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LIVE
FOR THE
NEXT DAY

2012 / 13

SOME FIRST TRACKS ARE DEEPER THAN OTHERS.

IT'S NOT CRUCIAL THAT A COMPANY'S SKIS WERE BORN IN A FAMILY JOINERY WORKSHOP IN AUSTRIA OR THAT ITS BOOTS GREW UP IN THE NORTHERN ITALIAN ALPS. BUT WHERE YOU COME FROM SAYS SOMETHING IMPORTANT ABOUT WHO YOU ARE. NOW, AS THEN: MADE BY REAL SKIERS. FOR REAL SKIERS.



Freshening up in the powder room of the Rockies, ELK MOUNTAINS, COLORADO.

FLIPCORE 3D NATURAL ROCKER TECHNOLOGY

Flipcore 3D Technology is a revolutionary ski production process, unique to Blizzard, that sets the standard for how rockered skis are built. Unlike all other rockered skis that are manipulated into the rockered shape after production, the Flipcore process allows us to build the skis in the final shape.



HOW DO WE DO IT?

We build the ski mold in exactly the finished shape of the ski (this is what is unique to our production process). We then layer in the components and press the ski with equal and consistent downward pressure. The shape (camber profile) of the ski is not manipulated or forced. This results in the production of skis that have very harmonic pressure distribution and very smooth, natural flex curves.



3D Woodcore is flipped upside down and exactly matches the rockered shape of the ski mold

BUT MOST IMPORTANTLY..WHY DO WE DO IT?

The result is better edge grip and stability in hard and variable snow, smoother and easier handling, more versatility and basically MORE FUN. And we like to have fun. But most importantly we like to share that fun with you. Try it and see for yourself what the buzz is all about.



JED DUKE *Director of Product Development & Sports Marketing*

Passionate is the best way to describe Jed. And energetic and focused and an incredible product guru. He practically levitates around the office as he talks about the skis and boots and the next great thing coming down the pipeline. And that passion extends into his life whether he's fishing, or skiing, or talking about his wife Molly or his dog Lino. Creative and fun to be around he's always thinking and moving. Oh and he was a dam good ski racer in his day too!



DESIGNED TO PERFORM

Fine tuning a ski boot mold at the Tecnica factory, GIAVERA DEL MONTELLO, ITALY.

Cochise Family

YOUR WISH LIST IS *Our Reality.*

- ✓ HIGH PERFORMANCE ORIENTED HIKE - SKI MODE
 - METAL TO METAL UPPER & LOWER SHELL CONNECTION [Cuff Mobility System]
 - GREAT RANGE OF MOTION
- ✓ LIGHTWEIGHT OVERLAP SHELL STRUCTURE [Triax plastic]
- ✓ DIN OR TECH COMPATIBLE [Interchangeable soles]
- ✓ EASY TO USE, EFFECTIVE, SECURE CLOSURE SYSTEM [Power Lock Buckle System]



1. CUFF MOBILITY SYSTEM



2. TRIAX PLASTIC



3. INTERCHANGEABLE SOLES



4. POWER LOCK BUCKLE SYSTEM



WE PUT IT ALL IN ONE PACKAGE LIKE NO ONE ELSE CAN...



FREEMOUNTAIN SERIES

THE SCENE IS SET: OVERNIGHT, TWO FEET OF FRESH SNOW, IT'S A BLUEBIRD DAY. YOU ARE ON THE FIRST LIFT, THEN A SHORT HIKE AND YOU HAVE REACHED YOUR DREAM DESTINATION. ONE DROP INTO A SHORT, STEEP GULLY, THEN THE MOUNTAIN OPENS UP AND YOU STEP ON THE ACCELERATOR. BIG TURNS, STRAIGHT LINES, PURE ADRENALINE. BLIZZARD'S FREE MOUNTAIN LINE ENABLES YOU TO SKI THE BEST LINE EVERY TIME. FLIPCORE TECHNOLOGY LIVES UP TO ITS NAME, AND THE FAMILY GROWS WITH THE ADDITION OF TWO NEW NICHE MEN'S MODELS - THE GUNSMOKE AND KABOOKIE AS WELL AS TWO NEW WOMEN'S FREE MOUNTAIN SKIS - THE DAKOTA & SAMBA. *(see pg. 14-15 for women's product)*



MARCUS CASTON

We've got great people working for us and with us, not only in the office but most importantly on the hill. Take Marcus for example."What is really infectious about Marcus and his skiing is how much energy and zeal he puts into every turn. Seriously, sometimes I think he skis with the thought that any turn could be his last so he's out there to make the most of every single one...probably how he became a Rahlve's Bonzai Champion, a Warren Miller athlete, and the best skier you've never heard of - until now." **FRANK SHINE - TB FREERIDE TEAM MANAGER**

"One giant gas peddle... makes crud tremor in fear.." FREESKIER



BODACIOUS | lengths (cm) 176 / 186 / 196 | sidecut (mm) 142 / 118 / 132



"...this ski responded! The rebound was playful, precise and pleasant." POWDER



COCHISE | lengths (cm) 170 / 177 / 185 / 193 | sidecut (mm) 135 / 108 / 123



"...a hard charging, rip-roaring stallion of an all-mountain ski." FREESKIER

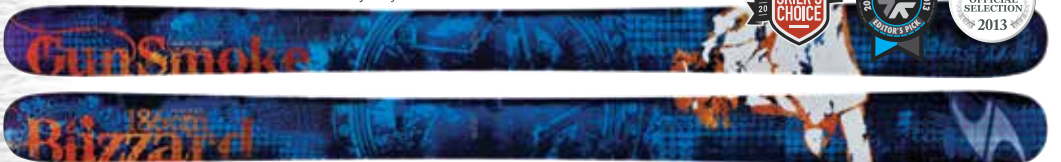


BONAFIDE | lengths (cm) 166 / 173 / 180 / 187 | sidecut (mm) 133 / 98 / 118



BUSHWACKER | lengths (cm) 159 / 166 / 173 / 180 | sidecut (mm) 125 / 88 / 110

"In short... lightning in a bottle. As a skier you dream of this ski being created, and I feel God created the GunSmoke just for me..." POWDER



GUNSMOKE | lengths (cm) 179 / 186 | sidecut (mm) 140 / 114 / 130



"No matter how you spell it, this ski puts on a dramatic show... charges like a bull - they'll blast through anything." BACKCOUNTRY



KABOOKIE | lengths (cm) 166 / 173 / 180 / 187 | sidecut (mm) 133 / 98 / 118





POWER AND MAGNUM

FRONTSIDE, CORDUROY, GROOMERS, EASTERN HARDPACK (OK, ICE), CRUISING, CARVING, CRUD. WHATEVER THE CONDITION, THE POWER AND MAGNUM PERFORM. REALLY PERFORM. SIDEWALL, POWER-FRAME, IQ OR FLIPCORE, THE TECHNOLOGY WORKS TO HOLD, TO CARVE, TO CUT AND SWOOP AND HOOT AND HOLLER. GIVEN THE SUCCESS OF FLIPCORE 3D TECHNOLOGY IN OUR FREE MOUNTAIN COLLECTION, WE RECOGNIZED THAT THE ADVANTAGES OF THIS TECHNOLOGY COULD ALSO BENEFIT THE ALL MOUNTAIN MAGNUM CATEGORY OF SKIS. THE GOAL IN DOING THIS WAS TO IMPROVE THE PERFORMANCE WHILE MAKING THE SKIS EVEN EASIER AND MORE FUN TO USE. AND IF IT DOESN'T HAVE FLIP CORE - IT HAS IQ, ANOTHER HIGHLY SUCCESSFUL TECHNOLOGY THAT LET'S THE SKI INITIATE, FLEX, AND CUT AND SWOOP TOO...

JONATHAN BALLOU PSIA Alpine Demo Team



Jonathan Ballou is a Michigan native who began his teaching career in high school at the Mt. Brighton Ski School. He later moved to Aspen, Colorado where he began teaching skiing full time. Like so many die hard skiers, he made his way to New Zealand in the summer, where he began working his way through the New Zealand Ski Instructors Association (NZSIA). For the past 13 years he has chased the endless winter working between Aspen Mountain and various levels of the NZSIA. Currently Jonathan is the NZSIA Programs Director as well as the Training Manager for the Ski & Snowboard Schools of Aspen/Snowmass. We share and support Jonathan's dedication to the sport of skiing and the improvement of the skiing community.

POWER



M-POWER FS | lengths (cm) 167 / 174 / 181 | sidecut (mm) 125 / 85 / 111

MAGNUM

Women's Viva Magnum found on pg. 14-15

"Like skiing with two clouds on my feet, arcing rainbows" SKIING



MAGNUM 8.5 TI | lengths (cm) 167 / 174 / 181 | sidecut (mm) 125 / 85 / 111

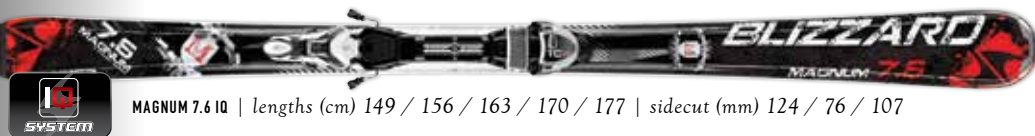
"Speed-loving, groomer ripping carve technicians will love how cleanly it follows its arc in any turn shape, while a touch of rocker gives it appreciable soft-snow versatility." SKI



MAGNUM 8.0 TI | lengths (cm) 158 / 165 / 172 / 179 | sidecut (mm) 122 / 80 / 107



MAGNUM 8.0 CA | lengths (cm) 158 / 165 / 172 / 179 | sidecut (mm) 122 / 80 / 107



MAGNUM 7.6 IQ | lengths (cm) 149 / 156 / 163 / 170 / 177 | sidecut (mm) 124 / 76 / 107



MAGNUM 7.4 IQ | lengths (cm) 149 / 156 / 163 / 170 | sidecut (mm) 121 / 74 / 104

MIKE HAFER PSIA Alpine Demo Team



Mike Hafer returns to the PSIA National Alpine Demo Team for a second term. Mike has been on the PSIA Western Regional Demo Team and PSIA Western Division Tech Team for the last ten years, as well as Alpine Vice President for the Western Division for the past two years. He is currently the Assistant Manager and Technical Director for the Northstar-at-Tahoe Ski and Snowboard School as well as a trainer at the North American Ski Training Center, also based in Lake Tahoe, California. He regularly contributes articles to The Edge. Mike resides in Truckee, California, with his wife, Pam, and 1-year-old daughter, Isabella. He enjoys mountain biking, road biking, and windsurfing.



DESIGNED TO PERFORM

COCHISE

COCHISE - THE MODERN INTERPRETATION OF AN ALL-MOUNTAIN BOOT.

WHILE WE ORIGINALLY SET OUT TO MAKE A GREAT SKI BOOT THAT YOU COULD HIKE IN, WHAT WE ENDED UP MAKING WAS A FAMILY OF BOOTS THAT YOU CAN WELL, REALLY, DO JUST ABOUT ANYTHING IN. IN TRUE TECNICA FASHION, DOWNHILL PERFORMANCE WAS THE PRIORITY. ADD TO THAT A GREAT HIKE (OR WALK THROUGH THE PARKING LOT) MODE, LIGHTWEIGHT ADVANCED PLASTICS, INTERCHANGEABLE SOLES, AND A SIMPLE YET EFFECTIVE CLOSURE SYSTEM AND YOU'VE GOT A GREAT, VERSATILE COLLECTION OF BOOTS THAT WILL SKI, HIKE, WALK, DANCE, CARVE, CRUISE, JUMP, RIP... WELL, YOU GET IT.



DAVE ROSENBERGER

*Dave Rosenbarger grew up in Oregon, but has quietly traveled the world in pursuit of first descents and epic lines. Known as "American Dave", he currently spends most of his time in Chamonix, France. He loves the freedom of going wherever he wants, whenever he wants. Not into the pressure of competition, he can lay claim to first descents on four separate continents, was featured in the film *The Ordinary Skier* by 1242 Productions and was a 2012 Powder Award nominee.*

COCHISE FAMILY



COCHISE PRO 130 | flex 130, last 98mm



COCHISE 120 | flex 120, last 100mm



COCHISE 110 | flex 110, last 100mm



COCHISE 100 | flex 100, last 100mm



COCHISE 90 | flex 90, last 100mm



COCHISE PRO LIGHT | flex 120, last 100mm



BODACIOUS | flex 130, last 98mm



COCHISE W100 | flex 100, last 100mm



COCHISE W90 | flex 90, last 100mm

The cuff mobility system in the Cochise line of boots is hands down the best I have ever used. The locking mechanism is reliable and simple to use. When in ski mode, the metal to metal connection eliminates any slop making it the best skiing touring boot on the market! DAVE ROSENBERGER



COMMITTED

kə'mitid

feeling dedication and loyalty
to a cause, activity, or job;
wholeheartedly dedicated

WORLD CUP ALPINE RACE

ROMED BAUMANN (AUT)

MARIO MATT (AUT)

OTMAR STRIEDINGER (AUT)

SUSANNE RIESCH (GER)

FLORIAN EISATH (ITA)

SANTERI PALONIEMI (FIN)

KRYSTOF KRYZL (CZE)

ANDREA ZEMANOVA (CZE)

FREERIDE

AIDAN SHEAHAN

MARCUS CASTON

DAVE ROSENBERGER

KEELY KELLEHER

ZACH HALVERSON

AUSTIN ROSS



DESIGNED TO PERFORM

INFERNO & DEMON (& PHOENIX & MEGA TOO)

DON'T CARE ABOUT A HIKE OR WALK MODE? WANT A MORE TRADITIONAL, PERFORMANCE ORIENTED 4 BUCKLE ALL MOUNTAIN OR RACE COURSE RIPPER? THERE ARE LOT'S OF OPTIONS IN THE TECNICA COLLECTION BETWEEN OUR 98MM LASTED INFERNO SERIES OR OUR MORE GENEROUS 100MM DEMON - EVEN UP TO OUR 102 OR 104 MM COMFORT ORIENTED PHOENIX OR MEGA SERIES, WE'VE GOT OPTIONS THAT FIT AND PERFORM.

Women's models found on pg. 14-15



INFERNO 130
flex 130, last 98mm



INFERNO 110
flex 110, last 98mm



INFERNO BLAZE
flex 110, last 98mm



INFERNO HEAT
flex 100, last 98mm



DEMON 130
flex 130, last 100mm



DEMON 120
flex 120, last 100mm



DEMON 100
flex 100, last 100mm



DEMON 90
flex 90, last 100mm



PHOENIX 120 HVL
flex 120, last 106mm



PHOENIX MAX 12 AIR
flex 90, last 102mm



PHOENIX MAX 8
flex 80, last 102mm



STAMPEDE
flex 80, last 102mm

FAST GIRLS

Former U.S. champion Keely Kelleher has a few lessons for next-generation ski racers. Muscles are pretty. Do it for the right reason. Rip past the gate.

Keely Kelleher, one of the athletes who represent Tecnica/Blizzard, grew up in Big Sky, Montana, with a strong mother and older sister (Brenna, who won the 2001 World Junior freestyle kayaking championship at age 18). But throughout her career and seven years with the U.S. Ski Team, she found precious few female role models among those who coached her. After retiring from competition in 2010, she set about doing something that had never been done before in North America: create serious camps dedicated solely to girls. Her staff was all women. Her fellow coaches were friends and teammates from the U.S. team (my “wing girls,” Keely says). The idea was both simple and profound: “I wanted to give back some of the stuff that had accumulated in my head. I wanted to create a camp dedicated to all the things I would have loved to have had growing up.”

The 50 girls in Keely’s Mount Hood racing camp in the summer of 2012 – from 11 states and Canada – got a full-immersion girl-power experience, living together in the big bunk rooms of the Mount Hood Academy House, starting their days on the mountain at 7 a.m., learning about skiing and themselves from each other and from some of the strongest women anywhere. The environment was powerful and empowering, by design. “We tell the girls to put all of themselves into everything they do,” says Keely. “To do it for the right reason. To be aggressive. To not worry about what the pretty pencil-thin girls think – they’re not athletic, and they don’t get ‘strong.’ We tell them to Boom! Carve! We help the girls rip.”



COCHISE W100
flex 100, last 100mm



COCHISE W90
flex 90, last 100mm



INFERNO CRUSH
flex 100, last 98mm



INFERNO FLING
flex 90, last 98mm



DEMON W100
flex 100, last 100mm



DEMON W90
flex 90, last 100mm



PHOENIX MAX 12 AIR W
flex 90, last 102



PHOENIX MAX 8 W
flex 80, last 102mm



"...it rewards those who can tame it with an unwavering commitment to even the burliest of lines" SKI



DAKOTA | lengths (cm) 170 / 177 | sidecut (mm) 134 / 108 / 122

"... a speed loving, groomer-knifing, crud-busting beast..." SKI



SAMBA | lengths (cm) 159 / 166 / 173 | sidecut (mm) 131 / 98 / 116

"Boys take note: The Black Pearl is badass but sensitive, burly yet communicative... and extremely desirable to expert women skiers." SKI



#1 MIXED SNOW (EAST)



BLACK PEARL | lengths (cm) 152 / 159 / 166 / 173 | sidecut (mm) 125 / 88 / 110



VIVA 8.0 | lengths (cm) 151 / 158 / 165 | sidecut (mm) 120 / 80 / 105



VIVA 7.6 IQ | lengths (cm) 142 / 149 / 156 / 163 | sidecut (mm) 122 / 76 / 105

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PRINCIPAL PHOTOGRAPHY: *Frank Shine*