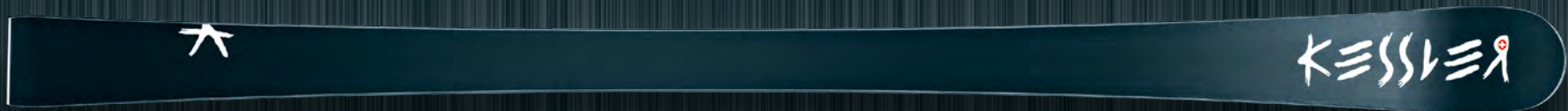


KESSLER-SWISS  
PRODUCT BOOK  
2012/2013







# CONTENTS

THE KESSLER WORLD	6
HISTORY	8
KST	10
TEAM	54
CONTACTS	56

## SKIS

THE PHANTOM	18
THE PROTON	22
THE PANDORA	26
THE SPIRIT	30
THE ODYSSEY	34
THE PHOENIX	38

## BOARDS

THE ALPINE	44
THE CROSS	48
THE RIDE	52

## EXPERTISE

Hansjürg Kessler: 30 years of design and development experience and 20 years of product dominance in the world of competitive sports. His partners at Kessler-Swiss: over 20 years of experience marketing and distributing top sporting brands.



## TECHNOLOGY

Easy handling and world class performance thanks to a freely selectable choice of radii. The same ski can be used for radically tight slalom turns or relaxed cruise carving, on icy slopes or in the lightest powder conditions. A worldwide unique patented technology.



## DESIGN

Timeless style and ultimate design: under the guidance of Hansjürg Kessler, international brand experts and designers from Switzerland's top agencies worked on Kessler's range of products producing award-winning results.



## EASY HANDLING AND WORLD CLASS PERFORMANCE



## HISTORY

1988 Hansjürg Kessler discovers that the interaction between snow and a ski or snowboard is the same. Based on this, he develops a new type of BOARD PERFORMANCE, which until then had only been possible with skis.

1990 Stefan Koch, using the NEWLY DEVELOPED KESSLER BOARD TECHNOLOGY, becomes the Swiss Champion and wins bronze at the 1991 World Championships.

1992 Kessler develops a BOARD PRODUCING MACHINE which allows Kessler to produce a range of board types within a short period of time. Thanks to a computerised control system, a high level of quality is guaranteed every time.



1994 Kessler incorporates TITANAL into his products. The resulting torsion rigidity massively improves ice grip – the result, gold at the last 3 Olympic Games.

2004 A revolution occurs in the ski sector that's also unique to snowboarding: KST – Kessler Shape Technology enters the market.

2006 The effects of KST are seen in the competitive sport arena: 5 out of 6 Olympic medals are won by Kessler riders in Turin.

2007 KST dominates at the World Championships. 11 out of 12 medals are won by Kessler riders.

2008 Graham Watanabe (USA) wins the FIRST GOLD MEDAL IN BOARDERCROSS, a popular new snowboarding discipline. He rides the new Kessler BX-Board THE CROSS.

2009 Kessler becomes a finalist at the ISPO BRAND NEW AWARDS with KST.

2010 Kessler becomes the most successful brand at the Winter Olympics in Vancouver.

2011 Kessler riders win 11 medals at the World Championships making Kessler the most successful brand at the games.



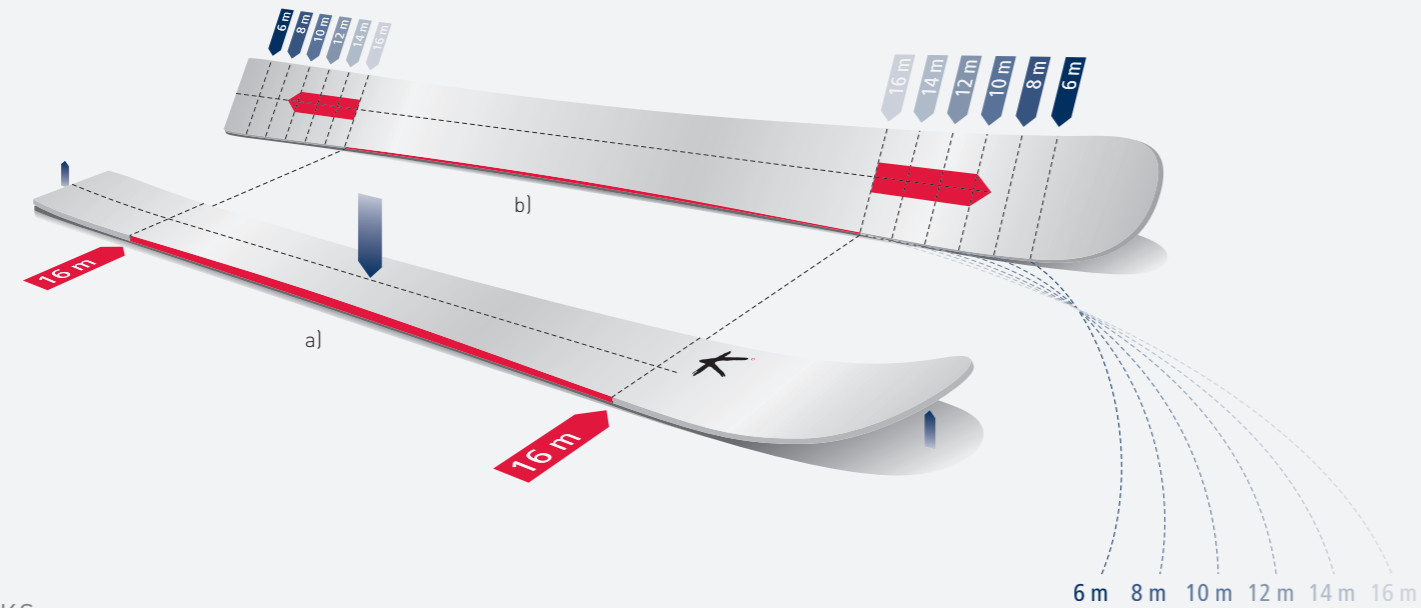
KESSLERSHAPETECHNOLOGY.COM

## KST – THE ADVANTAGES

KST – it's the ultimate combination of rocker comfort and awesome ice grip all in one. A quantum leap in riding performance and technology only comparable to the carving revolution. Developed and patented by Hansjürg Kessler, KST enables us to combine the comfort factor of rocker boards and skis on the slopes with the demands of safety, edge grip and stability.

KST allows the rider to selectively choose from the many radii within the one ski. So you can, with total control, carve the tightest turns or widest curves at any speed with the one ski. The edge grip only comes into effect when needed and is reduced when it interferes. Stunningly simple: the stronger the ski or board edges, the further the front contact point moves to the tip of the board, and respectively the back contact point to the tail. This means that you can actively choose the radius on the edging side and choose the curve you want. The further forward the contact point is, the tighter the turns, the further the back contact point is, the bigger the curve. Vibrations and jolts are also reduced thanks to the special geometry contained in the KST.

KST offers a list of benefits including the many variable radii in the one ski and maximum ice grip with rocker comfort. It provides the ultimate smooth ride, relieving pressure on joints and drastically improving safety at every level.



### KST – HOW IT WORKS

a) Ski under load stress:  
The red line corresponds to the contact surface in the snow. This is shorter than with a traditional ski. The ski is therefore very easy to turn. At the same time, the small aggressive radii at the point of the ski and at the end are eliminated, which means that the ski cannot catch on these points.

KST = EASY HANDLING

b) Ski under load stress, tipped over:  
When tipped, the contact surface becomes larger, the contact points move towards the front and the back, and this leads to very high curve control and grip. At the same time, even smaller radii are exerted. Depending on how the ski is tipped, tight turns as well as wide swings can be carved out at any speed in a controlled manner.

KST = WORLD CLASS PERFORMANCE

## KST – THE TECHNOLOGY

A logical development and the mystery is solved: in the beginning, Kessler Ski set out to design and develop boards. Now Kessler's board technology has revolutionised the conventional carving ski.

The secret of KST is the dynamic interaction between the baseline and sidecut. The technology, which was patented in 2005, uses all the advantages of the rocker line in combination with a sidecut based on a clothoid geometrical formula. It is this sophisticated interaction that has caused the brilliant revolution.

The baseline of a ski with KST generates a positive tension when it is first initiated, similar to that of conventional skis. However, under pressure, the front and back surface contact points move towards the middle of the ski or board. The rocker line starts to become visible, and the tip and tail lift slightly resulting in negative tension. This is how the radii that would normally cause edging to occur are negated.

The special clothoid geometry enables a variety of curve radii. It's only when the ski or board is edging that the impact of the interaction between the side cut and rocker line comes into effect. The further a ski with KST is tipped, the longer the contact surface with the snow becomes. By simply changing the angle that the ski is tipped at, the rider can selectively choose from the variety of radii available. This means that slalom, downhill, and cruise carving with wide curves can all be done with the one KST ski. Easy handling and world class performance!



SKIS





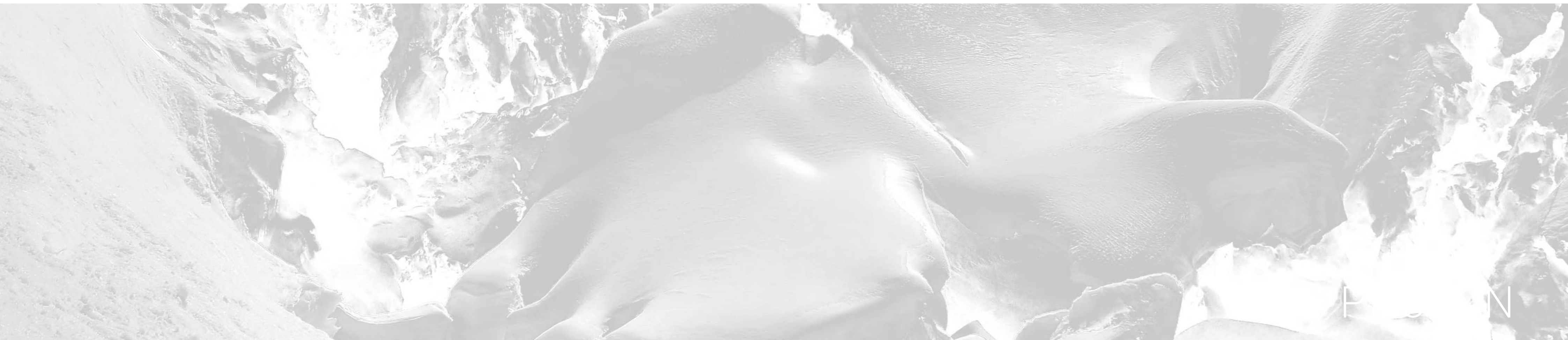
# THE PHANTOM

Is compromise not your thing? Will only the best equipment do? Then you want THE PHANTOM! It provides easy handling and superior racing capability along with unprecedented grip on the edges. This is combined with ultimate stability and extreme comfort, whether going at top speed or simply in cruise mode. THE PHANTOM is merciless on the slopes and provides uncompromised performance.

Construction: sandwich. Colour: black.

Length	1.55m	1.63m	1.71m
Blade	121mm	121mm	117mm
Waist	66mm	68mm	68mm
Tail	108mm	108mm	102mm
Sidecut range	5-12m	6-14m	6-17.5m





PLAN

# THE PROTON

Are you ambitious but want things to stay relaxed? Then choose the chilled-out cousin of the THE PHANTOM. Because if you're not chasing a gold medal but still want total speed and bliss on the slopes, then THE PROTON is the perfect concept for you. THE PROTON offers high levels of safety with its clever edge grip and a reduced need for strength, making the rider and ski appear as one. THE PROTON is for pure riding pleasure!

Construction: sandwich. Colour: black.

Length	1.66 m	1.74 m	1.82 m
Blade	125 mm	124 mm	123 mm
Waist	74 mm	74 mm	74 mm
Tail	110 mm	109 mm	108 mm
Sidecut range	10.5-14 m	12.5-16 m	14.5-18 m





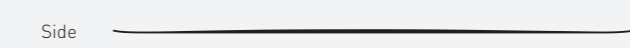
THE PANDORA

# THE PANDORA

Women's liberation in skiing: THE PANDORA, the first high-performance women's ski. Thanks to a rigorous application of Kessler Shape Technology (KST), this ingenious lightweight solution combines snow riders' needs with feminine geometry. The result: a ski that packs a powerful punch with breathtaking skiing style. Girlie skis and flower designs? No way!

Construction: sandwich. Colour: white.

Length	1.47 m	1.55 m	1.63 m
Blade	118 mm	121 mm	121 mm
Waist	68 mm	66 mm	68 mm
Tail	106 mm	108 mm	108 mm
Sidecut range	5-11 m	5-12 m	6-14 m





THE SPIRIT

# THE SPIRIT

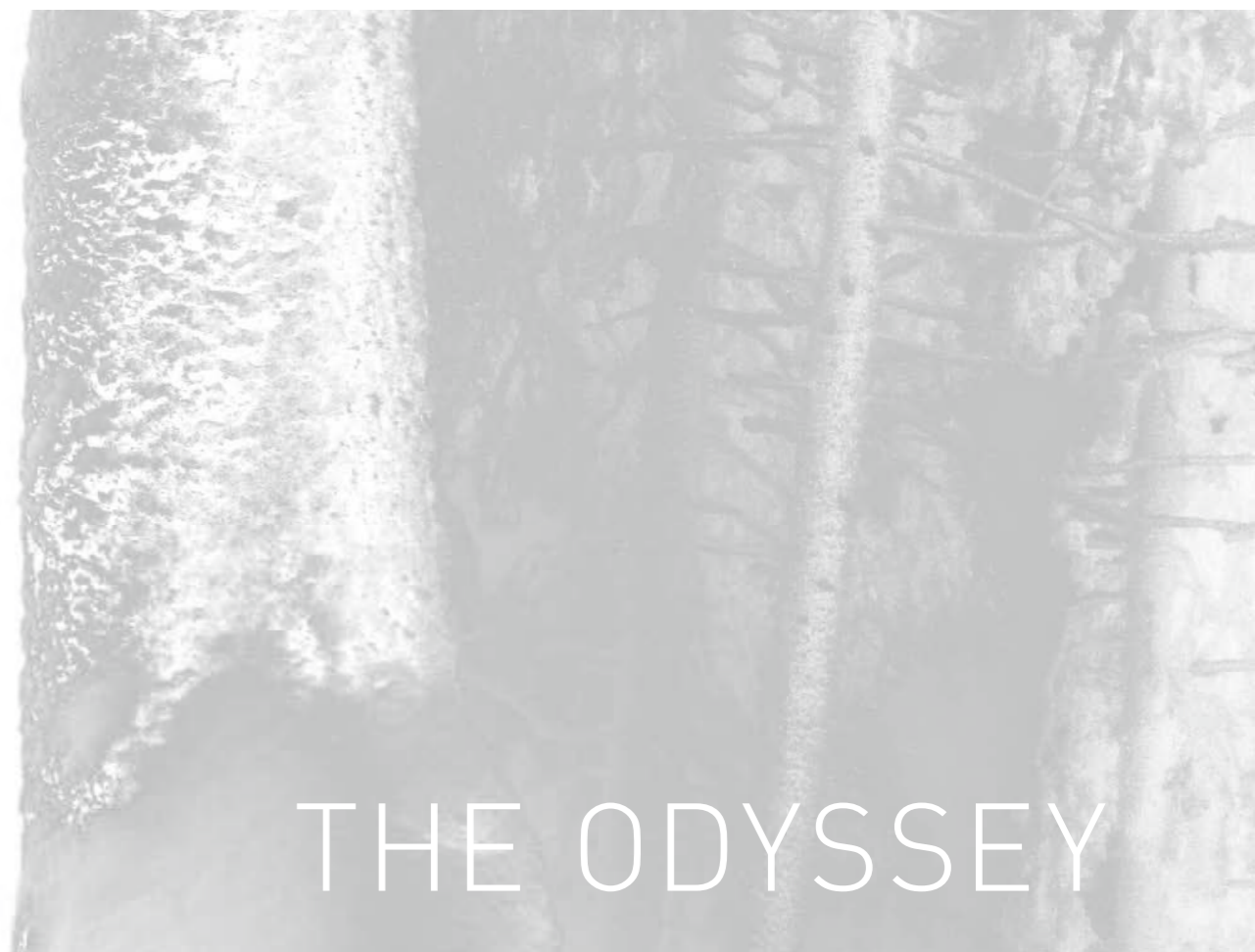
Freeriding-Soul and Freestyle-Power come together to form the perfect all-mountain ski. It offers the ideal balance between flex and edge grip, and allows effortless stable turns at all speeds whilst being flexible enough to adapt to your individual personal style! This is THE SPIRIT, the all-mountain twin tip ski.

Construction: sandwich. Colour: black.

Length	1.63 m	1.71 m	1.79 m
Blade	121 mm	122 mm	126 mm
Waist	84 mm	85 mm	89 mm
Tail	112 mm	113 mm	118 mm
Sidecut range	8-19 m	9-20 m	11-20 m







# THE ODYSSEY

# THE ODYSSEY

ODYSSEY snow riders are part of the mountain landscape. Their credo: enjoy and respect the mountains. THE ODYSSEY perfectly combines speed, centrifugal forces and float resulting in an amazing skiing experience that is the peak of enjoyment. THE ODYSSEY was created as a result of Kessler inventing the ultimate formula for gliding perfection, which unites skier, ski and the mountain in complete harmony. THE ODYSSEY is ideal for the most challenging secret spots on your home turf or for your dream slopes on the other side of the world. It's reliable, established Kessler quality.

Construction: sandwich. Colour: white.

Length	1.79 m	1.89 m
Blade	132 mm	132 mm
Waist	95 mm	98 mm
Tail	124 mm	122 mm
Sidecut range	11-20 m	16-26 m





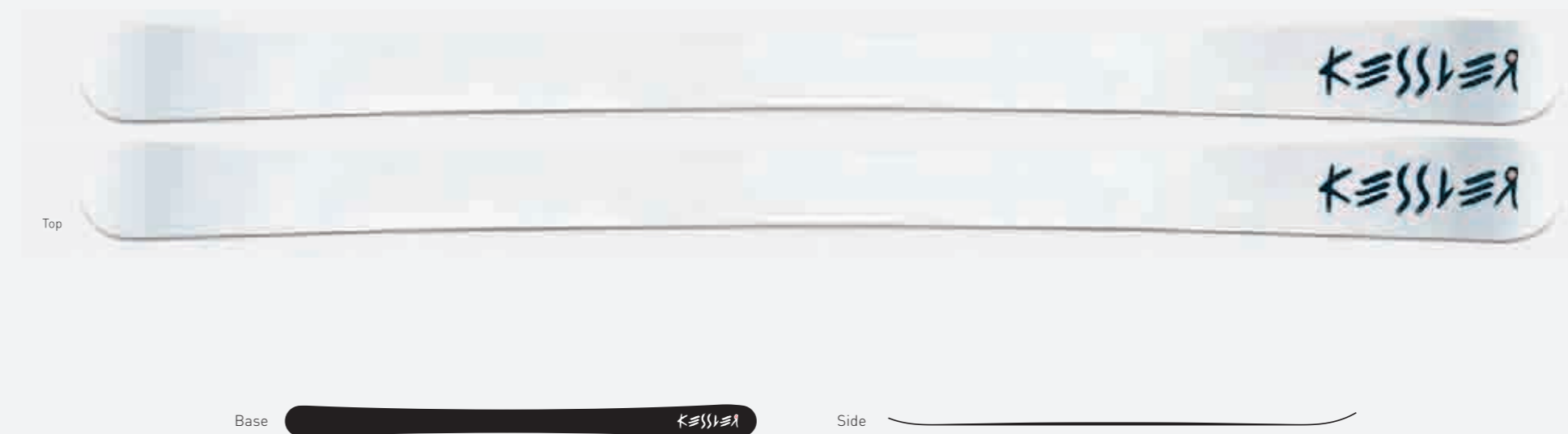
# THE PHOENIX

# THE PHOENIX

KST works its magic where detail is important. The combination of rocker comfort and variable radii makes the premium touring ski, featuring the patented Kessler Shape Technology, the perfect all-mountain companion. The advantage of THE PHOENIX is its reliability and easy turn initiations in all snow conditions, and it is this that impresses ski tourers the most. Through the noticeable improvement in ascent performance and enhanced tracking stability, you'll enjoy this ski from the very first metre... again, and again, and again.

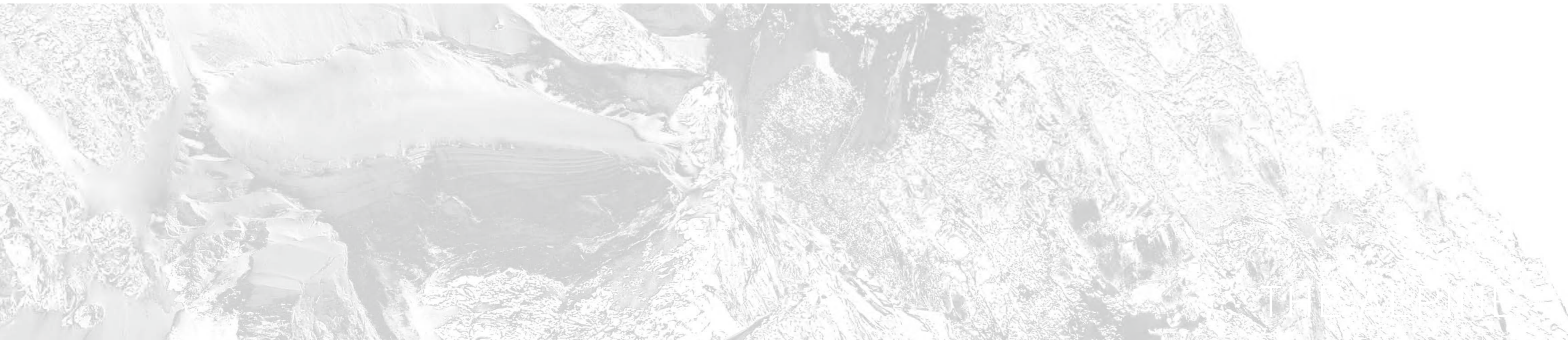
Construction: sandwich. Colour: white.

Length	1.63m	1.71m	1.79m
Blade	121mm	122mm	126mm
Waist	84mm	85mm	89mm
Tail	112mm	113mm	118mm
Sidecut range	8-19m	9-20m	11-20m





# BOARDS



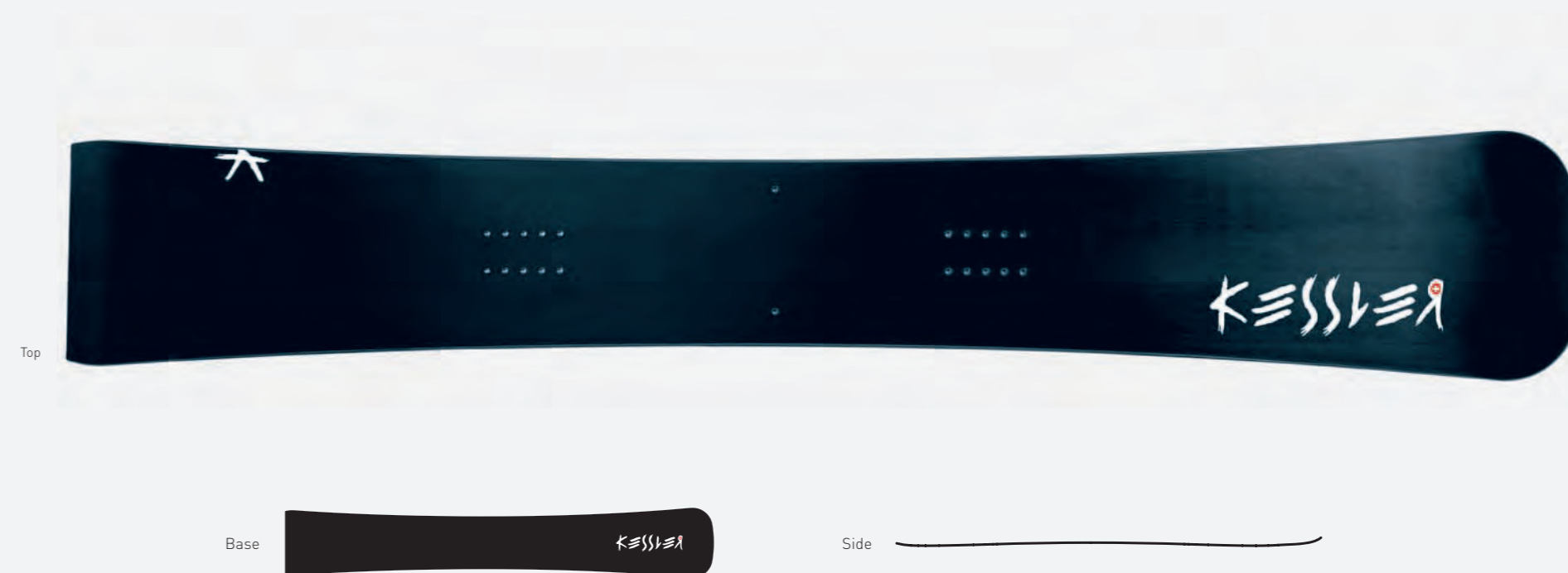
# THE ALPINE

No other board has won more medals or titles at international events than THE ALPINE. Snowboarding professionals around the world highly rate the steady edge grip and the control provided in all conditions due to the Kessler Shape Technology. THE ALPINE provides easy handling when competing and racing, as well as during freestyle carving on icy terrain. Feel at ease from the very first turn, no matter what level you are at. Ambitious carvers love the THE ALPINE!

GS Giant Slalom Series. Allround. SL Slalom Series.

Construction: sandwich. Colour: black.

Board length	1.50 m	1.56 m	1.62 m	1.68 m	1.71 m	1.80 m	1.85 m
Type	SL	SL	SL	Allround	GS	GS	GS
Blade	251 mm	258 mm	264 mm	268 mm	248 mm	250 mm	251 mm
Waist	190 mm	195 mm	200 mm	202 mm	195 mm	200 mm	202 mm
Tail	235 mm	241 mm	246 mm	250 mm	232 mm	232 mm	233 mm
Sidecut range	7-10 m	7-11 m	7-12 m	8-12 m	9-16 m	11.5-19 m	12-21 m







# THE CROSS

It is amazing how easy carving can be with a soft boot and surprising how smoothly THE CROSS handles in all types of conditions. THE CROSS is the ultimate all-round board concept from the Kessler snowboard range and has made its mark in the world of snowboarding! Gold medals at the Winter Olympic Games in Vancouver and at the World Championships in La Molina were won with THE CROSS in Boarder-X. Since then, countless more medals have been won.

Construction: sandwich. Colour: black.

Board length	1.48m	1.53m	1.58m	1.63m	1.68m
Blade	290mm	294mm	297mm	304mm	310mm
Waist	238mm	240mm	242mm	250mm	258mm
Tail	275mm	279mm	282mm	289mm	296mm
Sidecut range	6-9.5m	6.5-9.5m	7-10m	8-11m	9-12m





THE RIDE

# THE RIDE

What a perfect day! Blue skies, fresh powder, and a fresh untouched slope ... It is as if it was made for THE RIDE. With this board on your feet you will be able to glide through the powder spots just as impressively as cruising on untouched slopes. Will only the best do? Then THE RIDE is for you! Based on decades of experience spent customising boards for the world's top snowboarders, we have created the perfect all-mountain solution with only the top materials that can meet the demands of all-mountain snowboarding.

Construction: sandwich. Colour: white.

Board length	1.48m	1.53m	1.58m	1.63m	1.68m	1.76m
Blade	290mm	294mm	297mm	304mm	310mm	320mm
Waist	238mm	240mm	242mm	250mm	258mm	266mm
Tail	275mm	279mm	282mm	289mm	296mm	301mm
Sidecut range	6-9.5m	6.5-9.5m	7-10m	8-11m	9-12m	10-14m



# CONTACTS

Kessler-Swiss  
Friends & Partners:

Mountain Force Skibekleidung  
Rotkreuz, Switzerland



David Schnell Personal  
St. Moritz, Switzerland



Emil Frey AG  
Garage Zürich Nord  
Zurich, Switzerland



Publisher: Kessler-Swiss AG  
Baar, Switzerland

Agency: comqed Dialog GmbH  
Erlenbach ZH, Switzerland

Photography: Markus Zimmermann  
Interlaken, Switzerland;  
Josef Mallaun, Lech/Arlberg, Austria;  
Marco Blessano, Uster, Switzerland

Printing Office: Stutz Druck AG  
Wädenswil, Switzerland





THE PHANTOM  
RACE CARVER



THE PROTON  
FREE CARVER



THE PANDORA  
LADY'S CARVER



THE SPIRIT  
ALL MOUNTAIN



THE ODYSSEY  
POWDER RIDER



THE PHOENIX  
BACKCOUNTRY



THE ALPINE  
RACE/SLALOM



THE CROSS  
BOARDER X



THE RIDE  
ALL MOUNTAIN

KESSLER-SWISS AG  
RUESENSTRASSE 18

CH-6340 BAAR  
SWITZERLAND

E-MAIL INFO@KESSLER-SWISS.COM  
WWW.KESSLER-SWISS.COM

