

“Details” that make the difference

Bassano del Grappa, 18 giugno 2017

The implementation of company know-how and undivided attention to detail make all the difference in this 2018 Spring Summer Collection, in which leading-edge technology, high quality and bold designs are combined in a perfect balance.

All the models in the Trail Running line have been lightened thanks to a fixed-size strap that does away with the buckle and tips made from 7075 aerospace alloy that ensure maximum effectiveness and minimal weight to the athletes practicing this discipline.

Among the brand-new Trail Running models in this collection, “TRECIMEFIX” introduces a new 100 cm version, (besides the 110/120/130 cm sizes already available), thereby meeting a growing need for poles constructed to fit each person individually.

Like all the models in the TRECIME range, FIX is proposed in a new packaging that is attractive for the consumer and practical for the retailer, including a practical PA bag to carry and store one's poles when they are not in use.

A totally new model, “SUMMIT ADVENTURE”, also makes its debut in the section dedicated to the Backpacking line. Designed to meet a wide gamut of requirements, it is equipped with an extendable handgrip for optimal hold, even uphill and downhill, and is ultra light, thanks to an internal blocking system with BS expanders in DuPont[®] plastics. The threaded support with tungsten tip ensures excellent grip on any type of terrain.

The new packaging line, available for the entire range of accessories, offers functionality and immediacy of use, as baskets, gloves and the various supports with tips are now easy to use and select, in a clear and direct manner.



Trailrunning - TRECIME FIX

A new addition to the 2018 collection, TRECIME FIX is the ideal choice for those seeking a folding pole made to measure for their body size. Now available in a new 100 cm version, besides the versions already available (110 – 120 - 130 cm), it is extremely light thanks to a fixed-size strap that does away with the need for a buckle, is made of 100% carbon fibre tubes, and uses a push-pull system to put together the main section. The other sections are connected by a sturdy rope that may be stretched by means of an adjustment system housed in the smallest section. The Falco handgrip, with a soft and handy strap, and the threaded support of the basket with tip in 7075 aerospace alloy round off the excellent technical features of this model. Weight per pair is 320 gr.



Backpacking - SUMMIT ADVENTURE

The new model in the 2018 summer collection has been designed to satisfy a wide gamut of requirements and is ideally suited for frequent backpacking activities. Equipped with Palmo handgrip and a light strap, it is assembled with the addition of a short extension for the handgrip, resulting in optimal hold on uphill and downhill stretches, without having to use the section adjustment system. Assembled in three sections made of 7075 aluminium alloy (16-14-12mm in diameter), with internal blocking system and BS expanders made of DuPont® plastics, it ensures maximum efficiency even at extreme temperatures, while the threaded support with tungsten tip makes for excellent grip on any type of terrain. The Summit Adventure pole is 61cm long when closed and 135cm when fully extended. Weight per pair is 446 gr.



THE IDENTITY OF A COMPANY IS ROOTED IN ITS HISTORY

40 years of activity definitely count for something and to its 40th birthday Master dedicates two recent creations: the MEET model and the VISION model. Underlying the new models is a company history made of many factors: passion for our work, our willingness to listen to what our customers have to say, our desire to anticipate their desires. Other basic values transmitted between generations include friendliness to the environment, vision, unqualified respect for people, products, details, success.

Trekking for expert and demanding customers – MEET & VISION

New finish for these two models which are part of our Special line: the wrinkle finish white glitter pain has a fierce, unmistakable appeal. The aluminium alloy used for the 16/14/12mm diameter sections is 7075, for maximum resistance to any stress: impact, collisions, loads, torsion, temperature variations. When closed, VISION measures 66cm, when fully extended it is 135cm long.

The Clamper external closing system (in the white version) makes for effortless adjustment, while the Palmo grip and the light strap with white finish make this model handy and user-friendly, a trekking tool suitable for everyone, but particularly valuable for enthusiasts and experts.

The tungsten tip and the support with threaded basket round off the technical features of this model, which make it highly reliable on any type of terrain, on any trail (the 50mm basket can be easily replaced with the 95mm version specially designed for fresh snow). Weight per pair is 250 gr.



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About Masters:

1977, Bassano del Grappa. Renato Zaltron set up a company producing components and accessories on behalf of third parties. In the mid 90s, Masters first exhibited at Outdoor Friederichshafen.

2017, 40 years later. Masters is a leading player in the industry, operating in over 40 countries, with one million poles produced in 2016 and a turnover exceeding 4 million Euro. This year it launched the sales network for the Italian market attracting considerable success and recognition

These solid results are fruit of specific corporate values such as vision, research and development, social responsibility, environmental sustainability, quality and safety. Important international brands entrust the production of their customized articles to Masters.