

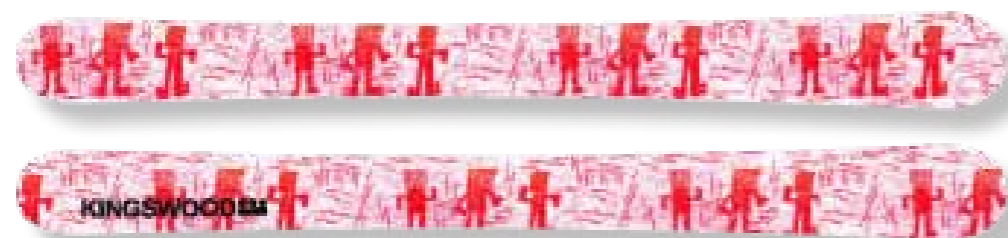
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SKIS

HAND MADE IN NEW ZEALAND



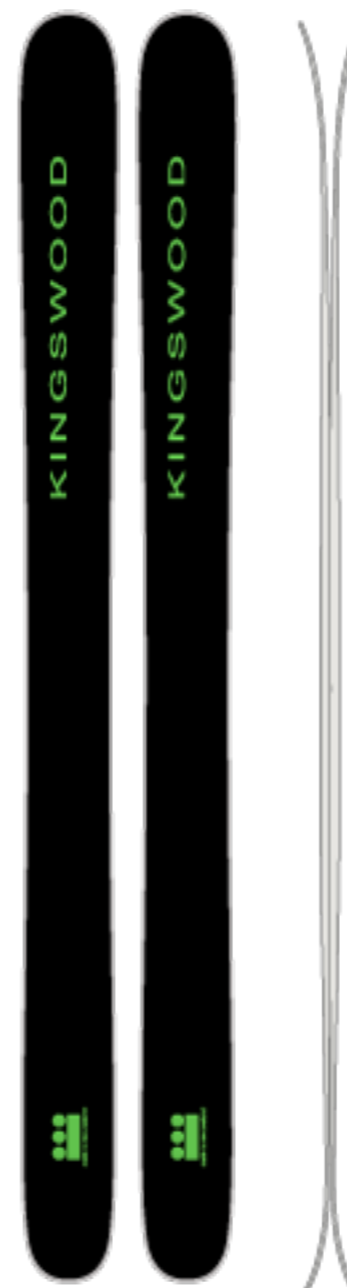
Swap-a-pom

From Kingswood Skis in New Zealand, an simple but innovated approach to headwear. Button on one of three colourful pom-poms to match your mood - or your ski suit. Kingswood beanies are hand-crocheted by a local nana with pure New Zealand wool.



Fat skis for kids

Kids should have fat skis too, says Kingswood Skis in New Zealand. They've designed a range of off-piste skis for even the littles rippers in lengths from 88cm to 110cm - all with solid bamboo-core construction and all with designer topsheets, including this robot graphic by eight-year-old Journey Green.



On a rocker-roll

Kingswood Skis in New Zealand has release five new rocker skis in the last year, including the 187 Rocketype (pictured). Kingswood makes each pair by hand with your size and skiing style in mind for a perfect fit. All Kingswood Skis have a bamboo core and bombproof construction. Their motto is: quality only hurts once.

View the full range of Kingswood Skis and Goods online at www.kingswoodskis.com

THE KING WOOD STORY

Kingswood Skis was started by Alex Herbert after 14 back-to-back winters roving from Canada to Europe to Australia. In 1997, Alex moved to New Zealand and soon after started his own ski repair workshop. Frustrated by the increasing price and decreasing quality of ski construction, Alex decided to make his perfect ski.

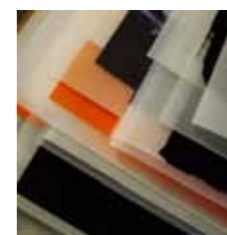
Taking his knowledge from 14 years at the ski tuning bench, Alex set to work. The first step was to take his favourite (and only) pair of skis and cut them into 86 pieces. Now he was committed.

The first press was made from two pieces of rolled steel sandwiched together with car jacks. Though the start was rough, the aim has always been to make the best skis possible. Alex was convinced skis could be simpler, stronger, more durable. And so he experimented until he got it right. The first ski was good, ski-able and strong. The hard part wasn't making a ski... it was making a great ski. That took three more years.

Kingswood Skis hit the market in June 2005 but the search for perfection continues. New shapes are constantly added and old ones tweaked. Close relationships with his customers means Alex is constantly refining the product from customer feedback. At the same time, the process is continually improved. Kingswood's latest products include a rocker range and a series of fat skis for kids.

Alex still makes each pair himself and runs the business with his wife Kris. They have no aspirations to be giant - just to be great.





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Each pair of Kingswood skis is hand-made to order by company founder Alex Herbert. A craftsman and perfectionist, Alex takes each pair through a unique construction process he designed himself.

Kingswood skis are made using a traditional, solid sidewall construction. Edges and sidewalls are painstakingly pre-glued for extra strength. The core is hand-shaped and then wrapped in layers of tri-axial fibreglass and laminated with carbon fibre, epoxy resin, and rubber vibration dampening foil.



FAST FACTS

First prototype 2002
Company founded 2005

Directors/Owners
Kris Herbert
Alex Herbert

Location: Lyttelton, New Zealand

Annual production: 150 pairs
Export: 45-55% annually

ANGLES

Kingswood backs Snowpool

Kingswood Skis sponsors Snowpool.org, a ride-sharing website in Australia and New Zealand and soon to be launched into North America. It's a clever, web-based system that connects drivers with passengers for fewer empty seats on the mountain. Snowpool was designed to get more people on the ski fields with less petrol and pollution. It enables skiers to save money, meet people and do the planet a favour. Full snowpool press release.

Kingswood pioneers bamboo in ski cores

All Kingswood Skis are made with a 100% bamboo core. We pioneered the use of bamboo in skis. It's stable, responsive and renewable. Bamboo in skis is now catching on and many manufacturers are experimenting with this amazing material.

“QUOTE UNQUOTE”

“Our philosophy is about simplifying snow skis,” says ski maker Alex Herbert. “We believe construction was better 20 years ago than it is today. We're a bit unconventional because we don't have retail outlets and we don't have a team of pre-pubescent gangsters. We're just trying to make solid skis for off-piste skiing.”

On kids skis:

“There are no compromises,” says Kingswood Skis founder and ski maker Alex Herbert. “They're like adult skis for kids.”

“I started making skis because the major manufacturers weren't doing the simple, burly, fat skis that I wanted. My son, Obi, was born in 2008 and when he starts skiing, I want him to have the best so I thought, well, it's time to do a kids' range,” Herbert says.

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