

RIP'N WUD SKIS  
HANDMADE WOOD CORE SKIS



NATURAL ... AUTHENTIC ... TIMELESS

PRESS KIT 2015



### A PURE RIDE COMPANY WITH A PASSION FOR EXCELLENCE

**Rip'n Wud skis are handmade wood core skis**, designed to offer a new way of skiing pleasure: simple & perfect.

The pursuit of perfection and purity has always guided the designs of Rip'n Wud's exceptional handmade skis.

**With wood core's made of 100% white ash wood from tip to tail**, it sets apart from the competition **allowing easy handling, with high performance and stability at the same time**. Rip'n Wud's white ash, walnut & cherry woods are hand selected with passion and expertise.

Produced in **small series and quantities**, each handmade piece is elaborated with great care, attention and passion.

### **Our construction methods go back to the core of traditional ski building.**

All Rip'n Wud skis are produced with the best raw materials available. White ash wood cores have been a favorite since the time of the first ski pioneers because of its **strength and long durability**. Skis made from white ash wood give a **springy rebound action that maintains its form for years**, even after the hardest and most demanding ski seasons.

Rip'n Wud hand selects all of its white ash wood then cures the selected wood in an controlled environment for a certain period of time in advance. Once the wood is fully cured, we do a second n°1 quality selection, then laminate full length pieces using certain techniques of the ancient ski building pioneers. Rip'n Wud ski cores are then precision shaped and balanced, then put into our specially designed moulds before entering the press. This technique, the Rip'n Wud LAM Technology©, **ensures** each pair of skis we produce an **equal balance from tip to tail**.

Concerned by environmental impacts of its production, Rip'n Wud chooses to use ecofriendly materials that make Rip'n Wud the perfect skis to explore the mountains, whatever the conditions are.





### RIP'N WUD SKIS, AN AUTHENTIC MOUNTAIN SPIRIT

**Kevan Beane** is the founder, director & designer of Rip'n Wud skis.

Born in the Sierra Nevada Mountain range of California, with 'skis in hands', he dedicated his life to skiing and the mountains around the world.

**Former ski champion and professional skier**, instructor & alpine guide, he has been riding in the best spots in the world... Pure ride sensations, love of nature and freedom, naturally led to the creation of the prestige Rip'n Wud ski brand in 1997, in Chamonix (France), in the heart of the Alps.

At that time, Kevan Beane was more than qualified to create his own ski brand not only because he was a mountain professional, eager to share his passion, but because **he was developing for many years his technical ski building skills** with Salomon (as a ghost shaper) as well as with Scott Europe, helping develop their free ride collections.

Since 2006, the Rip'n Wud brand has been commercialized under his own company name: KC Enterprise, based in Ville-la-Grand, (Haute-Savoie).





### RIP'N WUD SKIS: WE LOVE TO SHARE THE THRILL...

At Rip'n Wud, we think that there is no more beautiful feeling than a perfect curve on piste or friends riding deep powder together in the heart of winter.

That's why **we put great attention into listening to our customers and pro riders' feedback** - such as **Valentin Revet, Free ride World Tour qualifier**, or **Alphonse Gomis, Albertville Olympic Games racer**.

Rip'n Wud organizes over the ski season **free demo days** open to public - just to share the best sensations.





### SAFETY ALSO COUNTS...

As a mountain professional, Kevan is keen **to share his knowledge to ensure that the mountain is always a pleasure, under all circumstances.**

So, apart from the advice and tips that he can give in the showroom or during free tests on the slopes, this year he has organized, **in cooperation with the La Clusaz ski patrol, a conference on mountain safety which will be held on Saturday, 8 November 2014** from 10: 00 a.m. until noon, at his base camp in Ville-la-Grand.

Kevan and the piste safety team from La Clusaz will present the risks found on the mountain and explain the reactions to adopt. In partnership with Nic Impex (Arva, ABS, etc.), a demonstration will be given to show how safety equipment should be properly used.



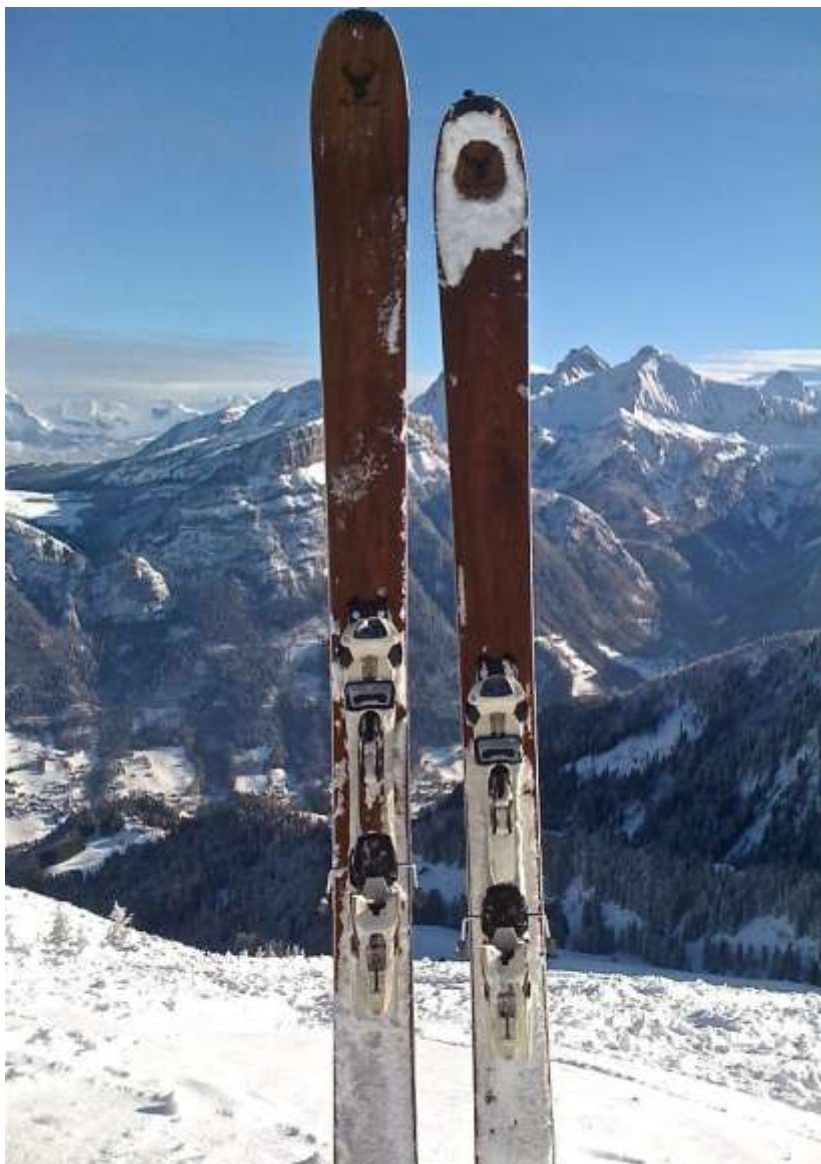


### OUR SIGNATURE MODELS

At Rip'n Wud, wood is a noble and living material that is highlighted at all times:

- **100% white ash wood core tip to tail** ensures a high degree of performance, regardless of the skier's skill level.
- **A timeless design** in ash, walnut or cherry wood lends our skis a pure and elegant style.
- **Eco-friendly materials that fully respect nature:** natural wood, non-toxic resins and protective oils, recycled carbon composite hard base (©Rip'n Wud LAM Technology).

And because Rip'n Wud skis are **skis you'll want to keep and pamper for many years**, unlike the modern consumer society tendencies adopted by the major brands, all our models have a **5 year guarantee**.





**WALNUT "LIMITED EDITION"  
ALL MOUNTAIN SEMI TWIN**

Rip'n Wud Skis "Limited Edition" are produced with 100% white ash wood cores from tip to tail.

Our "Limited Edition" comes finished with our hand selected, organically treated walnut or wild cherry wood top sheets, giving a real wood touch and natural wood look without compromising performance, quality or durability.

Construction: White ash wood core tip to tail\*  
Base- Recycled composite carbon hard base\*

Top surface- Walnut wood finish\*  
All graphic designs Walnut & Wild cherry wood "LIMITED EDITION" are fire branded burnt into the wood surface.

Dimensions: 118/84/107mm  
Turn radius: 16.8m (@162cm)

\*(© Rip'n Wud LAM Technology).

Price: 1490€ TTC



**WHITE ASH "ADDICTION EDITION"  
PRO POWDER BIGFAT**

For experts and Pro Big mountain riders only.

Length: 193cm

Side Cut- tip: 139/ boot 106/ Tail 128

Turn Radius: 26m

Construction: White ash wood core tip to tail\*

Base- Recycled composite carbon hard base\*

Top surface- ECO Plant Resin structured finish\*

Price: 1590€ TTC



**CUSTOMIZED  
RIP'N WUD SKIS**

All our models can be customized. Years of experience in designing skis let us imagine the drawing that perfectly reflects anyone's mood or desire.

All graphic designs are hand designs one of a kind produced with Vegetable Ink\*

Construction: White ash wood core tip to tail\*

Base- Recycled composite carbon hard base\*

\*(© Rip'n Wud LAM Technology).

Price on demand.



JUNIOR & KIDS COLLECTION



## WHERE TO FIND RIP'N WUD SKIS?

Our skis are on sale at selected retailers with whom we are dedicated to forging close and exclusive relationships.

You can also find our products displayed at selected hotels and restaurants and with our partners.

### RETAILERS

#### **France**

BERTHET SPORTS – LES GETS

JEAN BLANC SPORTS – COURCHEVEL

SPORT BOUTIQUE – MÉRIBEL

TOGSHOP – MÉRIBEL

LA POUFREUSE – VAL D'ISÈRE

MOUTAIN TRIBU – BOURG ST MAURICE

LA GRANGE A SKIS – LA ROSIERE

#### **Italy**

SKIIN- COURMAYEUR

#### **Switzerland**

SILVER SPORT – GSTAAD

OLYMPIA SPORTS – ZINAL

SPORTSHOUSE – VILLARS

### SHOWROOMS

#### **France**

RIPNWUD SKIS -VILLE LA GRAND

LE RELAIS DE L'AIGUILLE – LA CLUSAZ

TELEMARK CAFE – LA CLUSAZ

LE TOURNAVEL – ANNEMASSE

LA POINTE DE NYON – MORZINE

ALLODIS 4\* HOTEL – MERIBEL

LE PILATUS CHALET ALTIBAR – COURCHEVEL

MAISON BLANCHE – VAL THORENS

L'ACCROCHE COEUR – LA ROSIERE

PICTURE CLOTHING SHOWROOM - ANNECY

JEAN LAIN AUTOMOBILES – ANNEMASSE

AUDI AUTOMOBILES – VILLE-LA-GRAND

#### **Switzerland**

SAANEWALD LODGE - SAANENMÖSER (GSTAAD)



## RIP'N WUD BASE CAMP



38 rue de Montréal  
Z.I. Internationale  
74100 Ville-la-Grand  
Haute-Savoie - France

[www.ripnwud.com](http://www.ripnwud.com) & 

### CONTACTS:

Kevan BEANE

Founder & Director

[kevan@ripnwud.com](mailto:kevan@ripnwud.com)

+33 (0)6 79 17 00 15

Élisabeth SARI

Communication

[info@ripnwud.com](mailto:info@ripnwud.com)

+33 (0)6 61 45 17 65