

**AZ atelier (Workshop)**  
**The ski designer « Haute Couture »**



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## The designer

AZ Atelier is first of all a man: Alain ZANCO, an authentic passionate who fell as a baby in the « glide pot ». Already at 14, he was visiting the Racing Service of the world leading ski manufacturer. From this passion he made his job. During his 23 year career as a scientist and developer at Rossignol, Alain Zanco brought out hundreds of ski prototypes of an extraordinary diversity as well as 50 patents in present use in the world. His activity in the shadow of the limelight has extensively contributed to the most outstanding Manufacturer list of victories in Ski Racing, at the World Cup events and Alpine Ski World Championships and Winter Olympic Games.

Today, he brings all his know-how and talents to you ... Alain Zanco offers you in exclusivity the possibility of skiing on unique skis, designed on purpose for you and made by his own hands in his workshop located in the heart of the French Alps.



## AZ Atelier

AZ Atelier is a company with its head office in Sillans in the centre of the Pays Voironnais, the historic birthplace of the ski industry. AZ has been established in the late 2006 to develop a totally innovative concept: the design and manufacturing of high performance skis upon request a unique process from the technical characteristics to the final cosmetic, the skis AZ.

Every pair is entirely designed upon the morphology and the physical and mental aggressiveness as well as the most preferred terrain of the skier customer. The skis reflect also all the aesthetic expectations: from diamonds inlaid up to a ski bag made together with a famous leather brand, everything may be contemplated! Every pair delivered from AZ Atelier is indeed really unique.

The technology is patented and integrates 95 per cent of rich recyclable materials such as the woods from the Rhône-Alpes region (walnut, yew, ash, acacia), from the U.S. (spruce) and Ecuador (balsa). The skis AZ are manufactured in the respect of the environment. They personify in a perfect symbiosis the eco-design and luxury.



In his workshop, handicraft meets technology, the same gestures since decades or centuries give birth to these rare products each one designed exclusively for one given skier. Presses and computers are next to glue brushes and rich woods, an alchemy necessary to be in the same line as the skis.

The ski AZ, a product « Haute Couture » is marketed from € 10 000 up. This price is a guarantee of uniqueness and quality of a product for an exclusive clientele who is attracted by the sports of glide and looks for a mountain atmosphere while living in luxurious residences in the most famous resorts. If one doesn't prefer to go with a 100 per cent custom designed product, AZ Atelier proposes the STAGGER range, half custom designed.

# The AZ ski concept

**Unique and intensely personal, these skis illustrate the encounter between an individual dream and an expert talents.**

In front of the wide offer, find skis fitting his legs requires phenomenal patience and perseverance and may take as long as a skier life. When one is willing to practice skiing with total passion en route to perfect achievement and utmost pleasure then the highest priority is to own an authentic product mixing art and technology and entirely developed on custom. For this the customer has just to fill the chart « Customer chart » on [www.az-ski.com](http://www.az-ski.com). It is here that the whole process starts!

The chart allows the designer to know ideally his customer: desires, way of skiing, skiing technique, morphology... essential data for the design of the skis. Alain Zanco will then be able to submit his recommendations. From there, the exchange of views between the designer and the customer will give birth to the exclusive product.

Such a service is unique in the world by its technical creativity and by its manufacturing capacities.

Testing and analyzing and measuring thousands of pairs of skis from all the brands altogether and of prototypes during his career allow Alain Zanco to create full custom designed skis. On the basis of all his customer parameters, he will define all the dimensional and flex characteristics for his projected skis AZ. From the morphology, he will define the snow contact area and the width of the midsection. The skiing level and the skiing speed of the skier will enable him to design the ski sidecut. All the elements are investigated, analyzed with coherence in order to shape unique skis: riding them the skier will demonstrate her/his expertise on the snow and slopes.

During this investigation process, one or two proposals will be submitted to the customer for validation. After this first step, the manufacturing contract will be elaborated completed with all the technical and commercial details for the customer to place the order.

The making of the AZ skis is totally hand-made performed by Alain Zanco himself in his workshop. To live totally the experience of the making the customer is offered the privilege to visit the AZ Workshop, to smell the scents of woods and varnishes and enjoy through the manufacturing all the explanations from the designer. She/he can follow the process of the “baby” birth through an available webcam: the mold making, the preparation of the elements, the molding and the finishing.

The sober cosmetic of the AZ skis enhances the value of the product and promotes the designer. However, the AZ skis offer also all choices about the cosmetic and almost with no limit.

In addition, expression of the know-how of AZ Atelier and property of the company and its founder, the patents enable the skis AZ to benefit from a specificity with a worldwide protection.

The delivery of the AZ skis occurs directly at customer living place or with one of our partner authorized members of the Club AZ spread over the largest cities and ski resorts around the world.

The bindings are set beforehand to the customer personal characteristics supplied by the customer. However, a skilled person will be made available for the final adjustment in the most adequate details.

# The AZ ski concept

## One patented technology

### **These skis are completely thought with rich recyclable materials**

The Nature has given us a composite natural material without an equivalent today and through the diversity of its essences, wood is given all its dimensions in the structure of the skis AZ.

The lengthwise components or arches on both sides above the steel edges are the master pieces of the ski and they are critical for the quality of the driving on snow. These pieces are made with slices laminated together in woods selected for their characteristics, origin, quality, density and the structure of their fibers. These master elements distribute the pressure all along the turns enforcing the liveliness of the side grip and the quickness of direction changes. They introduce a great comfort and bring the exceptional contact ski snow. These two beams constitute a fantastic snow catamaran. 80 per cent of the performance on the snow lies with this structure.

The central core, the link between these two side arches, is made of a low density wood with specifically oriented fibers. This wood has been elected for its filling functions, its lightness, its pressure hardness and lengthwise and transversal dampening. It is this part which confers to the ski its surprising adaptability: simultaneously playful at low speed and stable in the extreme phases of high involvement, two opposite situations. The skis AZ offer you the pleasure of this combination of power.

The unity of the ski body is insured by the fabrics and composite fibers of the lower and higher reinforcement layers. Through playing with the nature of the fiber, the nature of the threads, the weight in the warp and weft as much as their directions, the designer goes more precise in the ski behavior on snow. Glass E, glass S, carbon, aramid, basalt they are as many threads and possible combinations to offer the excellence to the skier.

The paradox of the lightness!

The concept AZ unique in the world brings an incredible lightness. This lightness reduces the inertia of the length of the ski while the feeling is invigorated by the addition of the copper masses at both extremities. A natural material, with a higher density and aesthetic, copper is present in the tail as tail protector and in the tip as tip protector, both increase the moment of polar inertia. Technically a wonder, but also it raises the skis AZ high above anything else in a noble and natural beauty.

# The skis AZ

## A matter of « Haute Couture »



The skis of the range « Haute Couture » request 150 hours of work of investment in a true personalized creation.

After the research with the customer, a complete set of molds is especially elaborated and three pairs of skis are made. The first one is to define the perfect setup for the manufacturing tools, the second pair is for the testing on snow and the third one made following this full checking process is to become THE pair of the customer.

In addition to create an authentic product entirely developed in a custom design process, Alain Zanco has an answer to the most extravagant request from his customer regarding the aesthetics. Replying to a wish from her/him a serigraphy will be created with no other limit that imagination.

The creative exchange with the customer, the delivery with the follow-up in all the details to adjust the smallest detail make all the dramatic « plus », quite a huge difference between the “ready to wear” and the « Haute Couture » !

By its fundamental concept, AZ Atelier positions itself in the high end segment of the performance market never explored before in France and without much competition in the world.

10 000€ is the minimum price to pay to enter the world of these Prestigious Ski Tips.



# The skis AZ

## The range STAGGER ...

This range is made with a similar technology, an identical care and the same materials as the pure custom designed products. It offers eleven models to fit the skiing terrain and the skiing level of the customer.

Each model is optimized for a given morphotype of skier and a desired use, they consist in skis which could be very well called half custom designed, a reply to the trend of mass customization.

One pair of STAGGER requires fifteen days of work, and is sold at the price of € 3350.

### The range is built on different criterias:

#### Side cut

WSL-00	Taille 155,5	(115, 68, 98)	R=12 m	(Slalom FIS World Cup)
60-00	Taille 140	(103, 66, 86)	R=12 m	
W60-25	Taille 153	(115, 70, 98)	R=12 m	
W60-50	Taille 166	(115, 70, 98)	R=14 m	
MSL-00	Taille 165,5	(121, 70, 106)	R=12 m	(Slalom FIS World Cup)
M80-00	Taille 172,5	(112, 70, 97)	R=17 m	
M80-25L	Taille 172,5	(122, 80, 107)	R=17 m	
M80-25	Taille 182	(118, 72, 103)	R=17m	
M80-50	Taille 182	(124, 80, 109)	R=18 m	
M100-00	Taille 184	(123, 76, 108)	R=17 m	
M100-50	Taille 193	(133, 84, 118)	R=18 m	

#### Performance scale

The performance is directly related to the materials elected for the structure and more particularly to the nature of the woods.

#### The different woods and their specificities

The **walnut** Its fiber length and its thinness bring the sweetness and comfort,

The **ash** A long fiber associated to a mid thickness give accuracy and turn quickness to the ski,

The **acacia** The density of its fiber introduces power and strength in the support.

As for the fabrics in composite fibers, they bring the behavior on snow near perfection.

The various combinations, so called « structure of the ski », have been especially investigated and optimized in order for the skier to be excellent on snow.

# The skis AZ

## The range STAGGER ...

### Performance level

- 1 For skier passionate looking for leisure and fresh air (skidded turn in a relaxed mood)
- 2 This skier is looking for a high accumulation of difference elevation, strong sensations
- 3 This passionate skier commits in speed, in performance and strong support
- 4 For skier engaged in racing without compromise

### Choice

	Réf.	1	2	3	4
Walnut	WA	■	■	■	
Ash	AS		■	■	■
Acacia	AC			■	■

**Examples:** model: 60-25 /WA/ 2  
80-25L /AS/3  
MSL/AC/4

The models STAGGER can be associated with a personalized cosmetic.



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