



BUTTNER

PRESS KIT

The first epicurean skis



☆ BY BUTTNER

It all started on skis. This is the story of a love affair, an inspiration. When Véronique Buttner created By Buttner in 2006, she imagined an exclusive collection of skis, with her home mountains of Haute-Savoie in the background. She wants to share her passion but also to break the codes. The tips of her skis are designed and created in the Alps, which takes us far from the mainstream, off the groomed slopes. That gives us HER version of skiing. Good taste, authenticity, expertise, finesse, hedonism, a feeling of freedom, high standards – **By Buttner is more than a ski experience, it's a real state of mind!**

To distribute her product, **Véronique Buttner has selected the best specialists in the alpine world**, such as Jean Blanc in Courchevel, Gérard Mattis in Val d'Isère, the Front brothers in Méribel, Philippe Roux in Verbier, Xavier Baumgartner in Crans-Montana, Céline Daetwyler in Villars and Annie Famose in Avoriaz.

Next step: a **PROSHOP BUTTNER** to be even closer to her customers.



NEWS 2020 :
rando, free rando, freeride x-trem



voir le film de promotion
de la marque Buttner
<https://youtu.be/Mzk9y06KbQ0>

WWW.BYBUTTNER.COM  



AMBASSADORS OF GOOD TASTE

To defend the colors of its brand, By Buttner chose to be surrounded by Michelin star chefs. Whenever they can, those chefs trade their aprons against a pair of By Buttner skis – such as **Yoann Conte** (la Maison Bleue in Annecy), **Franck Reynaud** (Hostellerie du Pas de l'Ours in Crans-Montana), **William Frachot** (Le Chapeau Rouge in Dijon), **Thibault Sombardier** (Mensae et Sellae in Paris).

Being lovers of the best products themselves, and being similarly promoters of their respective terroirs, they love to take a break from their kitchen to go down the slopes, while incarnating in their own way the values of the brand.



Franck Reynaud

William Frachot

Thibault Sombardier



Find all the brand ambassadors on:
WWW.BYBUTTNER.COM



BUTTNER FACTORY

A unique print

The skis By Buttner are the perfect mix of precision and creativity. They are mostly designed to give a simple and intense feeling of pleasure, immediately and without complex. **Those skis have no intention to mess with your sentiments, because they are proud of their elegant line, their inspired design and their recognized technicity.** Far from it actually – they will slide down along your side through your life, not just for a slope or two.

Noble fabrics

By Buttner offers a **simple and refined collection, inspired from natural fabrics that are carefully chosen – noble woods such as beech, poplar tree, or bamboo – all coming from sustainably managed forests – as well as finishing touches.** The skis follow the standards and requirements of high-level competition.

Refined boxes

It is essential for Véronique Buttner that the products are mastered from start to finish – from conception to production, through communication and sales. To **distribute her products, she selected the best specialists coming from the alpine world,** such as Jean Blanc in Courchevel, Gérard Mattis in Val d'Isère, the Front brothers in Méribel, Philippe Roux in Verbier and Annie Famoso in Avoriaz.



My skis are a concentrate of the best of the Alps: in each of them, we find French creativity, Italian know-how and Swiss technicality.



★ CARVE

Strong minded skis that will get you exactly where you want !



TECHNICAL SHEET

Sizes: 158, 164, 170, 176, 181 cm
Side cut: 119-69-103
Radius: 14 in 170 cm
Construction: Sandwich
Material: Titanal / Poplar / Beech
Sidewall: Abs

The perfect curve

The CARVE ski By Buttner offer optimum fluidity and optimum grip regardless of the turn radius. Its race plates push the skier to its limits. Demanding, responsive and powerfull, the CARVE ski seeks performance.

Its key feature?

Optimal rigidity for flawless power transmission.

Its additional value?

Excellent glide thanks to a World Cup sole.

Its secret?

It is chef Thibault Sombardier's favorite ski.

★ ALL MOUNTAIN

Always ready to go and very reliable even on the ice !



TECHNICAL SHEET

Sizes: 158, 164, 170, 176, 182 cm

Sides cut: 129-80-110

Radius: 14 in 170 cm

Construction: Sandwich

Material: Titanal / Poplar / Beech

Sidewall: Bamboo

Stable & efficient

Even in poor condition the ski ALL MOUNTAIN By Buttner offers serenity and confort at every turn. Ultra versatile, it is fun and easy to handle and very reliable.

Its key feature?

An intense and controlled fluidity witch draws harmonious turns.

Its additionalvalue?

Bamboo sidewall for even more stability.

Its secret?

It is the pastry chef Yann Couvreur favorite ski.

★ FREERIDE

Skis with nerves of steel !



TECHNICAL SHEET

Sizes: 168, 178, 188 cm

Side cut: 135-99-122

Front rocker

Construction: Sandwich

Material: Titanal / Poplar / Beech

Sidewall : Abs

Off the beaten track

The FREERIDE By Buttner ski is a concentrate of positive energies. Voluntary, stable, solid and extremely maneuverable, they push the skier to get off the beaten track without complex. A ski to go beyond your limits and explore new sensations.

Its key feature?

Back on the ski slope, the performance is always there.

Its additional value?

Top handling thanks to the integrated rocker.

Its secret?

It is chef Yoann Conte's favorite ski.

FREERIDE X-TREM

☆ *Supercharged skis !*



TECHNICAL SHEET

Sizes: 165, 175, 185 cm

Side cut: 140-115-130

Front rocker

Construction: Sandwich

Material: Titanal / Poplar / Beech

Sidewall: Abs

No compromise

The FREERIDE ski By Buttner is designed for those who leave the ski slope at the first turn. A real war machine in powder snow, it thrills riders who allow themselves everything and seek to surpass themselves. It's the perfect mix between high standards and off-piste performance.

Its key feature?

Excellent handling thanks to the front rocker.

Its additional value?

Unmatched lift with 110 cm waist (and up to 120 in size 185).

Its secret?

A sober design awakened by a tangy touch!



FREETOURING

A real "couteau suisse"!



TECHNICAL SHEET

Sizes: 167, 174, 181 cm

Side cut: 123-87-110

Front rocker

Construction: Sandwich

Material: Titanal / Paulownia

Shell: Abs

Weight: 1,280 kg

All-terrain treat

The **FREE TOURING** By Buttner ski is a hybrid ski that plays on several fronts: a touring-inspired construction coupled with the demanding hold and engagement of freeride. A real "couteau suisse" of the brand, it can be adapted for hiking or telemark.

Its key feature?

A well-balanced construction thanks to the hold of the titanal and the lightness of the Paulownia.

Its additional value?

The possibility to use it as telemark.

Its secret?

It is chef William Frachot's favorite ski.



PURE RANDO

Skis with a taste for adventure...



TECHNICAL SHEET

Sizes: 163, 172, 181 cm

Sidecut: 122-85-107

Construction: Cap

Material: Titanal / Paulownia

Weight: 1,150 kg



Comfort & performance

The PURE RANDO ski By Buttner is a concentrate of pleasure on the ascent as well as descent. Its manufacture, inspired by the high standards of the Italian army, leaves no room for doubt: it has the freedom that sticks to its skin.

Its key feature?

An optimum weight / pleasure / ski ability ratio even on the descent.

Its additional value?

Elegant silkscreen printing and matt coating.

Its secret?

A construction inspired by the legendary ski of the Italian army.

☆ ALL WOMAN LADY

Considerate and elegant skis



TECHNICAL SHEET

Sizes: 152, 162, 170 cm

Side cut: 124-78-110

Radius: 14 in 162 cm

Construction: Sandwich

Material: Titanal / Poplar / Beech

Sidewall: Abs



Stable & comfortable

The ALL MOUNTAIN ski By Buttner offers serenity and comfort at every turn, even in poor snow conditions. Versatile and stable, it captivates with its playfulness and obvious maneuverability.

Its key feature?

A reassuring fluidity to draw generous and harmonious curves.

Its additional value?

An elegant design with a golden touch.

Its secret

A lightweight ski for easier handling and transport.



FREETOURING LADY

Avant-garde and inspiring skis...



TECHNICAL SHEET

Sizes: 167, 174 cm
Side cut: 123-87-110
Construction: Sandwich
Front rocker
Material: Titanal / Paulownia
Sidewall: Abs
Weight: 1,280 kg

All-terrain treat

The **WOMAN FREE TOURING** ski By Buttner is a hybrid that plays on several fronts: a touring-inspired construction coupled with the requirement of hold and commitment of freeride. Real Swiss army knife of the brand, it can be adapted for hiking or for telemark.

Its key feature?

A balanced construction thanks to the hold of the titanal and the lightness of the Paulownia.

Its additional value?

An underground design.

Its secret?

The possibility to use it as telemark.



LIMITED 78

For sure: the epicurean skis !



TECHNICAL SHEET

Sizes: 164, 170, 176, 182 cm

Side cut: 128-79-110

Radius: 14 en 170 cm

Construction: Sandwich

Material: Titanal / Poplar / Beech / Teck

Sidewall: Bamboo

Number of copies: 100

Beauty in its purest form

The LIMITED EDITION 78 ski By Buttner is emblematic of the brand. Aesthetic and efficient, it has the allure of haute-couture and impeccable hold in all circumstances. Behind its slick design hide maximum stability and perfect glide thanks to its World Cup sole.

Its key feature?

An ultra aesthetic ski without being flashy.

Its additional value?

Attention to detail: noble woods, marquetry, numbered ski.

Its secret?

This is champion Ingrid Jacquemod's favorite ski.

WHO IS BEHIND BY BUTTNER ?

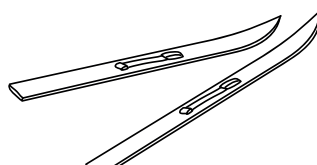


Véronique Buttner is a lover of snow sports, of her mountains and of life's true pleasures. **She started as a high-level skier, then managed hotels and restaurants.** In 2016, she gathered all her passions and created By Buttner, a generous ski brand, sincere and reliable. A brand looking to provide simple pleasures as well as an exceptional technical approach.

Véronique Buttner knows better than anyone that skis are not just any product. **They are a subtle mix of technicity and emotions, of delicate movements and thrills. They must provide almost immediately a feeling of freedom.** She imagined her brand with the ambition to gather a community of epicureans who are capable of vibrating with a grand chef, a grand wine or with grand skis.

Born and raised in Haute-Savoie, in the French Alps, she also found her inspiration in the traditions of neighboring Switzerland and Italy. She used her instinct to create skis that resemble her – they are simple but with a lot of character. They are the fruit of a rigorous selection of raw materials. There is a lot of respect and attention put towards the choice of the meticulous cut of the trees. **The skis are designed in an artisanal way and are created in the tradition of the Savoie region, always under the caring eye of Véronique Buttner.** Year after year, she imagines minimalist collections... that gives everybody wings!

I like what is true, I like what makes sense. By Buttner is above all a feeling, a conviction.





BUTTNER

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