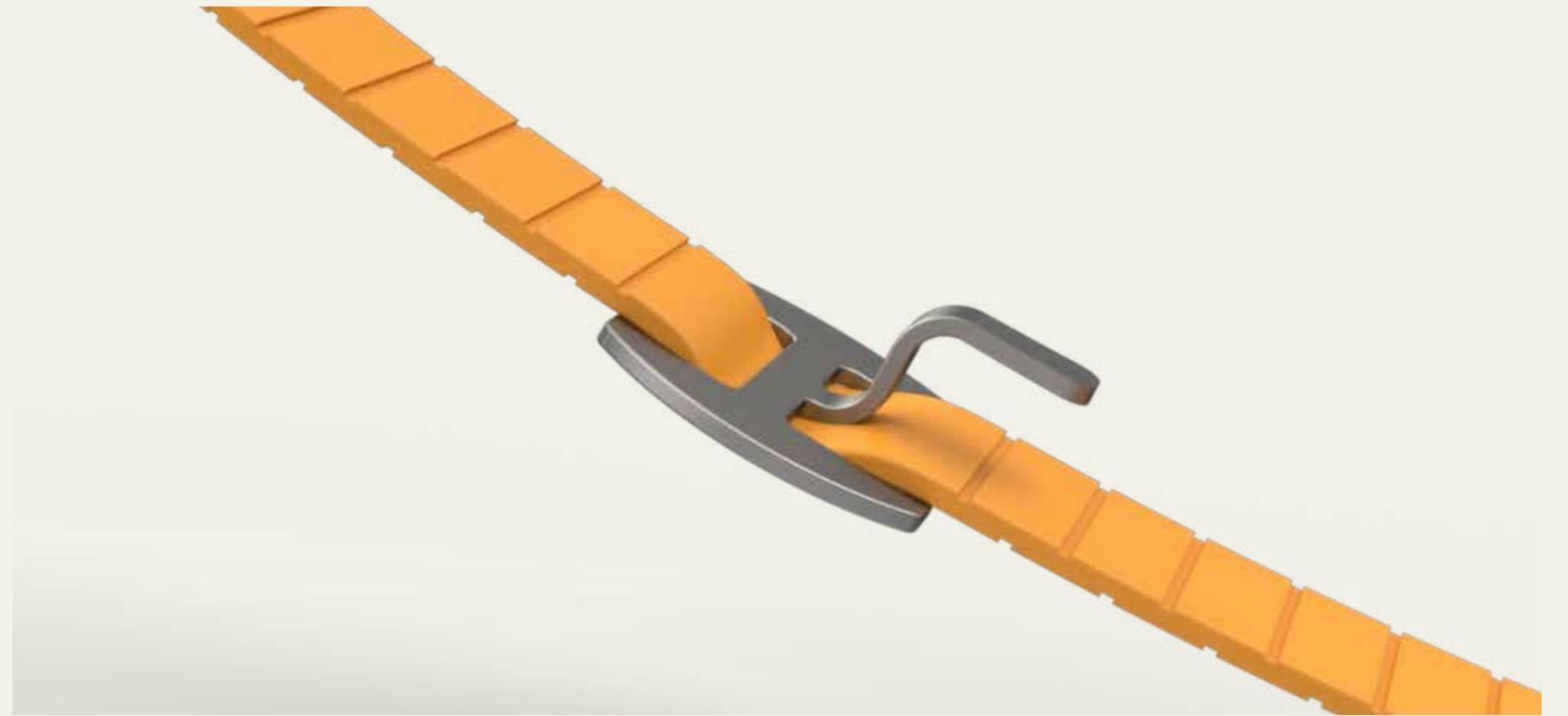
Light construction



**SLAP 104  
LITE**

# SKINS

We are working closely with Pomoca to develop a new way of attaching climbing skins to your skis.



**24.25**  
**MARKETING**

**WANT TO BRK**

**TTING**

## 24.25 MARKETING

# IN-STORE

We can create in-store windows to launch the SLAP 104 LITE. The idea is to use our different design assets. We can also try to draw directly on the window when it's possible.



24.25  
MARKETING



Instagram Ad.

**ZAG**<sup>TM</sup>  
CHAMONIX