

PEARLSNOW: ELEVATING WINTER SPORTS WITH PROSESS PARTNERSHIP"



“PearlSnow's mats redefine winter sports with unmatched portability, durability, and a lifelike sensation for all skill levels”

At the forefront of witnessing the evolution within the snowsports industry is Steven Hager, the CEO and Founder of Prosess-Concept. Pearlsnow's collaboration with Steven represents a proactive response to the shifting dynamics of our environment.

Who are Prosess?

A dynamic and innovative Swiss company that stands out as a frontrunner in the realm of event solutions and fair management. With a dedicated focus on creating seamless and impactful experiences, Prosess excels in the art of event planning and execution. Notably, they have successfully partnered with the likes of Nendaz Freeride, Vésenaz, and Verbier Resort.

[Click here for the Prosess website](#)

Within the partnership of PearlSnow and Prosess, we collectively recognize the challenges brought about by reduced snowfall each winter. Simultaneously, we observe a notable shift occurring within ski resorts, with an increasing emphasis on embracing summer attractions.

Prosess boasts one of the longest tubing setups in Switzerland, offering a unique experience to the public and helping to attract more visitors in the summer months to the breathtaking Swiss landscape.





What is tubing and why is it so popular?



Tubing on Pearlsnow is a summer attraction that recreates the thrill of traditional winter tubing experiences on synthetic surfaces. These artificial mats are designed to mimic the sliding sensation of snow, providing a similar experience to tubing down a snowy slope.

Steven Hager says that *"the tubing attraction has gained popularity for several reasons. First and foremost, it offers an exciting and accessible activity for individuals who may not have access to snowy environments during the summer months. Moreover, summer tubing is considered a family-friendly activity suitable for all age groups. The thrill of sliding down a slope, coupled with the safety provided by the Pearlsnow mats, makes it an attractive option for families looking for outdoor fun. Additionally, the absence of snow-related challenges, such as weather dependence and travel to snowy locations, contributes to its rising popularity"*

Furthermore, the versatility of Pearlsnow tubing mats allows for creative and customizable setups, enhancing the overall tubing experience. Whether it's the length of the slope, the design of the track, or the incorporation of additional features, these mats offer flexibility for organizers like Prosess to create unique and engaging attractions.

Introducing the Tubby Jump

The Tubby Jump adds an element of airborne excitement, allowing participants to experience not only the exhilarating slide down the tubing slope but also the joy of catching air as they navigate specially designed jumps.

