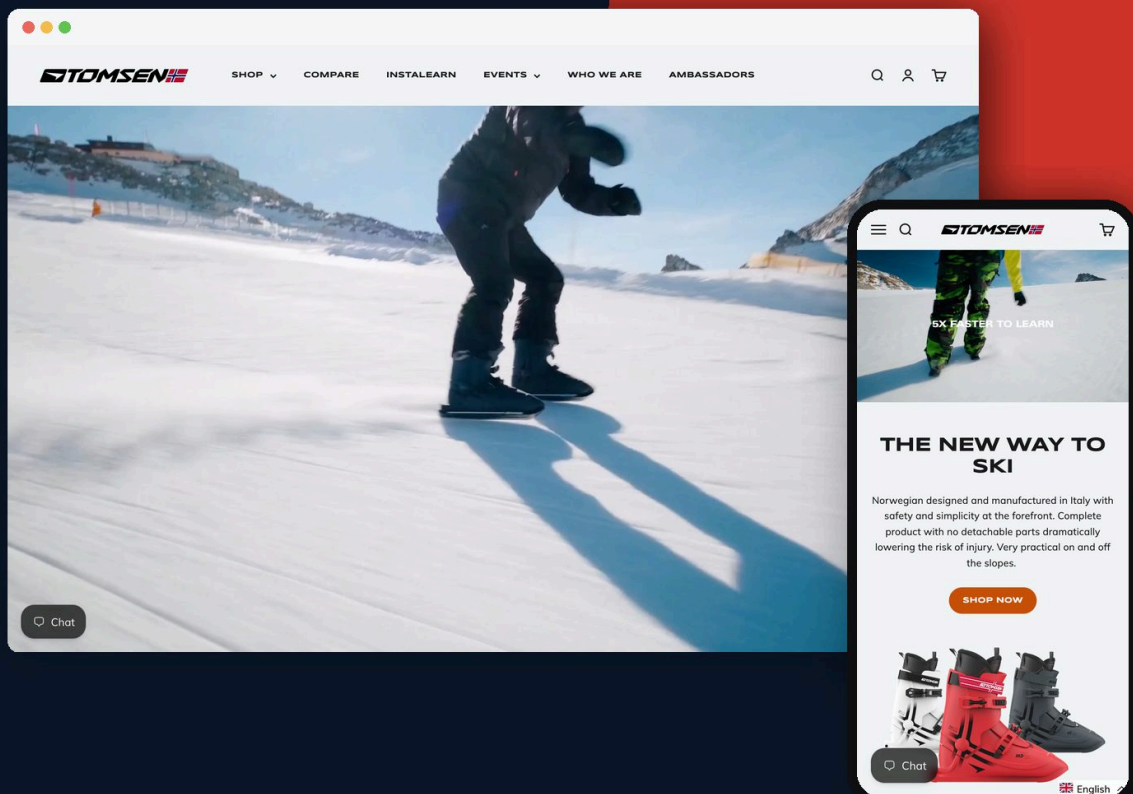


CASE STUDY · SPORTS EQUIPMENT

A Shopify store for Novaskis, a new kind of ski designed in Norway and made in Italy

Novaskis - Norwegian-designed, Italian-made short skis that make learning to ski safer and faster.



CLIENT

Tomsen Sports

INDUSTRY

Sports equipment

LOCATION

Norway, selling internationally

ENGAGEMENT

Shopify store design and build

BUILT WITH

Shopify

Overview

Tomsen Sports is the Norwegian company behind Novaskis: designed in Norway, made in Italy, with no detachable parts, built to lower the risk of injury and make learning dramatically faster. Ecomsy designed and built its Shopify store.

Business challenges

- **A new product category.** Shoppers have never seen a ski like this, so the store must explain before it sells.
- **Safety is the promise.** The design benefits have to be visible, not buried in a description.
- **Choosing a model.** Entry-level, intermediate and pro versions need an easy comparison.

The scope

A video-led Shopify store that shows the product in action, explains why it is safer, and helps customers choose the right model.

Key priorities

- Lead with video of the product in use
- Explain the safety design
- Compare the range clearly
- Support events and ambassadors

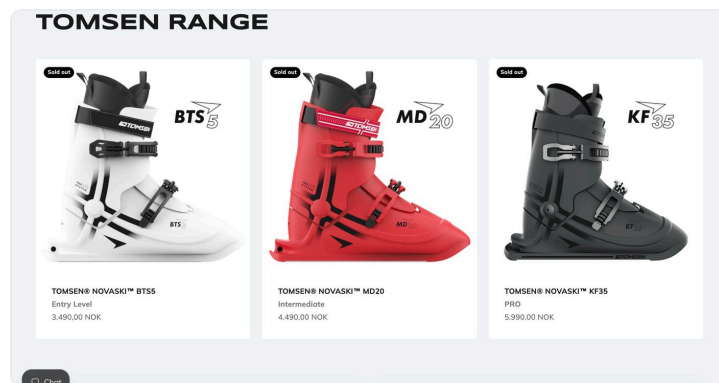
Solution

We let the product speak first: video and photography of Novaskis on the slopes, then the detail.

- **Video-first storytelling.** The home page opens on the product in motion.
- **A clear range.** Entry, intermediate and pro models presented side by side.
- **Safety, shown.** Steel edges and no loose parts, explained with close-up photography.

The result. A store that introduces a new kind of ski with confidence and makes choosing a model simple.

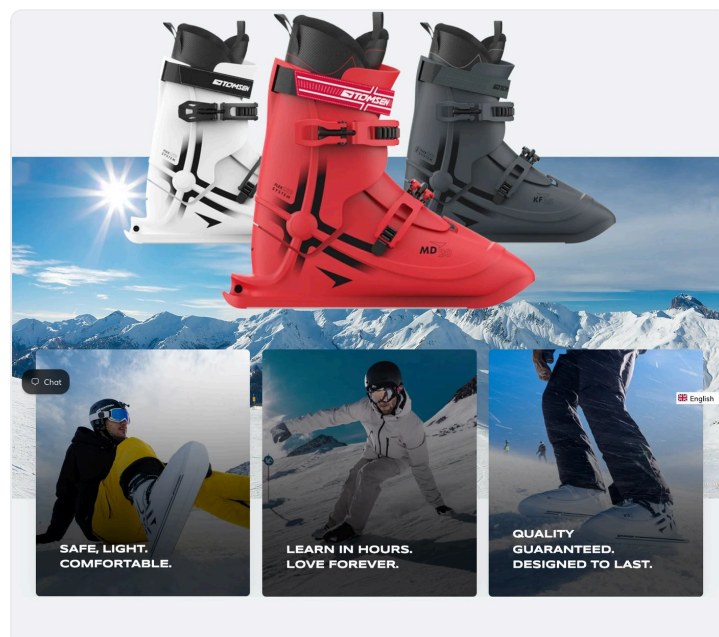
Key features



01

The Tomsen range

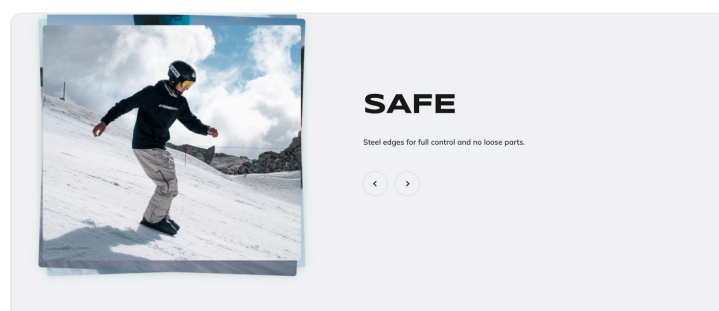
BTS5, MD20 and KF35 PRO, from entry level to professional, side by side.



02

Safe, light, comfortable

Learn in hours, built to last - the core promise, shown in photography.



03

Safe by design

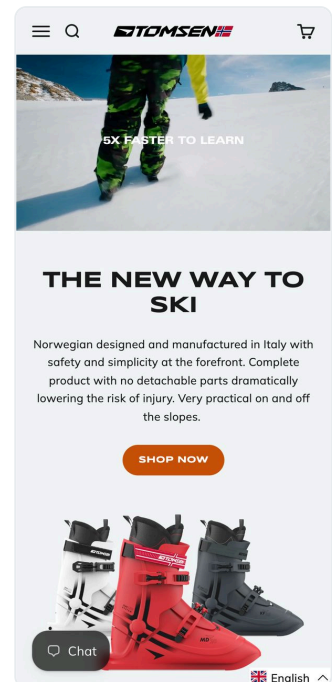
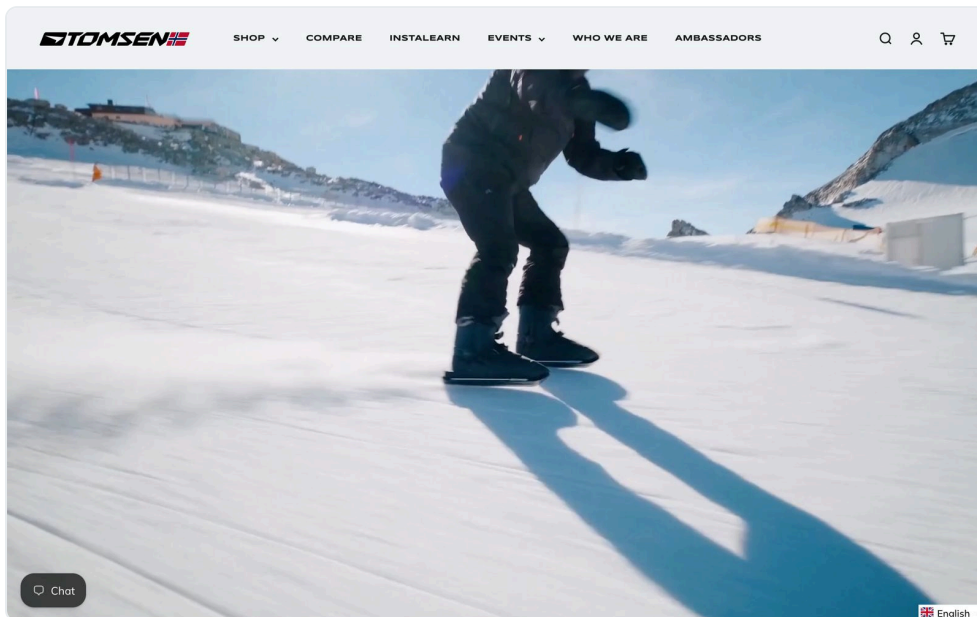
Steel edges for full control, and no loose parts.

Tech stack

- **Shopify.** Commerce platform
- **Tailwind CSS.** Styling
- **Klaviyo.** Email marketing
- **Hotjar.** Visitor insight

The live product

tomsensports.com



About Ecomsy

Ecomsy (SMC-Private) Limited designs and builds websites, Shopify stores, web apps and mobile apps for businesses in Pakistan and around the world. We work in small senior teams, from first design to launch and beyond.

ecomsy.com.pk · info@ecomsy.com.pk · +92 349 5573280