



SnowPlak 



contact@snowplak.eu



(33) 07 50 40 63 53



[@snowplak_official](https://www.instagram.com/snowplak_official)

SnowPlak is close to Grenoble in France

WWW.SNOWPLAK.COM

ORIGINS AND DEVELOPMENT

1 GOAL SINCE 2018

IMPROVING THE **SAFETY** AND **PLEASURE** OF MOUNTAIN **ADVENTURES** FOR ALPINISTS AND HIKERS

Established in 2018, Snowplak originated from the partnership between Sébastien Escande, a mountain guide, and Jean-Marc Frénée, an industrial designer with a deep enthusiasm for the mountains. This venture was driven by the need to tackle the difficulties encountered during winter expeditions in demanding landscapes. Together, Sébastien and Jean-Marc aimed to develop a solution that was both functional and effective.



Photo credit: Baptiste GIL, Vertical Flow.

Their **goal** was to allow mountaineers and hikers to transition smoothly and safely from **approach walking** in snowshoe mode with ice crampons, to alpine progression, all **without removing crampons**.

Situated in Grenoble, **in the middle of the french alps**, Snowplak enjoys an ideal location for testing and perfecting products. The team has chosen to think outside the box with a very clean concept. **This minimalism encompasses the enhancement of environmental impact**, as well as the reduction of manufacturing and storage costs from the design phase. The dimensions of Jean-Marc's garage serve as a significant limitation for the company.

Extensive research, analysis, prototypes, and testing were necessary to develop a distinctive solution: a "U" shaped plate integrated with a mountaineering crampon, inspired by the hoof of a caribou.

This innovation offers enhanced support and optimal maneuverability on steep inclines, while maintaining a **lightweight design** due to its folded aluminum construction. The Snowplak Approach snowshoe can be detached in a single motion and conveniently stored in your bag.



Photo credit: Arnaud Pasquer

THE SNOWPLAK PROJECT ARISES FROM THE OBSERVATION OF RECENT ADVANCEMENTS IN THE FIELD OF MOUNTAINEERING.

In contemporary times, numerous classic races can no longer be classified as taking place in the middle of summer; instead, they are held at the beginning or end of the season, often requiring participants to compete at high altitudes.

SnowPlak offers a solution for winter mountaineering and the ascent of snowy couloirs with skis or snowboard.

This concept is also well suited to mountain rescue.



Jean-Marc Frénée sums up the essence of Snowplak:

"These are new-generation snowshoes for steep slopes and all types of snow, for both ascents and descents. They're ultra-light, so you can forget them in your bag but remember them when there's snow above your knees."



JEAN-MARC FRÉNÉE, THE FOUNDER OF SNOWPLAK

Born in 1962, Jean-Marc Frénée has engaged in climbing, hiking, and ski mountaineering since the 1980s. After beginning a career in the space industry in 1985, he spent several months in Nepal in 1991 before resuming his studies in aeronautics. With a deep passion for mountain sports, he established his residence in Grenoble.

In 2015, Jean-Marc developed an interest in snowshoes and created an initial prototype using aluminum. His encounter with Sébastien Escande, a high mountain guide, resulted in a successful partnership to modify snowshoes for mountaineering purposes.

SEBASTIEN ESCANDE, EXPERT MOUNTAIN GUIDE

Born in 1972, Seb encountered the mountains during his teenage years in Haute Savoie.

After studying earth sciences at university, he took the guide exam at the same time as starting his career in the field of natural hazards.

While starting out as an aspi and then a guide, 25 years ago he developed a specialism in avalanche issues as an engineer in a research centre.

Currently working as a guide, he also participates in various training organizations, particularly ANENA and ENSA.

SNOWPLAK MISSIONS

1 FACILITATING ALPINE ASCENTS IN WINTER CONDITIONS

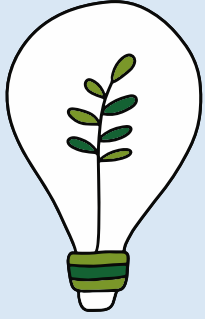
- Delivering creative solutions to ease the transition from snowshoeing to mountaineering

2 "LOW TECH" METHOD WITH MINIMAL ENVIRONMENTAL IMPACT

- Constructed from folded aluminum, offering an exceptional balance between durability and simplicity.
- FRENCH PRODUCTION

3 DECREASED FATIGUE AND ENHANCED SAFETY

- User-friendliness and adaptability
- swift adjustment and enhanced adaptability during mountain excursions



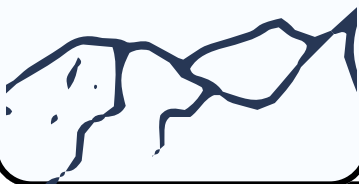
SNOWPLAK'S GUIDELINES

ECO-FRIENDLY PRODUCT DESIGN



- Emphasis on straightforward, effective, and eco-friendly designs.
- Recyclable aluminum and polypropylene materials
- Thorough recycling of material remnants

DOMESTIC PRODUCTION IN FRANCE



- Production of aluminum sheetmetal components by AMI in France, a participant in the "Coq Vert" initiative, which unites companies dedicated to ecological transition.

SNOWPLAK IS DEDICATED TO UPHOLDING SUSTAINABLE
MANUFACTURING PRACTICES, PRIORITIZING LOCAL
PRODUCTION IN FRANCE AND FOSTERING INNOVATION WHILE
HONORING ENVIRONMENTAL CONSIDERATIONS.

THE NEW MULTI-PURPOSE SNOWSHOE

HYBRID 2

SnowPlak 

AVAILABLE STARTING WINTER 2024-2025

Based on the hybrid principle, this model features aluminium blades for improved grip. It's a featherweight that's ideal for enabling a wide range of people to rediscover snow-covered mountains.



USE

Snow hiking on a moderate slope of less than 30°
Alpine approach



ADVANTAGE

Very light (600g a pair in S), similar load-bearing capacity to traditional snowshoes, with the option of fitting crampons for maximum grip.



TYPICAL USER

General public

TRAIL ALPI 2

SnowPlak 

A versatile snowshoe designed for hiking and mountaineering, featuring enhanced lift at the front. It is compatible with all ice crampons, easily attaching between the crampon and the shoe without the need for adjustments.



USE

Technical hiking in variable snow conditions with ice crampons. Alpine approach, expeditions, rescue.



ADVANTAGE

Compact and ultra-light (400g per pair in S)
Hoof shape for good lift when climbing, affordable price.



TYPICAL USER

experienced mountaineers and hikers (with crampons)

APPROACH SnowPlak

A technical snowshoe designed for use in couloirs, traverses or downhill runs in difficult conditions. Suitable for loose snow but still allowing you to keep your crampons on, it ensures safe progress on hard snow.



USE

Technical approach and ascent in mountaineering or mountain rescue.



ADVANTAGE

Short and light (700g/pair), compatible with mountaineering crampons, safe progress even on steep slopes (30° and more)



TYPICAL USER

Alpinists and mountain rescuers

This snowshoe fits over any hiking or ski boot (sizes 36-46), providing exceptional grip on steep slopes. Fitted with 12-point Grivel aluminium crampons, it's easy to use and comfortable to walk on.



USE

Mountain rescue operations



ADVANTAGE

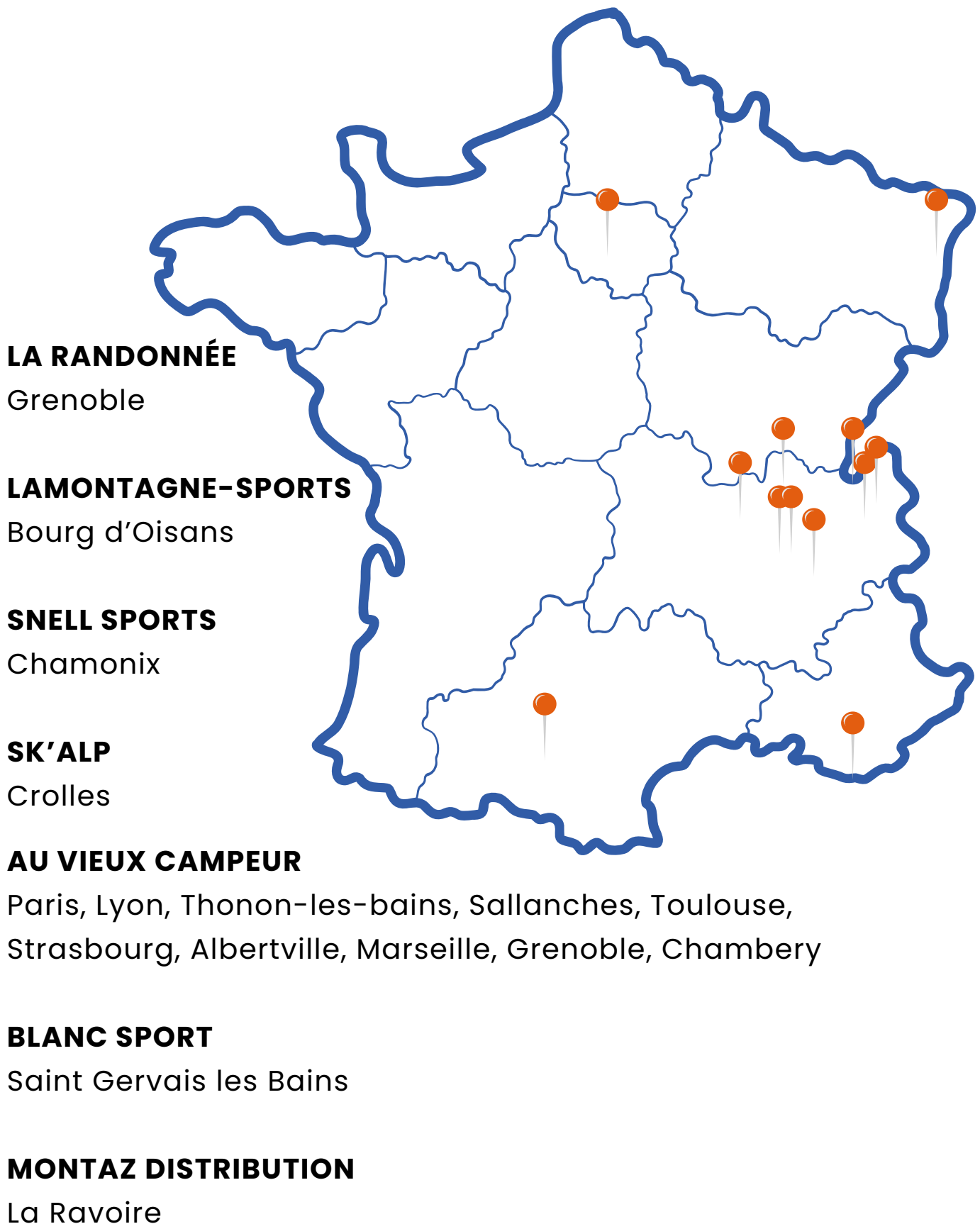
Quick to put on in rescue operations, great grip for complex terrain and avalanches.



TYPICAL USER

Avalanche rescue teams

RESELLER OUTLETS





Our expertise

SnowPlak





Photo credit: Lionel Chatain



Photo credit: Baptiste GIL, Vertical Flow.

For an active winter

SnowPlak



Snowplak has received several awards for its innovation in the mountain sports industry.



- In 2017, Snowplak received the “Best Design” award.



In January 2018, the “Gold Winner Award” was received in the “Mountain Equipment” category.

Snowplak has been mentioned in various press articles, highlighting its innovative products.

- **The Chamoniarde, a mountain safety organization, has advised the use of Snowplak for spring hikes, emphasizing that Snowplak has emerged as a recognized product separate from conventional snowshoes.**
- **The ANENA (National Association for the Study of Snow and Avalanches) publication showcased the brand, emphasizing its role in enhancing safety and performance in mountainous environments.**
- **Montagnes Magazine has published multiple product reviews of Snowplak.**

Snowplak will participate for the fourth consecutive year at the Rencontres Ciné Montagne in Grenoble.

A significant occasion in the Alpine calendar, this festival draws over 20,000 mountain and adventure enthusiasts annually.

EXPERIENCES OF JÉRÉMY CÉREUIL, MOUNTAIN GUIDE

Effectiveness and Utility

Snowplak's Trail Alpi models are particularly effective for approach walks. The large model offers excellent load-bearing capacity in fresh snow, while being compact and easy to stow in the pack. 'They're easy to put on and, above all, easy to lend to the client without needing to adjust them.'

Flexibility and Weightlessness

The S model, designed for crusted or extremely heavy snow, is less cumbersome and lighter, providing an advantage for the guide. "It's sufficient to avoid sinking" and enables a weight reduction compared to the larger model.

Resistance and Protection

Both models are robust and enable you to trace slopes at angles of 35-40° while facing them directly, due to the curvature of the plastic and the crampons. "It's extremely useful for the end of the approach march, the passage of a rimaye or the start of a couloir that's not very steep but has snow.'

In summary, I have utilized both models in nearly all snow conditions, and each offers distinct advantages. They are highly practical, particularly during these winters with little snow and more mountaineering, as well as during these early summers with abundant snow.