

**SNOWSHOES****WHY SNOWSHOEING?**

- It's a fun, low-impact, highly aerobic winter sport that allows people to get outside with family and friends.
- It's easy. If you can walk, you can snowshoe. After 12 steps you'll be an expert!
- It's affordable. No lessons or expensive lift tickets required.
- It's healthy. It's an awesome workout – burning 680 calories per hour at moderate activity levels.
- It's a new variable for hikers – snow.

**WHAT MAKES TUBBS UNIQUE?**

Founded in 1906 in Norway, Maine, Tubbs Snowshoes is the leading manufacturer of lightweight, versatile snowshoes for men, women and children.

Tubbs has over 25 patents issued and pending, and continues to raise the bar for efficient, comfortable and innovative snowshoes designs.

In 1998, Tubbs was the first to manufacture women-specific snowshoes.

The Tubbs Romp to Stomp out Breast Cancer Snowshoes Series has raised over 2.5 million dollars for Susan G. Komen for the Cure.

Through the Get Outdoors program, Tubbs awards schools and nonprofits with snowshoes to encourage youth outdoor activity.

Tubbs created Winter Fit for Kids – a school program to combat inactivity and obesity threats in

schools, implemented throughout North America.

Tubbs partners with Snowshoes.com to feature Tubbs TrailNet with over 3,300 user-submitted trails.

**HOW TO CHOOSE A SNOWSHOE****1. Choose the Category***Backcountry*

Designed with aggressive traction for steep terrain and the most secure bindings for stability, Backcountry snowshoes feature ActiveLift™ 19° heel lifts and aggressive traction to make steep climbs more comfortable.

*Day Hiking*

Designed to make full day treks more comfortable and easy with intuitive bindings, moderate traction and ActiveLift™ 16° heel lifts.

*Trail Walking*

Value packed and great for leisurely walks with important features like ControlWing™ technology on the bindings.

*Kids*

Designed with differentiated features to accommodate children as they grow in size. Easy-to-use bindings and fun graphics!

**2. Consider Traditional and FLEX Series**

Tubbs Snowshoes come in two distinct constructions. Traditional and FLEX both feature ergonomic frame shapes, comfortable bindings, and traction appropriate for various conditions. Review the featured benefits of both constructions.

**> Traditional Series**

Rigid aluminum frame with tensioned decking.

Great for a wide variety of snow conditions from packed snow to deep powder.

Available in multiple sizes to maximize flotation in deep snow.

**> Flex Series**

Flexible, molded, composite construction that conforms to the trail.

Designed to excel in packed snow and firm conditions.

Available in two sizes for men (24" and 28") and one size for women (22").

Lightweight design for easy packability.

FLEX Tail™ absorbs impact and maximizes ergonomic comfort.

**3. Choose a Gender-Specific Snowshoe**

Women and men have distinct body shapes and walking styles. Tubbs' women-specific snowshoes feature the following:

- Lighter weight construction
- Ergonomically tapered frame shapes for ease and comfort of stride.
- Custom-fit women's-specific bindings.

**4. Choose the Right Size**

Consult the table when choosing the correct size. Don't forget these helpful tips:

Remember to remind your customer to include the weight they will be carrying.

Smaller snowshoes are more maneuverable, but offer less flotation.

Large snowshoes provide more flotation, but can be heavy.