



BEST UK SNOWSPORTS RETAILER

PRESENTED BY
THE TELEGRAPH SKI AND SNOWBOARD

Absolute-Snow

With over 10 years' experience and a loyal following of ski and snowboard fanatics, Absolute-Snow is committed to providing the UK winter sports market with a wide variety of the latest ski and snowboard equipment. They have a huge, ever expanding range of products and incredibly well priced deals to help you save money and spend more time on the snow. With an extensive range of snow hardware, outerwear and everything in-between, Absolute-Snow has the UK's most diverse collection of brands and makes it their mission to offer a huge selection for every style. On top of this, Absolute-Snow try their best to source brands which they feel are under-represented in the UK market and in the past year have brought in some small grass roots companies based in the UK such as Bro! Clothing, Brethren Apparel, Ember Gloves and Bawbags to support the local boys and girls! They have also brought in some new big brands such as Eider, Homeschool and Pally Hi in this year.

Their focus on giving the best customer experience means Absolute-Snow deliver unparalleled website usability as well as in-depth knowledge and passion from their team of dedicated staff, who are devoted to sharing their honest enthusiasm for the sports behind the products. They pride themselves on giving the best prices online and as such, if another retailer becomes cheaper, Absolute-Snow will give the customer a price match guarantee. This year they have also brought two more courier companies on board to give customers an even larger range of delivery options than previously offered.

The Absolute-Snow team carry out regular product testing to ensure that all their products are of the best quality. In May this year the team went to Kaunertal for the annual 'Spring Break' snowboard tests and their staff's passion for all things snow can really be seen in the attached board test video as they try, test and review next season's boards. Not only do they test the majority of their products, they are also closely linked with their local snow centre where they organise product demonstrations and offer substantial discounts to members. Absolute-Snow is an avid supporter of new and young talent and has recently started supporting The Snow Centre's kids jams, where their own sponsored athletes frequently compete, by providing prizes and giveaways. As a company made up of staff who all love and participate in snow sports, Absolute-Snow want to help up-and-coming skiers & snowboarders as best they can as they've all been there!

Absolute-Snow grew out of a passion for snowsports and to keep spreading the passion and support the UK snowsports industry, their General Manager is also now on the committee for the Snowsports Industries of Great Britain (SIGB). They also do their utmost to help aspiring, talented Skiers and Snowboarders by sponsoring a select few and putting them in touch with some of the 'big brands'. They've continued to support this core team of riders loyally over the past 12 months and haven't sacrificed a single team member despite the recent European challenges. One rider, who has enjoyed great success since joining the team, is 15 year old Skyla Baily who is now an Elite Junior on the Great Britain Snowboardcross team, hoping to work towards World Cup and Olympic level in the sport. As with all their sponsored athletes, Absolute-Snow supports Skyla with the equipment and contacts she needs to progress in her sport and will continue to do this for all of their team who have the passion and drive to succeed on the snow.