

building the future >>>>>  
urban snowsports



welcome to the future

Over the last 40 years there have been as many as 50 ski surfaces, all born as a by - product of other industries. Briton Engineering Developments is the **only company** to **invent completely** a system, which for the **first time, truly simulates** and creates the **thrill of real snow!**

## WORLD SNOWSPORTS MARKET

Skiing and Snowboarding are among the world's most aspirational adventure sports, competing with F1 motor racing for glamour and excitement. However, skiing and snowboarding are mass participation sports and growing in both numbers and popularity every year. It's classless, ageless and affordable and has a broad appeal for everyone from novices to experts of all ages.

Maximising 'slope time' is essential to beginners and pro's alike, making accessibility a key factor. Snowsporters demand a variety of terrain to add thrills, excitement and appeal for every skill set. Quality of the surface is an important part of the equation too - powder snow over slush and fresh fall snow over hard ice.

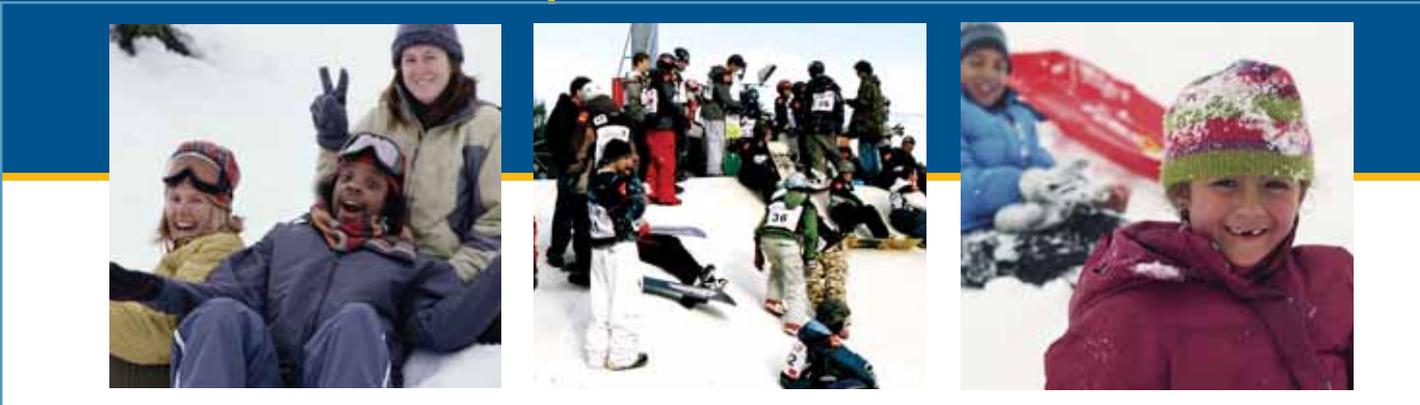
Briton Engineering Developments has acknowledged all of these important factors and combined them to design and build high technology installations, in absolutely every kind of location and environment (hot or cold), for all level of users.

*The market for snowsports can look forward to a healthy period of growth in both value and volume. Over the forecast period (2004-10) there will be an increase of 31% in snowsports activity.*

- Mintel Market Report, Sept 2004.

- Stand alone snow sports centre
- Family entertainment
- Holiday parks / Mixed use parks
- Complimentary to other attractions

## urban snowsports



Snowsports, as the name suggests, are commonly known for taking place in the mountains where it snows. Briton Engineering Developments has developed a world-class all season snowsports surface system branded Snowflex®, which turns tradition completely on its head.

This revolutionary hi-tech surface, along with Briton's design and civil engineering expertise, can create a unique visitor attraction which can be located anywhere. Snowflex® provides universal opportunity for everyone to take part in one of the world's most exhilarating leisure activities. Snowflex® creates a facility that customers will want to return to time and time again.

**Our unique technology and design work brings the facilities previously only available in mountain resorts...to the city.**

The potential now exists to include all mountain resort features within a compact area. Briton Engineering Developments has designed and built many differing sized and shaped slopes worldwide and surfaced them with the Snowflex® system. All have been proven both in their technological advancement and commercial success.

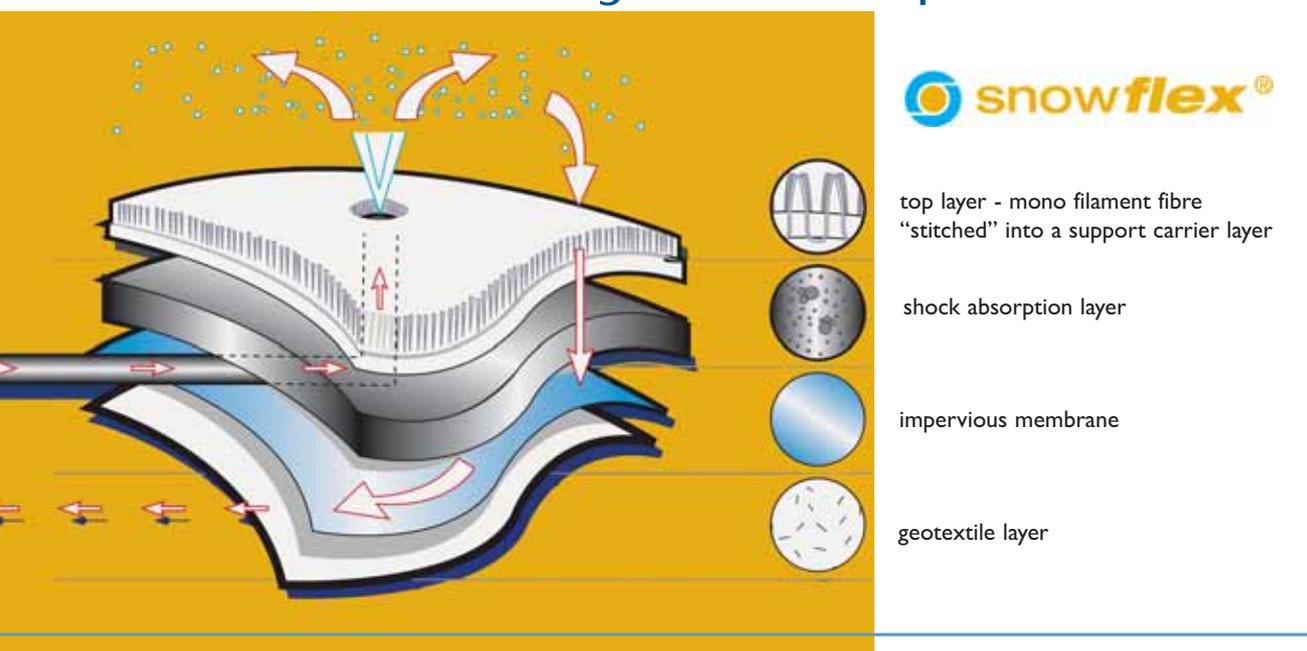
**Snowflex® helps promote an active lifestyle in a growing and sustainable leisure market.**

Briton's technology and innovation has meant that despite a global decline in snowfall, the future will see more people experiencing snowsports more often.....and having more fun!

**Snowflex®** is a revolutionary snowsports system which provides snowsports activity, anywhere, city or countryside, 24/7, 365 days a year.

This innovative surface technology has qualities closer to mountain snow than ever before, allowing users unrivalled access to the world's most exciting snowsports system. Not only does it never need to be groomed, but is consistent and is softer to fall on than hard packed snow.

## revolutionary snowsport technology



Snowflex® is a homogeneous polymer composite with a high-tech meltless sliding layer suspended over a shock-absorption layer. It is manufactured on a production line specially designed and developed by Briton Engineering in Yorkshire, England.

Snowflex possesses unique qualities:

### SLIP & GRIP

- Maximum forward speed
  - Extra edge control for turning
- Without both these properties realism is lost*

### SAFETY

- Ultra cushioning for falls
- No holes in surface layer to get caught in
- No sharp edges / surface metal to cause abrasions or cuts

### FORMABILITY

- Ability to create adventurous and interesting terrain and stunt formations

### AUTHENTICITY

- Creates all the thrill of real snow



Every component in Snowflex® is been meticulously researched and thoroughly tested in an extensive and continuing development programme. Following its launch it has proved itself both technically and commercially in a wide range of slope operations.

*This system has the possibility, for the first time, to give us a clean safe surface which people will enjoy coming back to again and again.*  
 - John Shedden, former British Olympic Team Coach.



Norfolk Ski Club



Ocean Park, Hong Kong



Dorset Snowsport Centre

## snowflex® KNOWLEDGE & SUCCESS

Briton Engineering has designed and built numerous projects worldwide – each one being unique. They range from indoor slopes, specialist freestyle facilities, large scale permanent facilities and temporary exhibition slopes – all to critical and commercial acclaim.

The level of expectation and enjoyment from the new generation of snowsporters has pushed out the boundaries. The increasing demand for improved facilities has signalled a change in expectations – people want easier access to their sport and the ability to move snowsports from the mountain to an urban environment has even been termed by some as a new sport.

Snowflex® has won awards from the UK's Department of Trade and Industry not only for its innovative design, but also for its bespoke production line in the Briton Engineering Developments manufacturing plant (DTI SMART & SPUR awards).

### Worldwide acclaim for world class products -

- UK**
  - BBC's Tomorrows World & Blue Peter
  - Channel 4's I wish I'd thought of that
  - Daily Mail & Daily Telegraph
  - Whitelines, Snowboard UK & Document Snowboard Magazines
- Spain**
  - El Mundo, El Pais & As Newspapers
  - TVE 1 - Telediario
  - TVE 2 - España en Comunidad
  - Antenna 3 TV - Buenos Dias España
  - Eurosport TV
- Canada**
  - Canadian Discovery Channel - Frontiers of Construction
- USA**
  - USA Today & USA's Skiing Magazine
- Hungary**
  - Simania
- Austria**
  - ISR



Conceptualisation - unique slope design - civil engineering & terrain shaping - manufacture & installation of Snowflex® system - construction & installation of lifts - facility commissioning

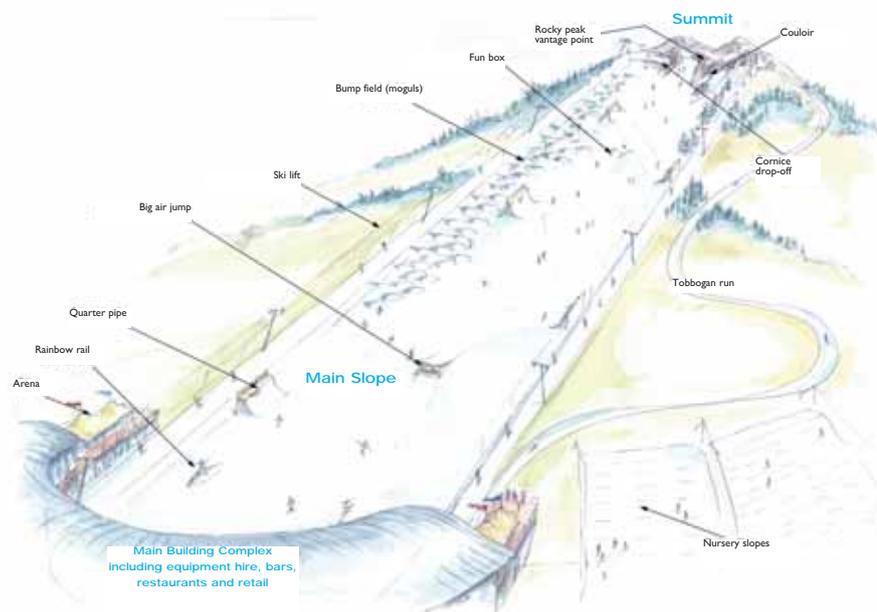


turnkey package

Every snowsports project is different - from the mountain fun park to the city centre ski academy or freestyle training centre. Each design, construction and installation is tailored to the client and their market's needs.

### Slope Design

Structured progression in snowsports is all important to maximise an enjoyable experience. The progression in ability from beginner to expert is carefully catered for through our unique slope design, based on Britain's unrivalled 25 years experience. Briton has pioneered and developed a myriad of outstanding features to make each slope unique, as well as safe and exhilarating to promote future return visits.



### Earthworks & Installation

Once on site, a hill can be created if necessary and brought to the right gradient, where the final profile will be finely tuned. Civil engineering will be carried out or supervised by Briton Engineering, meeting the exacting profiles of the design. The slope is prepared and finally the layers of the Snowflex® system installed. Briton ski lifts and floodlighting systems will also be installed at this point.

Once the snowsports facility is completed, the slope will be fully tested, commissioned and handed over to the client.

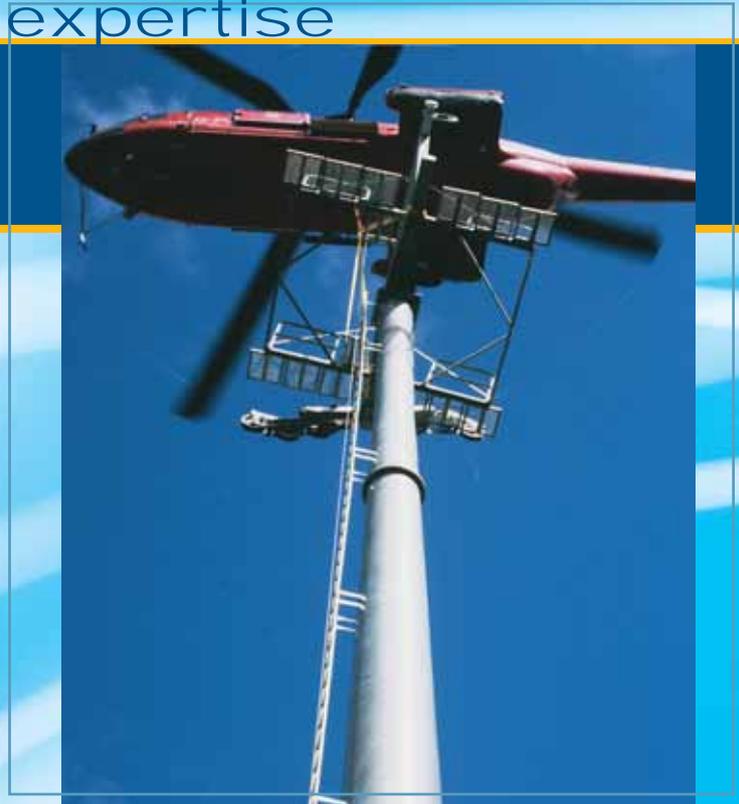
Briton Engineering Developments -  
*real* expertise of *real* projects in a *real* market

## experience & expertise

Briton Engineering Developments was established in 1979 and has been involved in over 180 snowsports projects worldwide. Briton Engineering Developments is a unique design and build company specialising in engineering innovation to the snowsports industry.

Briton Engineering is the inventor and sole worldwide manufacturer of Snowflex®, a revolutionary snowsports surface system. It has focussed on the design and construction of man made slopes to produce unique results that consistently attract large numbers of visitors. We are also the only UK manufacturer of ski lifts and the sole UK agent for Doppelmayr of Austria, the world's largest manufacturer of passenger ropeways.

Briton Engineering brings all year round adventure snowsports to the urban environment. Our expertise and engineering know-how have been brought together to provide credible, adventurous and exciting attractions – making for *a truly revolutionary leisure experience*.



 Doppelmayr®

for further info on how Briton Engineering Developments  
can help you, please call +44 (0)1484 689933  
or email - [info@snowflex.com](mailto:info@snowflex.com)

[www.snowflex.com](http://www.snowflex.com)



[www.snowflex.com](http://www.snowflex.com)

- Exhilarating
- Glamorous
- Addictive
- Inclusive
- Aspirational
- Marketable
- Fun
- Profitable



Briton Engineering Developments Ltd, Lee Mills, Scholes, Holmfirth, HD9 1RT UK  
Tel - +44 (0)1484 689933 Fax - +44 (0)1484 689944 Email - [info@snowflex.com](mailto:info@snowflex.com)