

G3 Genuine Guide Gear Announces New Ski Program Partnership

Contributed by The Editors
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G3 Genuine Guide Gear is pleased today to announce our partnership with ski designer Francois Sylvain. Previously the lead designer of Line and Karhu skis, and most recently a consultant for K2, Francois comes to G3 with more than ten years of extensive ski design, construction, and manufacturing experience.

Vancouver, BC — G3 Genuine Guide Gear is pleased today to announce our partnership with ski designer Francois Sylvain. Previously the lead designer of Line and Karhu skis, and most recently a consultant for K2, Francois comes to G3 with more than ten years of extensive ski design, construction, and manufacturing experience.

Francois will design future additions to the G3 ski line-up in Canada, and has already completed two ground-breaking models for the 2009-10 season: the Zest and the Tonic. Francois has also overseen G3's recent successful shift to a newly developed modern production facility in China using all new tooling and machinery. "The new facility has increased our capacity for inspired innovation by providing G3 with an unprecedented level of creative control over the entire design-to-delivery process," states Oliver Steffen, President of G3.

G3 is now managing all ski production in-house, and owns all associated tooling. 2009-10 production is fully online, and production samples surpass even the high standards of earlier G3 ski production. These changes have set the stage for a new family of innovative skis that will reinforce the belief that you can truly expect more from G3.

G3's former ski developer, Paul Parker, who was instrumental in establishing G3 as an industry-leader in the backcountry ski market, will not continue with the brand. Paul's designs won numerous awards, including most recently the Best in Test award from Skiing Magazine for the El Hombre and the Editor's Choice award from Backcountry Magazine for the Viva.

Ski Product Development Manager Naheed Henderson says, "Using the solid foundation that Paul Parker built, and springing forward with the talents of Francois Sylvain, G3 is poised to reach new heights as a sophisticated and truly innovative ski brand."

ABOUT G3

G3 Genuine Guide Gear has been making avalanche safety equipment since 1995. Over the years, product offerings have expanded to include telemark bindings, shovels, climbing skins, and in 2005, skis. All G3 products are measured against the guides who use them, and this standard has helped G3 gain its reputation as an innovative premium backcountry brand. G3's new AT binding will launch in January, 2009.

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G3 Website

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