

Press Information ISPO

FIND---ME! AVALANCHE AND POWDER LEASHES FROM SALZBURG A FINALIST FOR THE ISPO BRANDNEW 2017 AWARD.

Salzburg/Austria. find---me! This innovative avalanche and deep-snow band from Austria has proven itself as a smart companion for powder skiers, tourers and freeriders. And now it's a finalist for the ISPO BRANDNEW 2017 Award, the biggest competition worldwide for startups in the sporting goods sector.



Higher survival chances in an avalanche – never, ever again have to hunt for your skis in deep snow.

Winter is approaching and your anticipation for virgin powder slopes is increasing by the minute. Whenever you are drawn out into the backcountry, the topic of safety also needs to be a top priority: Avalanches and unstable slabs of snow lie in wait up in the mountains.

According to statistics put out by the Austrian Alpine Service, 6,540 people were involved in accidents in the Austrian Alps during the 2014/15 season alone.

With find---me!, the probability of being found quickly in an avalanche increases significantly. find---me! (www.find---me.com) is an exciting solution because it is an ingeniously simple principle and intuitive to use.

Prior to setting out on a ski tour, small pouches are attached to the outside of the ski boot using the included band. If you are unfortunate enough to lose your ski – whether in deep snow or an avalanche – the skis will pull the 10 meters-long bands out of the pouch. A Velcro strip serves as a predetermined tear line to prevent injury in the event that the ski wedges into the terrain.

Since the person is always far more important than the ski, the longer part of the band, 8 m in length, remains attached to the skier's boot. 2 m is attached to the ski. Reflective locational information shows rescuers the direction and distance away of the buried individual. Weighing only 100 g, it is especially compact, and the lightweight bands will in all probability stay on the surface of the snow. find---me! is the ideal addition to standard safety equipment (avalanche transponder, shovel, probe, avalanche backpack).

find---me! .COM
Lawinen- und Tiefschneeband

find---me! costs € 59 and can be purchased at sporting goods stores throughout Austria, on the Web at www.find---me.com as well as from Amazon.

find---me! was developed by POLAK and friends/Salzburg in collaboration with experienced mountain guides and specialists, and is distributed in Austria by EPM-sports GmbH (Ernst Pintar). Distributors in Switzerland, Germany, South Tyrol, USA, Canada etc. are currently being sought.

CONTACT:

Press/Information/Development: Heinz Polak

POLAK and friends GmbH | Hofhaymer Allee 42 | 5020 Salzburg | Austria

T: ++43662 830215 | M: +43 699 18192002

E: polak@polakandfriends.com (www.polakandfriends.com) www.find---me.com

Austrian Sales: EPM-sports GmbH



Salzburg, Jan. 2017



Links, Photo- & Video Service:

Web:

GB/USA/CAN: <http://www.find---me.com/info-uk>

D: www.find---me.com

I: <http://www.find---me.com/info-it>

F: <http://www.find---me.com/info-fr>

All articles are available at <http://www.find---me.com/presse/>

Video: Shows it all in 2 minutes... <http://www.find---me.com/video-findme/>

Video material for TV stations,...

Photos/Videos: <http://www.find---me.com/presse-fotoundvideoservice>

Photo/video material may be distributed free of charge.

Please write © www.find---me.com

Presse Fotoservice



find-me Lawinen und Tiefschneeband Entwickler Heinz Polak



find-me Lawinen- Tiefschneeband. Klettverschluss Sollreißstelle, 10 m knallrote Bänder



Mit find-me nach Sturz nie mehr Ski im Tiefschnee suchen.



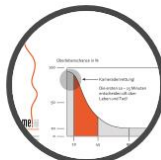
Genial einfaches Prinzip



Beim Sturz zieht der Ski das find-me! Rettungsband aus der Tasche.



Packshot von find-me! Lawinen- und Tiefschneeband, Avalanche- Powder leash



Lawine Überlebenschance



find-me! bleibt an der Oberfläche und reflektiert – für bessere Sichtbarkeit in der Dämmerung



find-me



find-me Lawinen und Tiefschneebänder find-me ideal für Tourenski und Freeride



Einfaches ein- und aushängen und damit rasch „scharf“. find-me! Lawinenband, Tiefschneeband (Avalanche- and Powder leash) besteht aus 2 Taschen mit je 10 m knallroten Bändern, Tourenski, Freerider Ski, Alpinski nie wieder im Tiefschnee suchen müssen oder sogar Ski verlieren



Mit find-me nie mehr Ski im Tiefschnee suchen



find---me! COM
Lawinen- und Tiefschneeband

Press Photo Service

from left to right

find-me! avalanche and powder band developer Heinz Polak

find-me! avalanche and powder band, pre-determined Velcro tear line, 10 m bright red bands

With find-me, never again have to hunt for skis after a fall

Ingeniously simple principle

If you fall, your ski pulls the find-me! rescue band out of the pouch

Packshot of find-me! avalanche and deep-snow band, avalanche-powder leash

Avalanche survival chances

find-me! remains on the surface and is reflective – for better visibility at twilight

find-me!

find-me! avalanche and deep-snow bands: find-me! is ideal for backcountry tours and freeriding

Easy to attach and detach, meaning it's quickly "primed". find-me! avalanche band, deep-snow band (avalanche- and powder leash) consists of 2 pouches, each with 10 m bright red bands. Never again have to search for, or even lose touring skis, freeriding skis, Alpine skis in the snow.

With find-me!, never again have to hunt for skis in deep snow

