

Movement Skis partners with new North American distributor to become Colorado's newest ski brand

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Effective as of January 1, 2011, Movement will be distributed in Winter 2011/2012 through La Sportiva N.A., a recognized industry leader in high performance mountain products.

“As the traditions of mountain adventure and environmental stewardship run deep in the Rockies, Colorado is the perfect place for Movement Skis to call home,” said Jonathan Degenhardt, Movement Skis Brand Manager. Degenhardt and Eric Rutishauser, Sales Manager, head the Movement management team in Boulder.

Founded in 2002, the Swiss-designed ski collection is known worldwide for high performance designs, innovative construction technologies, and a leadership role in environmentally sustainable material use.

Movement has earned a worldwide reputation for distinctive and dynamic skis, thanks to proprietary Control Torsion System (CTS) ski construction technology, which blends torsional stiffness with round longitudinal flex to maximize performance and enjoyment in every snow condition.

Movement is also a recognized leader in sustainable and toxin-free core construction. Their pure wood cores are harvested exclusively from FSC/PEFC-certified forestry operations, and are manufactured using a process that avoids adhesive toxins, which are common in composite or synthetic alternatives.

Movement Skis’ passionate following includes many members of the US media, who showered the brand with numerous accolades in 2009 and 2010. Awards garnered during those two seasons included an Outside Magazine “Gear of the Year” Award, two Backcountry Magazine “Editor’s Choice” Awards, a Powder Magazine “Skier’s Choice” Award, a Skiing Magazine “Test Selection,” and a Ski Press “Best Buy” Award.

Movement Skis will be exhibiting at the SIA Snowsports Industries of America show this January in Denver, Colorado (Booth 4044). For inquiries or retailer appointments at the show, please contact sales@skimovement.com.

ABOUT MOVEMENT SKIS: Based in the foothills of Colorado’s Rocky Mountains, Movement specializes in unique designs for big mountain freeride and freestyle skiers. Featuring high energy, high enjoyment Swiss designs, Movement is known worldwide for innovative manufacturing techniques and sustainable core construction. Their dynamic and distinctive ski designs include collections in Freeride, Women’s Freeride, Adventure and Freestyle categories. For more information on Movement and their diverse collection of performance designs, please visit www.movementskis.com.

To contact Movement in North America: sales@skimovement.com.