



## SNOWSTIK TM<sup>1</sup>

*RIP IT, FLIK IT, STIK IT*

### **Revolutionary Snowstik means uphill is no longer a bind for snowboarders**

[www.marxboarding.com](http://www.marxboarding.com)

Snowboarders need never again lose momentum on flat or uphill gradient, be forced to unbind or endure the smug looks of skiers.

Launched today, the Snowstik from Marx Boarding will revolutionize the snowboarding experience. As all snowboarders - particularly beginners - are aware, you can often find yourself sat on the snow as well as carving it. The Snowstik is the perfect aid to remain upright and ready to take on the next slope without undoing your bindings, saving time and energy for boarding.

Essentially the Snowstik is a telescopic pole that automatically extends from 50cm to 115cm at the press of a button, which enables the boarder to gain momentum without stopping. The Snowstik attaches to your boot using the specifically designed Snowclip holster, and one size fits all.

To operate the product, you first rip the pole from its Snowclip, and using one hand push the button to flick and extend the pole, then stick it into the snow behind you. The boarder uses their other hand on the top of the joystick style handle to push himself off and jettison away with a good head start on the competition.

The Snowstik was created following a year of design and strength analysis with high tech 3D computer modeling. The product is the first ever to use the innovative Ticalium metal, pioneered by the Adal Group Inc. Ticalium is a composite aluminum made of titanium, carbon and aluminum giving an additional 25% strength over aluminum with the same weight. Therefore the Snowstik can be used by the bigger burger eating boarders as well as the niftiest light weighted lady in all temperatures on and off piste.

Richard Marks, creator of the Snowstik said: "We started out by looking at what snowboarders needed, and a multi-grip handle was essential as we stand sideways and use both hands to oar or paddle ourselves along. Next the handle needed to have more strength than a simple ski grip. When you fall in powder or on the piste a single Snowstik has to get you up and moving.

"We used computer modeling to do strength analysis to make the Snowstik a lot stronger than a typical ski pole. Once we achieved that we added Ticalium shafts to build on the overall strength."

Marks continues: "Finally we said to the designer, now make it look cool. He's done a great job".

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<sup>1</sup> Snowstik and Snowclip are registered trademarks of Marxboarding Ltd.

The Snowstik's unique design and the Snowclip holster make it the sexiest and simplest momentum aid on the market.

The silver design comes with a green or orange logo and comes complete with removable back country features including a large basket and wrist strap. To make even Pitt and Jolie jealous, the limited edition matt black Stealth Stik comes specially boxed like a gun for self assemble. Orders taken by email only.

Marks adds: "Whatever your boarding prowess, from beginner to mountain god or goddess, the Snowstik can help you for the down hill with all the looks and charm of a new Bond weapon."

For a glimpse at the next big thing to rock the snow scene, head over to the IPSO Tradeshow in Munich January 29<sup>th</sup> – 1<sup>st</sup> February. The Snowstik will be available in stores throughout Europe in February this year, but if you can't wait that long and want to be first to get your hands on one, then you can order online at [www.marxboarding.com](http://www.marxboarding.com). Trade enquiries are also invited by email.

Order online before February 28<sup>th</sup> 2006 and receive the introductory offer of a £25.00 discount.

For further information on the Snowstik or Snowclip contact Richard Marks on 0790 0904480 or email [richard@marxboarding.com](mailto:richard@marxboarding.com).

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For further information or photography of the Snowstik, please contact Unity PR on 020 7841 3501 / 07725 986 509 or email [news@unity-pr.com](mailto:news@unity-pr.com).

## **About Marx Boarding**

Marx Boarding's mission is to eliminate the hassles associated with snowboarding by developing snowboarding products that make the everyday snowboarding experience more fun and less tiresome. Marx Boarding embraces the vision that snowboarding is for everyone who wants an alternative to skiing.

We develop products that eliminate the hassles from snowboarding:

- the removal of bindings;
- the hop-skate-n-drag of traversing a mountain;
- losing momentum on a flat terrain.

To find out more, visit [www.marxboarding.com](http://www.marxboarding.com)