



Product Knowledge Document  
Fall 2020

## About Atlas



Atlas is a classic story about an idea that became a brand. The idea started in 1990 when fledgling entrepreneurs Perry Klebahn and Jim Klingbeil developed Spring Loaded Suspension. What began as a Stanford graduate project would become the foundation for the most technically innovative snowshoe brand.



Since its founding, Atlas has remained committed to two principles:

- 1. We believe that better technology delivers an enhanced experience for outdoor enthusiasts.**
- 2. Our role in building up the sport of snowshoeing extends beyond product as ambassadors for winter wonder.**



Dedication to the winter journey motivates Atlas to deliver the most technically advanced, high performance snowshoes available today. With 19 patents and counting, Atlas continues its quest to design superior snowshoe products for the outdoor enthusiast.



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## Product categories



### **BACKCOUNTRY**

Developed to take on the steepest, most technical terrain the backcountry can impose. Offering superior mobility and durability, this category is for the true enthusiast looking to get off the grid.



### **ALL-MOUNTAIN**

The snowshoes in the All- Mountain category are designed to be well-rounded quiver killers. From hikes beyond the tree line in deep powder to hard pack, these snowshoes will get you to your destination with ease.



### **TRAIL WALKING**

For journeys on flat to rolling terrain, the Trail Walking category offers snowshoes for those looking to take on less technical trails. With the same driven engineering long-associated with Atlas, these snowshoes provide performance and reliability for winter recreation.



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## Product categories



### SPEED SERIES

The Atlas Speed Series sets the industry standard for lightweight, durable snowshoes designed for high exertion winter action. Built for winter runners and exercise junkies, these snowshoes provide needed support and traction without compromising the natural stride. The Atlas Race and Atlas Run snowshoe are race specific engineered models.



### WOMEN'S

The Elektra frames are shaped to accommodate a woman's natural gait, with tapered tails, a narrower nose and outside rolling bends that nest the snowshoes together comfortably. Since women's needs are more than frame-deep, our binding designs are molded around a women's boot last, offer increased arch support and use carefully-placed strapping and padding to eliminate pressure points and keep circulation moving in the cold.



### YOUTH

Atlas has developed four models, specific to children between the ages of 8 and 12 (up to 120lbs). They are designed to be comfortable with hassle-free technology, to keep your kids smiling and hiking all day long.



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## F.A.C.T. Platform

The elements we account for when creating our snowshoes are F.A.C.T. : Flotation, Articulation, Control and Traction. These four elements are key in constructing a functional, high quality snowshoe.



### FLOTATION

Their ability to float on top of the snow is the number one benefit of snowshoes. Atlas designs snowshoe decks to increase your movement efficiency by reducing the amount you sink into the snow with each step. We've developed various types of decks in multiple sizes to optimize fit and maneuverability.



### ARTICULATION

The action of a snowshoe's articulation is felt with every stride. It is the pivoting technology where the binding attaches to the frame of the snowshoe. We strive to design and develop articulation systems that promote a natural, flowing gait.



### CONTROL

The control a user has over the snowshoe is a product of how their footwear interacts with the binding. This aspect is crucial in providing a safe, fun experience on the trails. Our bindings are engineered and tested to ensure maximum security, comfort and ease-of-use.



### TRACTION

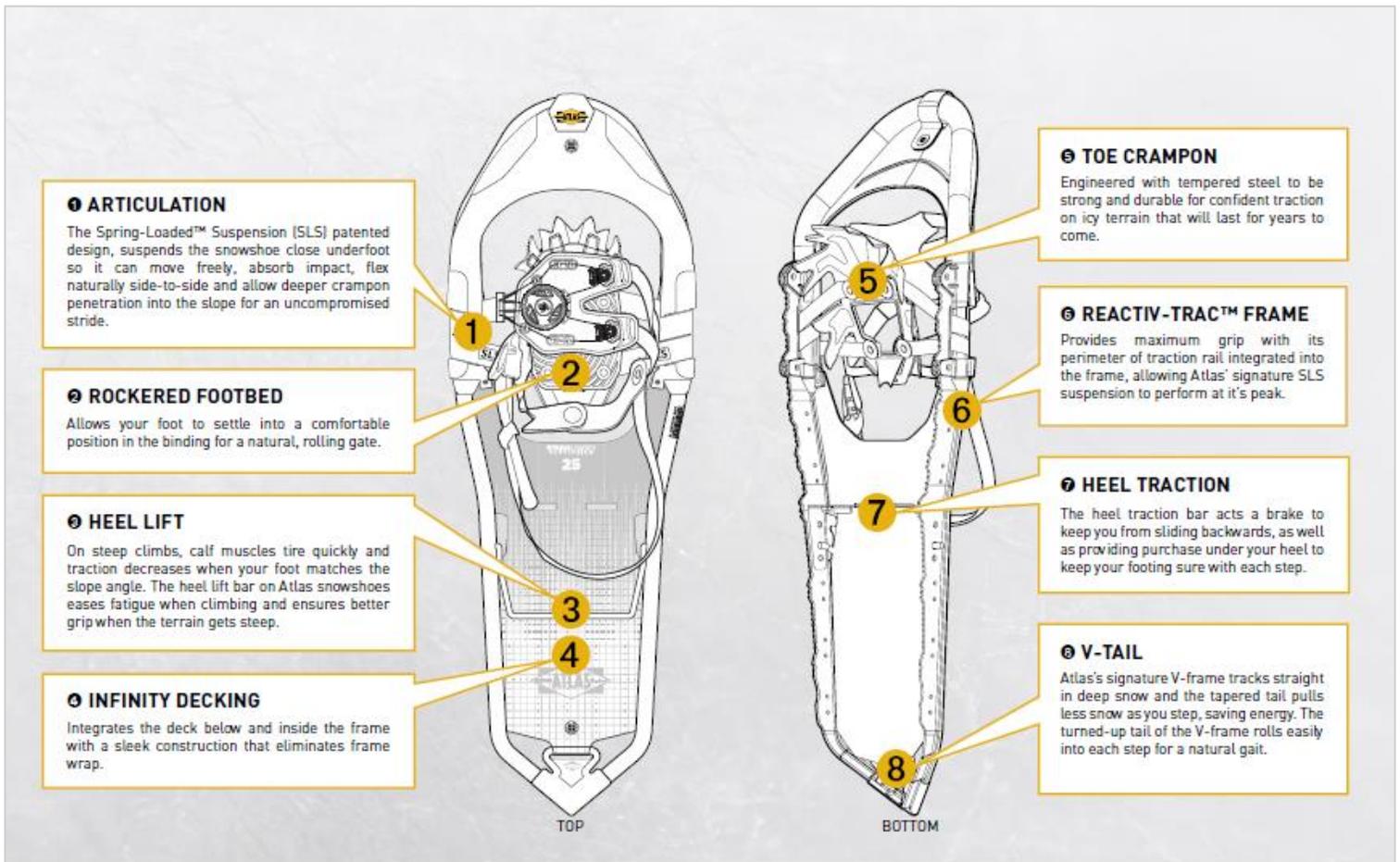
Traction needs vary widely with snow and trail conditions. It is imperative that we take this into consideration with every snowshoe design. Our traction rails and crampons are engineered to provide the necessary grip for the locations and conditions of primary use.



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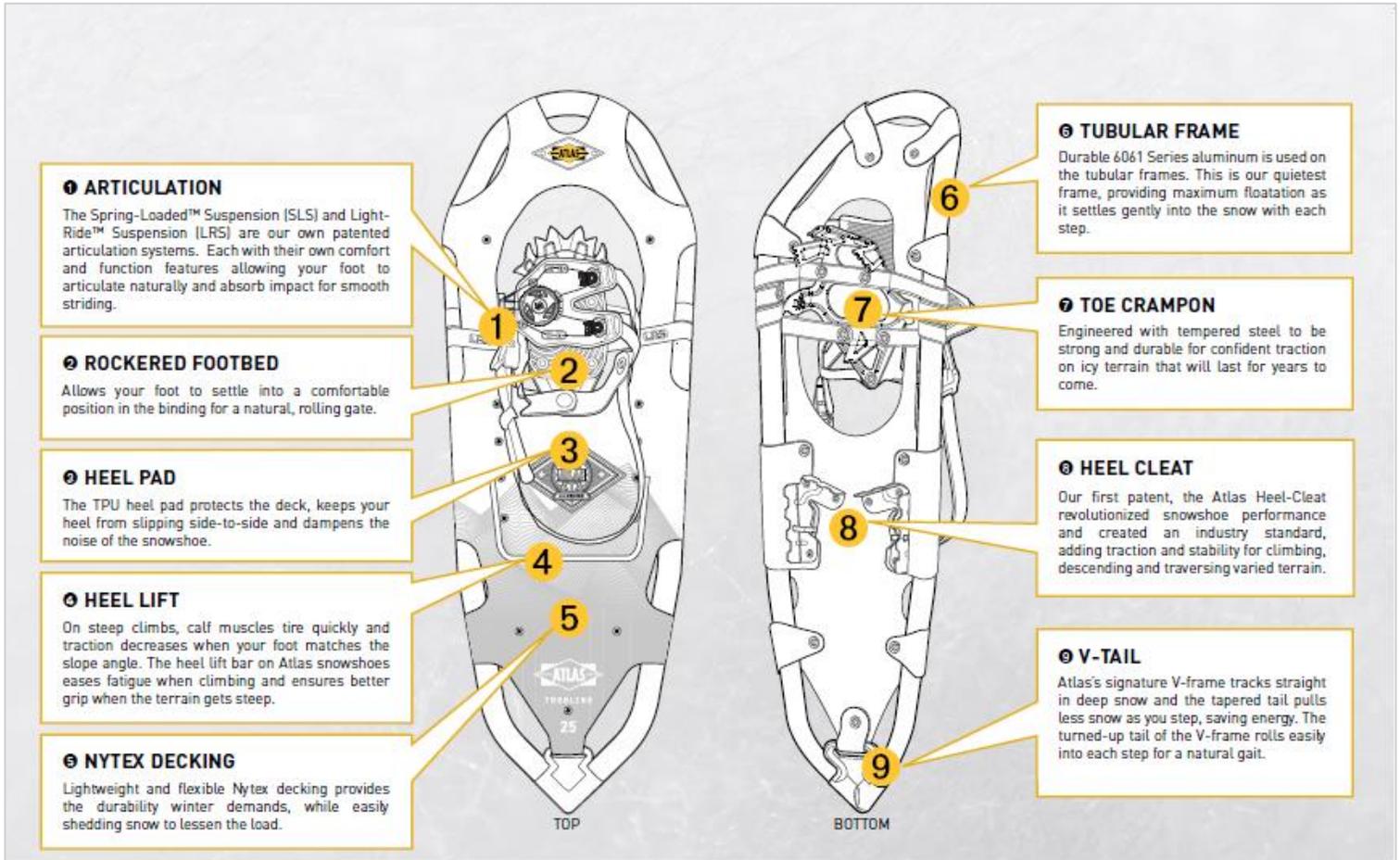
# Apex Series

The APEX Series is Atlas' highest performing snowshoe line, designed to cover all winter snow conditions and terrain.



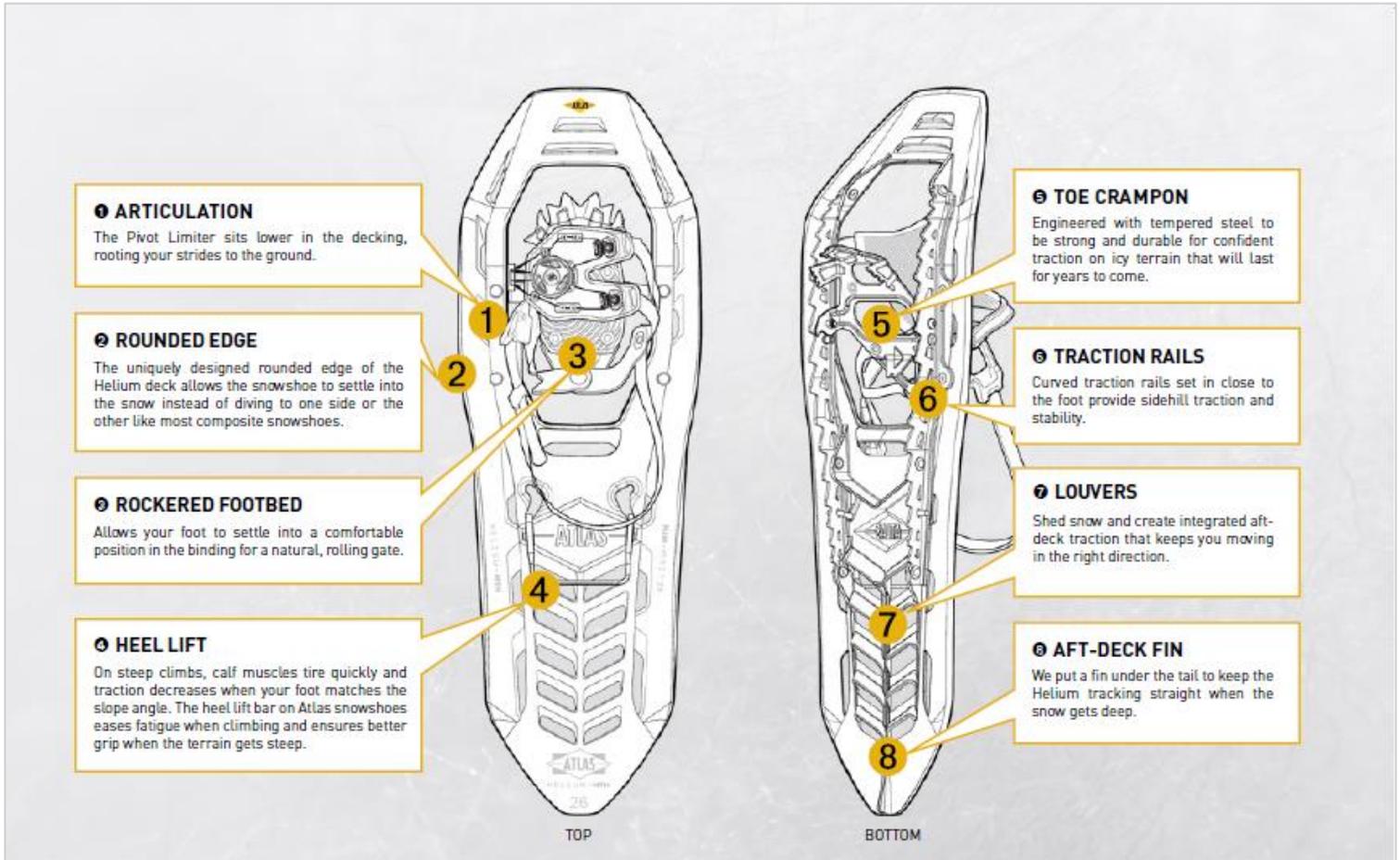
# Tubular Series

Our classic tubular snowshoes offer the best versatility for day-to-day use and come in multiple lengths for balanced flotation matched to the user's weight.



# Helium Series

The all-new Helium Series boasts the lightest composite snowshoes available. The unique louver design sheds snow keeping them lightweight while also creating traction. The rounded edges allow the snowshoe to settle gently and flex, making strides feel natural. With a model designed for Backcountry, All-Mountain and Trail Walking, there is a Helium to meet the needs of every adventurer.



# Technology Matrix

| SERIES        | SNOWSHOE     | FRAME TECHNOLOGY |                |               |                  |             | BINDING TECHNOLOGY   |                    |                      |                      |                    | TRACTION TECHNOLOGY  |                      |                     |                 |                       |                |                        |                   |                    |                      | ARTICULATION           |             |                      | OTHER                 |                         |                      |                              |                           |                        |               |               |                     |                     |   |   |
|---------------|--------------|------------------|----------------|---------------|------------------|-------------|----------------------|--------------------|----------------------|----------------------|--------------------|----------------------|----------------------|---------------------|-----------------|-----------------------|----------------|------------------------|-------------------|--------------------|----------------------|------------------------|-------------|----------------------|-----------------------|-------------------------|----------------------|------------------------------|---------------------------|------------------------|---------------|---------------|---------------------|---------------------|---|---|
|               |              | REACTIV™ TRAC™   | REACTIV™ FRAME | RYTEX DECKING | INFINITY DECKING | HELIUM DECK | WRAPP™ HELIX BINDING | WRAPP™ MTN BINDING | WRAPP™ SWIFT BINDING | WRAPP™ TRAIL BINDING | PACK-FLAT™ BINDING | Z-SPEED RACE BINDING | SPEED HELIX™ BINDING | HOLEY!™ TOE CRAMPON | X-TRAC™ CRAMPON | ALL-TRAC™ TOE CRAMPON | Z-TRAC CRAMPON | DUAL-TRAC™ TOE CRAMPON | HELIUM BC CRAMPON | HELIUM MTN CRAMPON | HELIUM TRAIL CRAMPON | TWIN-TRAC™ TOE CRAMPON | TOE CRAMPON | FULL LENGTH TRACTION | ADVANCED AFT TRACTION | STABILOCK REAR TRACTION | ALUMINIUM HEEL CLEAT | KIDS SNOWFLAKE HEEL TRACTION | SPRING-LOADED™ SUSPENSION | LIGHT-RIDE™ SUSPENSION | PIVOT LIMITER | 19" HEEL LIFT | ATLAS UTILITY STRAP | BOA® CLOSURE SYSTEM |   |   |
| BC            | APEX BC      | ■                |                | ■             | ■                |             |                      |                    |                      | ■                    |                    |                      | ■                    |                     |                 |                       |                |                        |                   |                    |                      |                        | ■           |                      |                       |                         |                      |                              |                           |                        |               |               |                     | ■                   | ■ |   |
|               | MONTANE      |                  | ■              | ■             |                  |             |                      | ■                  |                      |                      |                    |                      |                      | ■                   |                 |                       |                |                        |                   |                    |                      |                        |             |                      |                       | ■                       |                      |                              |                           |                        |               |               |                     | ■                   |   |   |
|               | HELIUM BC    |                  |                |               |                  | ■           |                      |                    |                      |                      | ■                  |                      |                      |                     |                 |                       |                | ■                      |                   |                    |                      |                        | ■           |                      |                       |                         |                      |                              |                           |                        |               |               |                     | ■                   |   |   |
| ALL-MTN       | APEX-MTN     | ■                |                | ■             | ■                |             | ■                    |                    |                      |                      |                    |                      | ■                    |                     |                 |                       |                |                        |                   |                    |                      |                        | ■           |                      |                       |                         |                      |                              |                           |                        |               |               |                     | ■                   | ■ | ■ |
|               | TREELINE     |                  | ■              | ■             |                  |             |                      | ■                  |                      |                      |                    |                      |                      | ■                   |                 |                       |                |                        |                   |                    |                      |                        |             | ■                    |                       |                         |                      |                              |                           |                        |               |               |                     | ■                   | ■ | ■ |
|               | HELIUM MTN   |                  |                |               |                  | ■           |                      | ■                  |                      |                      |                    |                      |                      |                     |                 |                       |                |                        | ■                 |                    |                      |                        | ■           |                      |                       |                         |                      |                              |                           |                        |               |               | ■                   | ■                   | ■ | ■ |
| TRAIL WALKING | APEX-TRAIL   | ■                |                | ■             | ■                |             |                      |                    | ■                    |                      |                    |                      |                      |                     |                 |                       |                |                        |                   |                    |                      |                        | ■           |                      |                       |                         |                      |                              |                           |                        |               |               |                     | ■                   | ■ |   |
|               | ACCESS       |                  |                | ■             |                  |             |                      |                    | ■                    |                      |                    |                      |                      |                     |                 |                       |                |                        |                   |                    |                      |                        | ■           |                      |                       |                         |                      |                              |                           |                        |               |               | ■                   | ■                   |   |   |
|               | HELIUM TRAIL |                  |                |               |                  | ■           |                      |                    | ■                    |                      |                    |                      |                      |                     |                 |                       |                |                        |                   |                    |                      |                        | ■           |                      |                       |                         |                      |                              |                           |                        |               |               |                     | ■                   | ■ |   |
| SPEED         | RACE         |                  |                | ■             |                  |             |                      |                    |                      | ■                    |                    |                      |                      |                     |                 | ■                     |                |                        |                   |                    |                      |                        |             |                      |                       |                         |                      |                              |                           |                        |               |               |                     |                     |   |   |
|               | RUN          |                  |                | ■             |                  |             |                      |                    |                      |                      |                    |                      | ■                    |                     |                 |                       | ■              |                        |                   |                    |                      |                        |             |                      |                       |                         |                      |                              |                           |                        |               |               |                     |                     |   | ■ |
| YOUTH         | SPARK        |                  |                |               |                  |             |                      |                    |                      |                      |                    |                      |                      |                     |                 |                       |                |                        |                   |                    |                      | ■                      |             |                      |                       |                         |                      |                              |                           |                        |               |               |                     |                     |   |   |
|               | MINI         |                  |                |               |                  |             |                      |                    |                      |                      |                    |                      |                      |                     |                 |                       |                |                        |                   |                    |                      | ■                      |             |                      |                       |                         |                      | ■                            |                           |                        |               |               |                     |                     |   |   |



# Sizing Charts

| MEN'S MODEL SIZES |                |
|-------------------|----------------|
| SIZES             | LOAD (IN LBS)  |
| 25"               | 120 - 200 lbs  |
| 30"               | 150 - 250 lbs  |
| 35"               | 180 - 300+ lbs |
| APEX 25"          | 100-180 lbs    |
| APEX 30"          | 140-235+ lbs   |
| HELIUM 23"        | 80-160 lbs     |
| HELIUM 26"        | 150-220+ lbs   |

| WOMEN'S MODEL SIZES |                |
|---------------------|----------------|
| SIZES               | LOAD (IN LBS)  |
| 23"                 | 80 - 160 lbs   |
| 27"                 | 120 - 200+ lbs |
| APEX 22"            | 75-150 lbs     |
| APEX 27"            | 105-190+ lbs   |
| HELIUM 23"          | 80-160 lbs     |
| HELIUM 26"          | 150-220+ lbs   |

| SPEED        |               |
|--------------|---------------|
| SIZES        | LOAD (IN LBS) |
| RACE/RUN 22" | 75 - 190 lbs  |

| YOUTH MODEL SIZES |               |
|-------------------|---------------|
| SIZES             | LOAD (IN LBS) |
| MINI 17"          | 30 - 80 lbs   |
| SPARK 20"         | 50 - 120 lbs  |

Please note that the weight intervals overlap between the different sizes. This is not an error. When determining the ideal size of a snowshoe for a person, weight is one of the references, but not the only one. Of course, the user's weight is the only objective data that can help refer to one size rather than another.

It's a fact, the larger a snowshoe is, the more surface it covers, and the more weight is distributed. Consequently, the snowshoe will sink less into the snow. On the other hand, the larger the snowshoe, the harder it is to manoeuvre. Therefore, less recommended for the mountain or steep terrains.

So the type of ground the user wishes to explore must also be part of the discussion.



**Trail VS No trail :** If the objective is to go on marked trails, snow accumulation is usually stamped by the passage of other users, so the length of the snowshoe is less important in this case.



**Steep terrain VS Flat terrain :** If you want to venture into challenging terrain, you will look for a more agile, dynamic, cramped snowshoe, a wedge and a solid binding rather than a long snowshoe.



## Warranty



Atlas warrants its products to be free from defects in materials and workmanship for life of the product. It will be repaired, or replaced if, upon inspection at an authorized Atlas Service Center and sent to and agreed upon by an Atlas Warranty Service Technician, it is found to be defective in materials or workmanship.

## Your questions



The ASM team is always available to answer your questions !

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