

TECHNICAL SPECIFICATION

It is fair to say that most people believe that urban snow sports are a good idea, hence the many attempts over the last 50 years or so to try and invent and develop an alternative ski surface – there have been at least 50 attempts, as far as we know, to do this.

Though the business concept is sound and commercially attractive, the developments to produce an alternative ski surface have not been. That is to say, these 50 or so developments do not simulate snow well enough. In short they have not been attractive enough to create sustainable repeat business.

All other surfaces are, without exception, manufactured as a “by product” from other industries such as the brush, carpet or plastics industries where there is insufficient knowledge of snow sports to create what is actually required by today’s consumer.

Briton Engineering Developments is a unique “design & build” company, dedicated to 365 days a year to Snowsports activities. With over 30 years’ experience in urban snow sports market, we have witnessed all the mistakes that can and have been made. The failure of all of these products over the last 40 years to reproduce a true “ski and snowboarding” experience is the single factor that led Briton, to design and develop Snowflex®.

Snowflex® is truly the only surface that has been designed and manufactured purely as a surface to ski & board upon and was invented from a “What do customers want?” viewpoint. This meant that the whole process including all the manufacturing equipment had to be developed on a clean sheet of paper basis. Snowflex® is also the only surface product to win two awards from the British Department of Trade and Industry.

Snowflex® has been recognised as one of the most exciting innovations in the snow sports market and is a real and credible alternative to snow, designed to replicate all the properties that skiers and snowboarders experience with real snow. It is low maintenance, requires no grooming as with real snow, and is softer to fall on than hard packed snow.



Our experience and research shows quite clearly that Snowflex® offers people the opportunity to ski and snowboard all year round with no restrictions due to the weather and is the first product not only where customers want to return again and again but also can afford to return to again and again. This emphasises the fact that the business model is sound and commercially attractive.

As unique Design & Build engineers Briton Engineering Developments offer normally includes for:

- Slope design, incorporating interesting terrain shapes to take into account abilities from beginners through to advanced skiers & boarders
- Supervision of all civil engineering works including advice on the provision of specially developed plant & machinery (in the UK we can also do all of these works but internationally we would act as Project Managers for local labour & resources)
- Manufacture and Supplying the Snowflex® system
- Installation of Snowflex® system
- Manufacture & installation of Briton lift systems
- Supply & installation of Doppelmayr lift systems
- Manufacture & installation of BritonMist® slope lubrication system including water treatment systems for slope cleaning

Our experience is such that we can advise on the best way to achieve the desired results and one that will look and perform like mountain conditions, making Snowflex® is the only economically viable surface system. Not only does the product look good but people experience a real snow feeling and will not get bored of uninteresting slope design nor a surface that does not perform. These facts will bring people back, time and time again.



The Snowflex® Urban Snowsports Centre is an exciting new concept in the urban Snowsports market and one that is presently being developed on a world wide scale. The concept regenerates the Snowsports market in much the same way that the cinema industry or the health and fitness industry have undergone a renaissance in recent years, by replacing failed surface products with one that is cool, vibrant, attractive and commercially viable. An Urban Snowsports Centre should include in its design full facilities such as bars, restaurants, retail, offices, workshops, car parks and an infrastructure of appropriate quality and investment commensurate with any first class leisure facility. A restricted budget will undoubtedly be criticised by the customer, and could jeopardise the business and the investment made - in our opinion this is a risk that should not be taken.

To enable us to begin a credible estimating process I would need from you:

- More about you and your team/company and your investors.
- The basics of a project – demographics, site location,

- Topographical survey drawings. (This could be a flat site, but ideally would be a hill with a flat bottom to accommodate a ski lodge and other possible retail facilities)
- Would the project be aimed at the urban market or tourist market?
- A full scope of works. i.e. What would you expect Briton Engineering Developments to do for you?
- An idea of the specification of products and ancillary services you would need to supplement a slope – bars, restaurants, retail outlets etc
- Budget available for such a project and details of your investment plans.

From this kind of information we would validate the financial viability of such a project so that you can complete your business model accordingly – This would be on a free of charge basis.

It would be worth having a look at the following web links to get a flavour of what we do and what Snowflex® is all about:

http://uk.youtube.com/watch?v=OKU_CBeWQyY
http://www.youtube.com/watch?v=cnx_zbEXD3Y
<http://www.youtube.com/watch?v=YFuGtY1jYIM>
<http://www.youtube.com/watch?v=Q0McG0WZhYg>
<http://www.youtube.com/watch?v=kMg82I5wDBY>

We are also able to offer you supplementary products including the following as part of an overall package:

- Skis, snowboards and boots
- Ski poles
- Ski and board racks
- Boot racks and driers
- Head protection
- Boot sanitizers
- Technicians benches
- Waxing machines
- Changing area benches
- Airbags
- Rails (various)

Though our costs will depend on volumes based on the slope and lodge sizes when you have them designed.

As you can see there is far more to Snowflex® than meets the eye and although it may seem that we may be putting obstacles in the way we are really trying to offer you a service and product that will make your slope successful from launch and will continue to be profitable & successful for years to come. We would also want to be able to show you off as a prestigious operation worldwide.

For more details please email us at: yianni@logos.cy.net.

Best Regards
 Yiannis Nicolaou
 Managing Director
 Yianni Concepts
 Athni Trading Ltd.