



Chamonix Mt Blanc - November 2009

**Passion for climbing** is the motto of **Blue Ice**, a new player in the field of alpinism, born in 2008 and located in Chamonix.

Blue Ice and its young creative team will present their first product line, consisting of a series of backpacks, an ultra light harness, a leash and a slackline at ISPO winter 2010. The durable and lightweight equipment has been developed to fit the alpine activities, ice and rock climbing and ski touring.

*“Solid and ultra light are the keywords to describe our gear: in all stages of the development we do our best to stick to a minimalistic and simple design, without forgetting about safety,”* says the soft goods product manager. *“Add to that a lifetime guarantee, the use of recycled materials and a devoted team and you will have what we are and what we want to be in a box.”*

The backpack line consists of three models: **Blue Ice 30L**, **Blue Ice 45L** and **Mono**. The Blue Ice 30L and 45L offer a generous amount of space and functional loading capabilities whereas the Mono is the perfect companion for an easy day on a multi-pitch climb with limited needs.

At a mere 150 grams the **Choucas** harness is one of the lightest on the field and unique in its kind. The harness is designed to fit mountaineering, ski touring and expedition teams and is equipped with two gear loops, an easy open buckle and quick release leg loops for easily wearing it or removing layers when on the move.

Blue Ice is already on the market with an **ice tool leash** and a **slackline** and is constantly working on additional technical alpine products to extend the current line.

Come and see us in **Hall B5!**

blue ice

prototype image



## BACKPACKS

### Blue Ice 30L & 45L

The Blue Ice 30L & 45L backpacks are generous packs, both offering the following features: two removable compression straps, lateral and frontal ski/snowboard holders, dual ice axe loops, removable back panel with aluminium bars for support, removable/adjustable lid with internal and external pocket, removable hip belt, two gear loops, padded shoulder straps, hydration-compatible.

Material: recycled polyester

**30L** - weight: 800 g

**45L** - weight: 1200 g. Additional feature: front zip to access the content, stabilizer straps for optimally carrying heavy loads.

prototype image



### Mono

Mono is our minimalist, 3 point pack with turnaround function. Offering enough room for a pair of shoes, windbreaker, power bars and a wallet, the mono is perfectly adapted for a multi pitch climb not far from the base camp.

Features: 7L, 1 external side pocket, helmet mesh, hydration-compatible, 2 gear loops.

Material: recycled polyester.

prototype image



### CHOUCAS HARNESS

The Choucas harness weights a scant 150 grams, fits in a small pocket, and is equipped with 2 gear loops, an easy open buckle and quick release leg loops. The harness comes in two sizes S/M & M/L. Ideal for mountaineering, ski touring and expedition.

Material: Dyneema, Polyester.

Delivered in a 100% recycled polyester pouch.



### **BOA LEASH**

Minimalist design without carabiners: negligible weight and bulk thanks to the simple tool connections. The climber can still use his or her preferred carabiners as explained in the instructions manual. The double loop allows to fine tune the length when connecting to the harness.

Weight: 50 g



### **SLACKLINE HORI-Z 20**

20 m webbing, ratchet tensioning system, 2 carabiners, 2 tree-slings.

The bag is made out of 100 % recycled polyester.

