



BUILDING BETTER BRANDS

BLACK PEAK TRADING

Born in the Yorkshire countryside and shaped by mountains around the world, we are a UK sales agency specialising in snow, outdoor and lifestyle brands. Our roots in the snow sport sports industry and our adventure experience are what sets our work apart.

We provide a proactive service to new and established brands looking for a personalised approach to brand management and a connection to the outdoor community we love.

Prioritising strong retailer relationships, we cultivate alignment between stakeholders and always ensure the brand core values are at the forefront of our strategy.



WHAT WE OFFER

We help you build a better brand with a comprehensive spectrum of services coordinated by a dedicated team with established relationships in the industry.

SALES

- *Sales pipeline*
- *Account planning and forecasting*
- *Sell in and go to market*
- *Customer service and after care*

OPERATIONS

- *Freight and shipping*
- *Pick and pack*
- *Invoicing and payments*
- *Warranty and spare parts service*

SUSTAINABILITY

- *Automatic inclusion in our Plant A Product campaign*
- *Environmentally friendly business practices*

STORYTELLING

- *Original content for advertising and media channels*
- *Social media support*
- *UK athlete management*
- *Retailer campaigns*

CONNECTION

- *Strong presence at trade shows and events*
- *Well established links to prominent players in the UK marketplace*
- *Love for the outdoors that transcends everything we do*



WHO WE ARE



Andy began his career in snow sports as a competitive freestyle skier. Twice the British Slopestyle Champion, he travelled around the world from the UK to Europe, New Zealand and the USA, competing in slopestyle events. Andy carved his career path within the ski industry, beginning with Sequence, a freeski magazine, and went on to build a freeski film production company with his friends. Unity Productions produced five films with Andy working both in front and behind the lens.

Andy then created Black Label Project, a freeski clothing brand and organized multiple ski events in the UK, before he secured a position with a small team distribution company. He spent ten years with the company, gaining a wealth of experience and whilst there successfully launched three brands into the UK market. Andy established Black Peak Trading in 2018, beginning with the acquisition of K2 Sports in the UK.



Jonny first strapped into a snowboard in 1994 in Finland, which was to be the beginning of his snow sport career. Jonny's skills on a board and personable nature made him an excellent snowboard instructor and whilst teaching he competed in rail competitions in the UK and Europe. Two time British Slopestyle Champion, Jonny quickly gathered sponsorship and a place on the "32" European Snowboard team.

Before securing his position as Snowboard Brand Manager at Black Peak Trading, Jonny worked in retail at the UK's largest snowboard store for a decade. Whilst working in sales he also created content and accumulated an encyclopaedic knowledge of the snowboard industry. Aside from spreading the love for snowboarding and gear, Jonny now takes pleasure in the form of punishing excursions on his road bike and delights in all things cycle and fitness

OUR PORTFOLIO

We work with a diverse and complimentary range of technical, heritage and lifestyle brands.

We partner with brands that we connect with on a personal level, who share our values and offer high quality products with innovative design.

We aim to collaborate with more companies who are driven by sustainability, community and an environmental conscience, because that's something we can get behind and help to thrive.





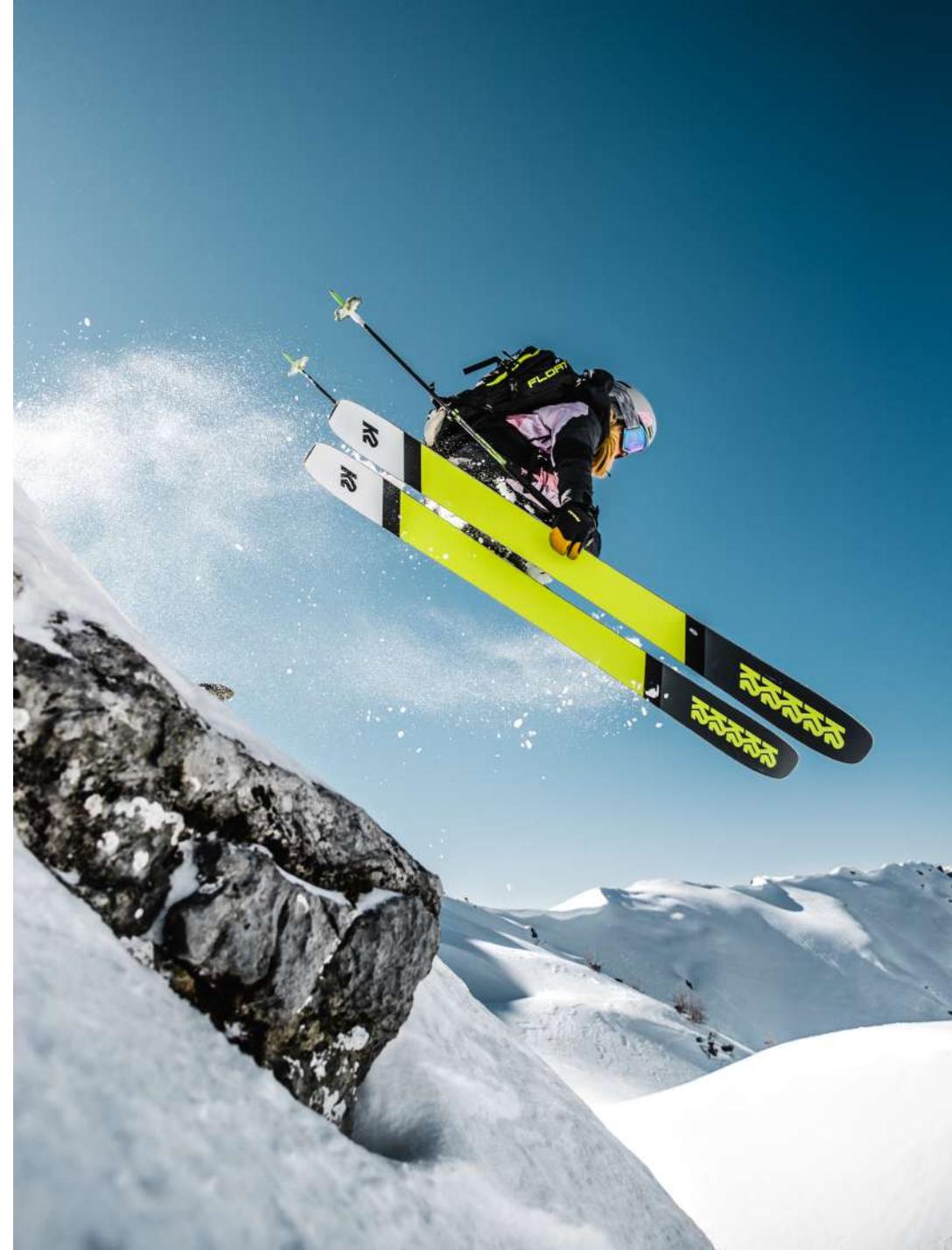
Innovation. Performance. Good Times. K2 State of Mind.

The original all-American ski brand. Fierce in their pursuit of differentiation. Fun everywhere else.

Today K2 Skis are on a mission to reset their position in the global ski market beginning with the launch of the Mindbender freeride range in 2019. 2020 sees the unveiling of their radical new piste range, Disruption. Inspiration from freeski, combined with revolutionary technology, Disruption promises to shake up the piste performance category in true K2 style.

[@k2.skis](https://www.instagram.com/k2.skis)

[K2snow.com](https://www.k2snow.com)





We are all enjoyers.

Consistently breaking new ground in snowboard, boot and binding design. K2 Snowboarding creates products to fuel the fervour, sustain the culture and inspire truly epic days in the snow.

[@k2.snowboarding](#)

[K2snow.com](#)



Pioneering skate innovation since 1993.

With almost 30 years of heritage and specialist design, K2 develops inline and ice skate for a range of activities. Fancy footwork, marathon missions or simply skating for the joy of it, K2 Skates covers everything from fitness and training to park, rails, rinks and youth.

[@k2.skates](#)

[K2skates.com](#)





LINE

Skiing the wrong way since '95.

A Line ski bears the hallmark of creative chaos and entrepreneurial spirit. Founded in Albany, New York, USA, in 1995, Line is consistently redefining innovation and exists to meet the demands of athletes and all devoted skiers around the world.

[@lineskis](#)

[Lineskis.com](#)



Comfort is Performance.

Steadfast commitment to the three-piece ski boot. Tireless in their quest for refinement. Full Tilt's existence is based on high performance, comfort and ergonomic design. For the good of skiing.

These boots have flashed across the big screen on Alaskan faces, graced the feet of Olympic Champions – and most importantly – populate lift lines the world over. And for good reason, too. Full Tilt's foundational fluid, consistent flex, and unmatched comfort addresses the needs of any and all skiers.

[@fulltiltboots](#)

[Fulltiltboots.com](#)





We are Ride Snowboards.

**Creating innovative and exciting equipment
for the most demanding snowboarders,
period.**

Notorious and original. Ride Snowboards offer progression and excellence. Creating snowboard, boots and bindings of the highest caliber, with flair and dynamism for the imaginative snowboarder who aims to take performance to the next level.

[@Ridesnowboards](#)

[Ridesnowboards.com](https://www.ridesnowboards.com)



The aim at Atlas is to build the world's best snowshoe. With functionality and engineering at the core of the company, Atlas set out to elevate the snow shoe experience.

Keeping comfort front and centre, Atlas use original and enlightened design to build products that allow athletes to achieve their goals.

[@TubbsSnowshoes](#)
[TubbsSnowshoes.com](#)



The mission at Tubbs is to harness the ingenuity of snowshoes to spark a passion for the winter mountain environment.

Whilst focused on inclusivity and accessibility, Tubbs reaches out to new consumers to widen the community and strengthen the snowshoe culture, inspiring adventure and a connection to nature.

[@TubbsSnowshoes](#)
[TubbsSnowshoes.com](#)





SPEKTRUM
ÅRE | SWEDEN

Sustainable Innovation

Snow. Bike. Run.

Co-founded by a group of devoted snow sport athletes, who endeavour to create eyewear products that not only adapt to the changing weather but harmonize with the planet by minimizing their environmental impact.

With over 60% of each product created using plant based bio materials and recyclable material, Spektrum have utilised a manufacturing process that reduces harm to workers and the environment with elegant design that transcends the beauty and wonder of the wilderness.

[@Spektrumsports](#)

[Spektrumsports.com](#)

PLANT A PRODUCT



We love the outdoors. There's nothing we like more than shredding on a powder day with our friends, but we've noticed changes in the snow and climate just like everyone else.

So we did some homework and discovered there are some serious environmental issues with the action sports industry...

- Millions of tonnes of energy is required to run factories that manufacture our products.
- Products are likely to end up in landfill at the end of their lifespan.
- Travel and transport are central in the pursuit of adventure sports which means we travel a lot and so do our consumers.

Ultimately these issues lead to excessive carbon emissions and with the volume of CO₂ in the atmosphere at an all time high, we thought that there must be something we could do about it right now.

**"THE RESTORATION OF TREES
REMAINS AMONG THE MOST
EFFECTIVE STRATEGIES FOR
CLIMATE CHANGE MITIGATION."**

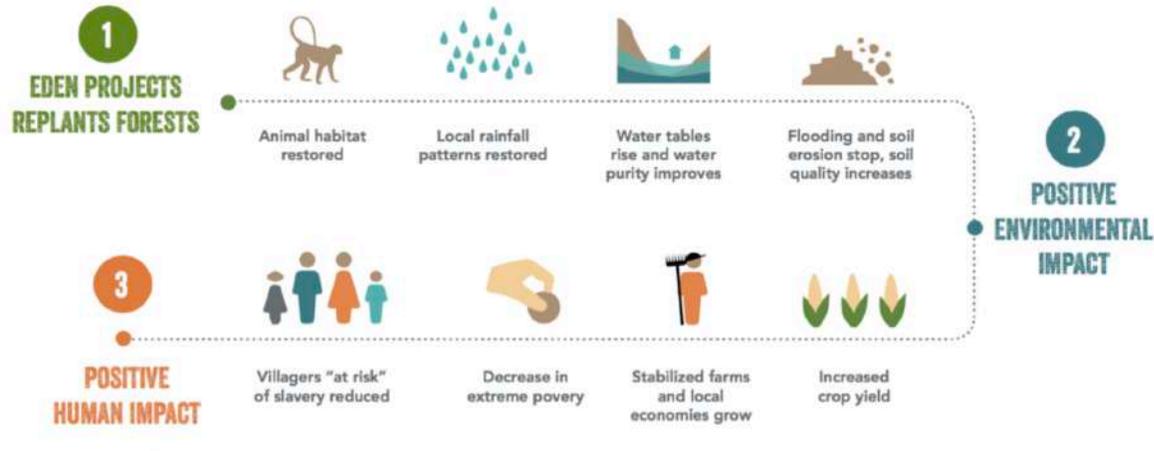
- BASTIN ET AL. (2019)



PLANT A PRODUCT



We have partnered with [Eden Reforestation Projects](#) to launch our Plant A Product campaign. ERP employ local villagers to plant trees at sites around the world. This not only provides jobs and income for local communities but forms a strong sense of ownership, connection and a desire to protect nature. This program transforms the lives of the people doing the planting.



And the trees themselves? They protect, provide, nurture and sustain their landscape whilst locking up the carbon in the atmosphere. Trees suck in the CO₂ and convert it into plant material which reduces the volume of CO₂ in the atmosphere currently contributing to climate change and global warming.

This is the first step towards making our business a UK leader in responsible, sustainable and community driven practices.

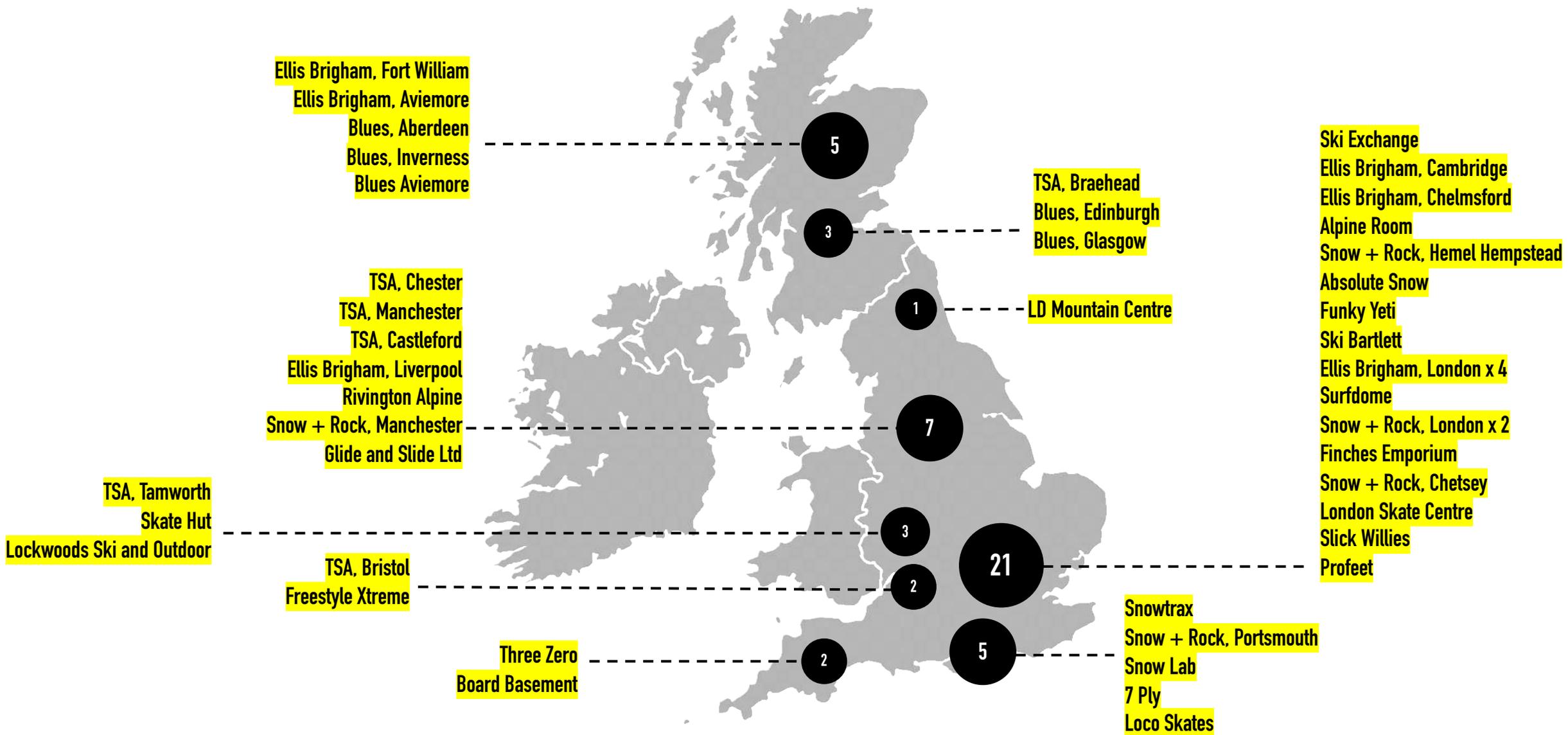
OUR CONTRIBUTION SO FAR

14,127
TREES PLANTED

141
WORKING DAYS CREATED
FOR LOCAL PEOPLE

173,762
KG OF CO₂ REMOVED FROM
THE ATMOSPHERE

OUR RETAILERS





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