



Prajekt [★] /05

Prajekt is a no gimmicks, high R&D, forward thinking Ski Company. Prajekt is dedicated to delivering the highest quality products through innovative and creative design solutions, without watering down style and artistic expression just so we can sell more crap. Basically we are a group of highly creative, motivated, intelligent, punk-ass-bitches who want to make cool stuff for us and our friends.



Press Release

Prajekt

Hybrid Camber Ski Concept Raises the Bar

"Mix-it" that's the Philosophy behind the New Utah-based Ski Company Prajekt. "You have to be willing to think outside the proverbial box...in every facet of the industry." With a fresh twist on what a ski company should be about. Prajekt is bringing some much needed, new, American, street smart, perspectives to an otherwise europeanly dominated industry. Prajekt combines two old theories on ski shape and camber to create it's innovative new Hybrid-Camber ski concept. Prajekt also pulls inspiration from skate and graffiti art to offer it's customers tons of new combinations of top sheet and base graphics each year. And considering that everything Prajekt does is a "Limited Edition" they will be developing fresh ideas for years to come. For more information about Prajekt, visit www.prajekt.com, or e-mail anthony@prajekt.com



Top-view Comparison

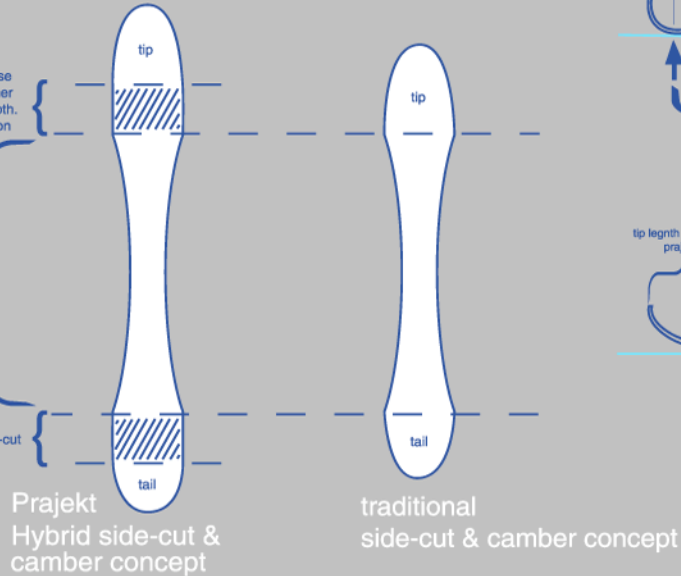
Exaggerated Drawings

1.

as the ski decambers these areas become active, either due to speed or snow depth, adding stability or floatation as needed

this area is active on hard pack, allowing the ski to make shorter radius turns.

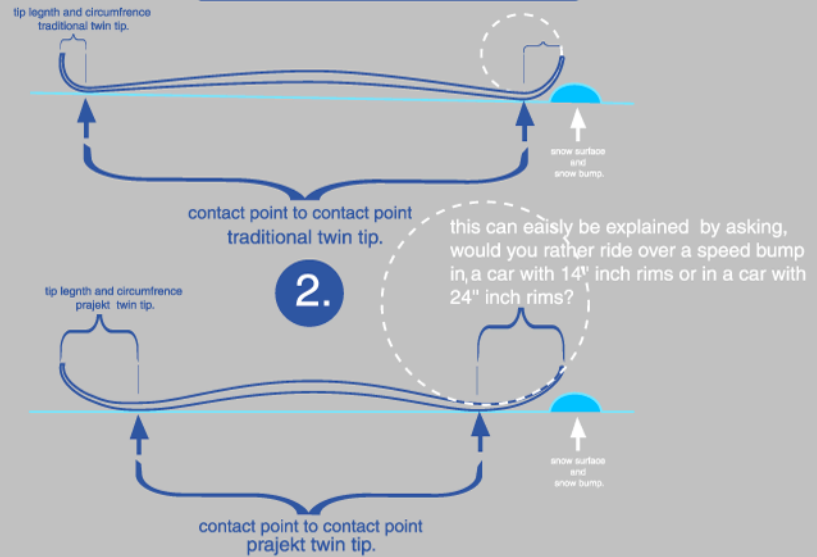
these areas are reverse side-cut and reverse camber.



Side-view Comparison

Exaggerated Drawings

2.



2a.

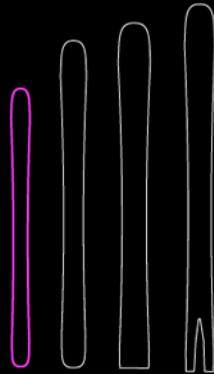
We did it! The World's First Hybrid Ski Concept. If you think we're done guess again. We realize that in this Industry you always have to be progressing, innovating, dreaming up the next thing that will allow us to push our limits farther. When something works, **OTHERS WILL COPY IT.** But we already have what's next in the works. And besides imitation is the biggest compliment.





The Evil Twin

SKIS
lengths
184 cm
174 cm
164 cm
154 cm



The Evil Twin was designed to truly be an all mountain twin-tip. When we say all mountain we mean all mountain, all conditions, all terrain, no excuses!

The Prajekt hybrid camber, hybrid side-cut concept, is the first ski ever to combine the benefits of 2 opposing ski theories. This ski grows and shrinks in length and base-surface area as you need it. It's DUB-Theory tip and tail design allows it to roll into halfpipe walls full throttle with out hooking and at high speeds in rough terrain and variable snow conditions it keeps the ski tracking and the edge engaged producing a smoother less jarring ride, ultimately giving us riders More control of the situations we tend to get ourselves into.

Lengths Available: 184cm/ 174cm/ 164cm/ 154cm

Suggested Retail: \$620 for three standard models.

Suggested Retail: \$670 for a huge selection of Limited Edition, graphic combinations.

Ski Category:

mid fat
all-terrain
twin-tip

Sidecut:

3 radius side cut
184 cm / 28 m. turn

Dimensions:

tip 126mm
waist 98.5mm
tail 116mm

Construction:

Race stock construction
Quad-X fiberglass tip
and tail wrap. Triaxial
fiberglass torsion box,
ABS sidewalls and
bases, triple re-enforced
binding sheets, full edge
wrap with oversized
Rockwell steel edges,
standard full woodcore,
poplar with maple
stringers.

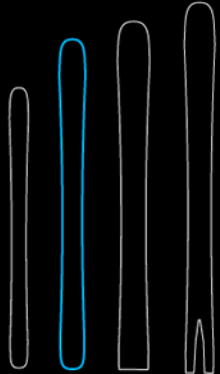




**Coming Very
Soon...**

The Gas Pedal

SKIS
lengths
194 cm



The Gas Pedal is an in resort big mountain twin tip ski. It is the evil twins bigger badder older brother it is designed to rip big lines, but still have enough side cut to slice and dice through a tree line. It will be over 100mm under foot. Available in 2005/06.

The Prajekt hybrid camber, hybrid side-cut concept, is the first ski ever to combine the benefits of 2 opposing ski theories. This ski grows and shrinks in length and base-surface area as you need it. It's DUB-Theory tip and tail design allows it to roll into halfpipe walls full throttle with out hooking and at high speeds in rough terrain and variable snow conditions it keeps the ski tracking and the edge engaged producing a smoother less jarring ride, ultimately giving us riders more control for the situations we tend to get ourselves into.

Lengths Available: 194cm

Suggested Retail: \$640 for three standard models.

Suggested Retail: \$690 for a huge selection of Limited Edition, graphic combinations.

Ski Category:

Fat:

Big Mtn.Twin-Tip

Sidecut:

3 radius side cut
194 cm / 31 m. turn

Dimensions/approx:

tip 133mm
waist 105mm
tail 123mm

Construction:

Race stock construction Quad-X fiberglass tip and tail wrap. Triaxial fiberglass torsion box, ABS sidewalls and bases, triple re-enforced binding sheets, full edge wrap with oversized Rockwell steel edges, standard full woodcore, poplar with maple stringers.



PRAJEKT»

SUMMER CAMP SKI SPECIAL!

Available early spring 2005.



These three graphics, plus the Limited Edition Graphics will be available to you very soon ...

Standard Issue

skis are made with you in mind. At a better price point, we still build every ski with blood, sweat and tears. This model comes in 3 graphic choices. ABS sidewalls and a full poplar with maple stringers wood core, Sandwich construction, & flat camber.

Limited Edition

Each season. We want you to be able to pimp your ride to reflect who you are. Self expression is what separates us from the monkeys. The ability to be an individual is taken away from you, more than it is given... We hope you find something that is right for you.



Street Code

TOP



A1

BASE



Field Agent

TOP



A3

BASE



Black Plague

TOP



A5

BASE



2005 / 06 Limited Editions

PROJEKT»

*“With out Art, we are nothing
but monkeys with car keys”
-Banksy-*

Limited Edition

skis are made So that
you have a choice after
all that is what this
country was founded
on. Right? We believe
that you should have a
graphic that suits your
individual style.

We hate the
clone mentality
that seems to
exist out there.

**SUMMER
CAMP SKI
SPECIAL!**

**Available early
spring 2005.**



The Murder

TOP BASE



A7

Wisdom

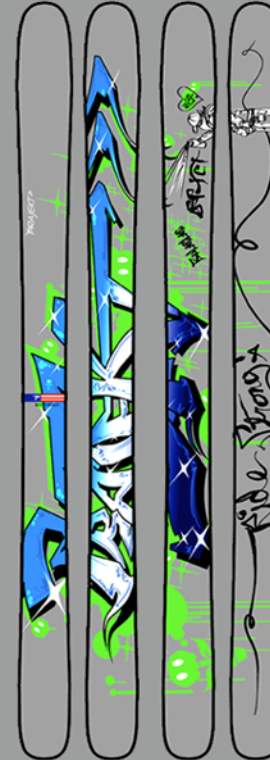
TOP BASE



A9

A-Train

TOP BASE



A11

These three graphics, plus the Standard Graphics
will be available to you very soon ...

2005 / 06 Limited Editions



2005 / 06 Limited Editions

PRAJEKT»

R. James Special



A21

TOP

BASE



Modernista



A13

TOP

BASE



High Roller 1



A23

TOP

BASE



Ghost Ride



A15

TOP

BASE



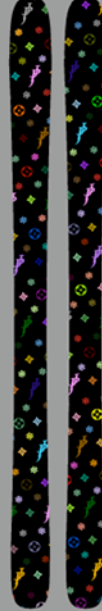
High Roller 2



A25

TOP

BASE



Field Agent 2



A17

TOP

BASE



Plaidinum



A27

TOP

BASE



Mrs. Robinson



A19

TOP

BASE





2005 / 06 Limited Editions

PRAJEKT»

Freebird



A51



The Spector



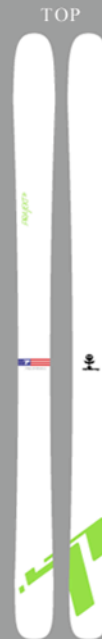
A42



Kyoto J



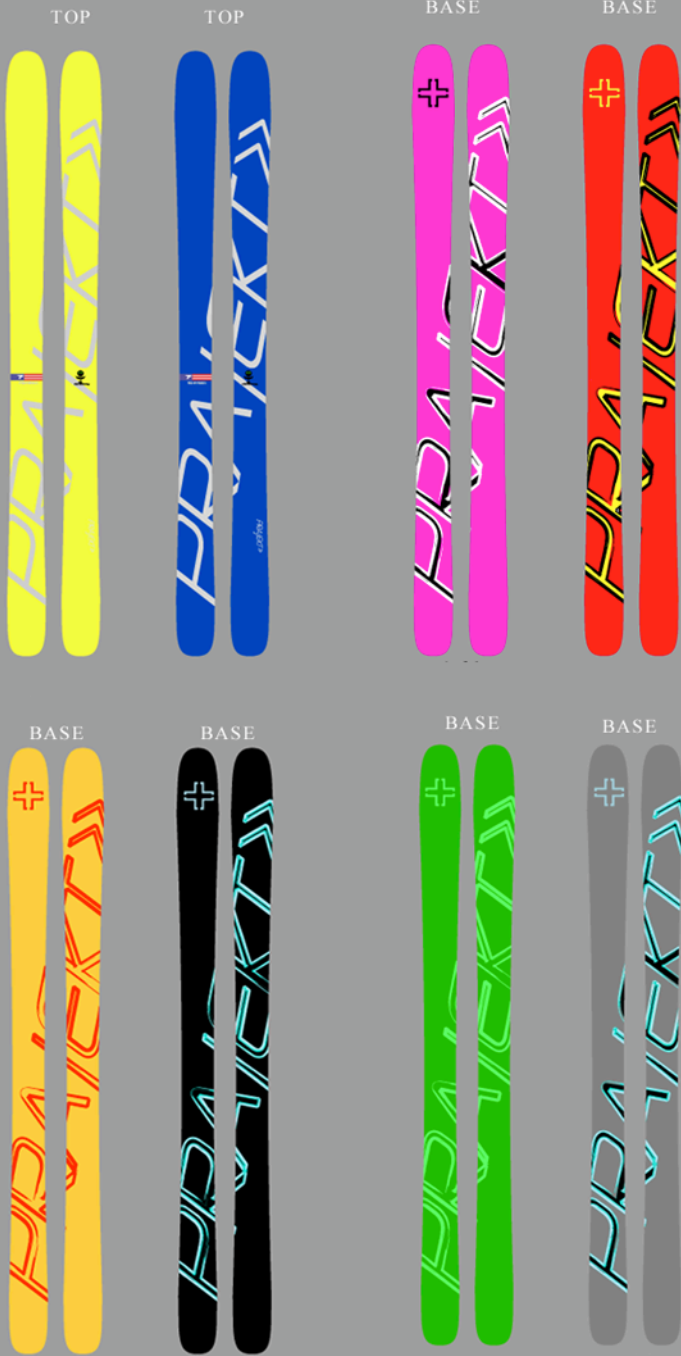
A44





2005 / 06 Limited Editions

PRAJEKT»



New for 2005/06, available soon...

The Bad Bird



New Art will be added and changed through-out the season at our discretion. So keep checking the Projekt website.



IMPORTANT!

Support Your Dealers

Support your local shops and authorized Prajekt Dealers. Without them, you wouldn't have a lot of the amenities and conveniences of short term or low cost products.

Prajekt understands the overhead and personnel a shop must carry just to keep the doors open. It is a hard market to keep a small business alive in. We ask all of our customers to realize how important it is to buy from your local shops, if you can.

This relationship allows the shop to stay in business, and us to have a place to put our products. As much as we try we cannot be in two places at the same time. Besides if we lose the shop where will we all work part-time in the winter.

Shops need you, and we need them.



WARRANTY SERVICE

We take great pride in the quality and craftsmanship of our products. If you believe that your product has a defect in materials or workmanship, please contact us right away. You may also send your product directly to us, but it must be accompanied with your original purchase receipt.

Contact the Warranty Department at:
1185 N. 1200 W.
Orem, Utah, USA 84057
Ph: 1-888-542-SNOW (7229)
Fax: 1-801-223-9105

You must pay the cost of shipping the product to us. We will cover the return shipping costs. Once the product is received, we will inspect it to determine if the product is covered under warranty. If the problem is covered by warranty, the product will either be repaired or replaced at our discretion. If it is not covered by warranty, and is not repairable, we will return the product to you as is.

The Warranty process takes 2-3 business days from the date we receive your product, unless we notify you otherwise. We will ship the product back to you. It is suggested that you insure the item because we will not assume any liability for damage, theft, or loss of freight.

WARRANTY

We warrant all products to be free of defects in material and workmanship for a period of two (2) years from the date of purchase. If a product is found defective by us, the company's liability shall be limited to repair or replacement of the defective product at our discretion. In no event under any circumstances will the company be liable for any costs, incidental or consequential losses or damages incurred as a result of injury or damage to person or property, or loss of use of the product.

This warranty is subject to the following limitations and conditions in addition to any imposed by applicable law:

1. The warranty applies only to our products purchased from us or an Authorized Dealer and is valid for and enforceable by the original purchaser only.
2. The Warranty Registration Card must be filled out and sent to us within ten (10) days of purchase.
3. All warranty claims must be accompanied by the original purchase receipt. The purchase receipt must clearly identify the Dealer.

This warranty shall not apply to the following:

1. Damage caused by misuse, abuse, or neglect including rock damage or impact damage.
2. Damage caused by improper mounting or adjustment of the bindings.
3. Damage caused by use of non-conforming hardware for mounting bindings.
4. Damage caused by anything other than defects in material and workmanship.
5. Damage caused by solvents or thread-locking adhesives.
6. Normal wear and tear of product.

This warranty is void and unenforceable if any modification, change, or alteration has been made to the product that is not specifically authorized by us in writing. Repaired or replaced products are covered for the remainder of the original period only. **NO OTHER IMPLIED OR EXPRESS WARRANTIES APPLY.** The foregoing warranty is given in lieu of all other warranties, express and implied, including but not limited to warranties of merchantability and fitness for a particular purpose, and is the sole warranty given by the company. In no event will the company be liable for any direct, indirect, special, consequential, exemplary or incidental damages, or for loss or injury to person or property, resulting from the manufacture, sale and/or use of the product. The foregoing limitations and exclusions may not apply under the laws of certain jurisdictions. The foregoing gives you certain legal rights, which may be in addition to other rights available in your jurisdiction.

PRICING:

Prajekt only has one Super Hot Secretary, she is usually busy pimping our male clients... Therefore it is easier for us to work through the Authorized Dealer. This has direct correlation to the reason our Direct Prices are a little higher than the Retail prices. (hint: go shop at the Shops for our products whenever possible.)

