

YES.



CELEBRATING A
DECADE
OF SNOWBOARDING
YES. 2009-2019

“Out of water, I am nothing”

- Duke Kahanamoku

Holy shit. That was ten years?!

Launch a brand at the bottom of the financial crash with nothing but a burning passion for snowboarding and the lifestyle that surrounds it. Ignore all naysayers that insisted there was no such thing as a post-B shred life, because frankly you know of no other way to live. Don't read a single business book. Don't figure out how to make money. Just keep doing what you do and do it on your own terms.

Who are we? Or more importantly, who the hell do we think we are?

It began with 3 young men sharing a passion to elevate what high-performance snowboarding could look like on their own terms. Being some of the first to really push resort-based freestyle moves onto natural terrain and giant features made these men rockstars in their own right. And deservedly so. Perceptions were shattered. Comfort zones removed. Their lives (and ours) would never be the same.

This approach towards product is much of what YES. is. Defining progression and performance on our own terms, has proven to benefit riders of all abilities. (Trickle-down works with design much better than economics.)

Yes.'s cultural influences run deep into surf and skate. We learn from surfing's rich cultural history as much its history of shaping. We have way too many surfboards in our garage for people that live in the mountains and we check the surf forecasts even when we know there is no way we're getting to the beach. **Surfing influences our approach to natural terrain and inspires us to carve our own line on an ever-changing canvas.**

And of course, we are all products of skateboarding's golden age. **Skateboarding taught us where to grab, how to spin and that there's no such thing as a frontside Indy.** It defined for us style, attitude and ethos. Our sport has tracked similar booms, busts, exploitations, and finally indifference. And just as skateboarding has done, we've weathered it all.

It is this mish mash of influences and experiences that merge into how we define snowboarding. Freestyle, Freeride, Powder, Park - a single label doesn't do it justice. So follow our lead, and take it from there. Be influenced or be inspired. When you ride a YES. Snowboard, we expect you do it on your own terms.



JACKPOT



UNINC.



EMOTICON



BASIC



LIBRE



TYPO



BASIC
DECADE



FUN INC.



GHOST



STANDARD



HEL YES.



OPTIMISTIC



PYL



POW INC.



20/20



420



420 PH



CLARK

Basic Decade

YES. developed topsheet tech and the Carbon PowerDrive core top the list of features for this once in a decade product offering.

New Core

4 critical models in our line-up receive cores that are 10% lighter than 018.

PowInc.

Our beloved 420 shape, scaled down for kids to get the addiction started early!

New Length

142cm

Resort

Snowboarding existed before resorts.

Yes. And if one was to only watch certain films, you might think that snowboarding only takes place away from resorts.

But we all ride resorts. They are a shared experience. Our sport became what it is today only after resorts recognized that our money bought just as many tickets (and a lot more beers) as skier's money.

They opened up their pearly gates and a can of worms spilled forth.

We all learned our bag of tricks there – whether it's X-Games winning stuff or the life-long refinement of a good method. Resorts are so invitingly comfortable. No air-bags, avy courses, digging out sleds or analyzing snow pack. Just lap after burning lap. Knowing what's over that roll frees up your mind to let r' fly. Knowing where those stashes are after a good dump is the easiest pow fix we will ever get. And from the shit talking on the chair lift, to the pitchers of beers at the Longhorn, resort days create friendships and memories that last forever.

DEREK LIVINGSTON [o] PHIL TIFO

Libre

RIDERS Liftees everywhere
SHAPE Directional Twin
FLEX 6/10
CORE Full Poplar
GLASS Biax
OUTLINE Direction Volume Twin
BASE MATERIAL Extruded
BASE PROFILE CamRock



YES.
152
154
156
156w
158
159w
161w

From park-laps to groomed speed runs, to cat-track hits and mid-mountain powder stashes. We've taken our directional volume twin design that once graced the Ghost and Standard, and brought it into the reach of the masses where it belongs. Technically, it's still a twin outline because the nose and tail lengths are identical and it's not tapered. But the nose on the Directional Volume Twin has 15% more surface volume than the tail allowing for better floatation when the going gets deep.

EASY ACCESS, FULL
RESORT FREESTYLE.

Fun Inc.

RIDERS Kids everywhere
SHAPE True Twin
FLEX 3/10
CORE Full Poplar
GLASS Biax
OUTLINE Radial
BASE MATERIAL Extruded
BASE PROFILE FlatRock



YES.
127
133
138
142* (NEW)

Custom crafted with a unique YES. design perspective. The FunInc is designed for the 8-12 yr old who's skills, not size, have already outgrown dumbed-down kids boards, the bunny hill and often their own parents.

SERIOUS FUN.



“The Bunny Suit”

JPS / Mt Hood, Timberline / Summer 2001

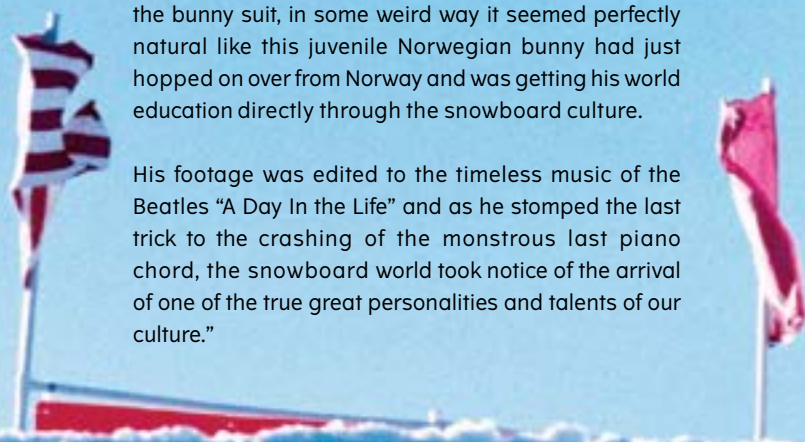
Words and image: Scott Sullivan

“The whole crew of Absinthe Films was up at Mt Hood and it was a stacked group of riders like Rice, Muller, Kalbermatten, De Marchi and among them was this new kid in the crew. Fresh-faced and stylish, JP Solberg was innocent on the outside, but had a mischievous streak lurking beneath it all.

JP came on the scene faster than a jackrabbit in heat and that summer session he put together one of the more memorable video parts to date when he donned the Bunny suit for directors Hostynek and Armbruster bagging the closing section in their pivotal film Transcendence.

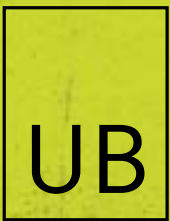
With a style full of no flap, grace under pressure and technical moves in the backcountry coupled with his humorous and lighthearted life view, JP was one of the funnest riders to be around. He never took himself too seriously, but he did take his snowboarding very seriously. When the time came for him to wear the bunny suit, in some weird way it seemed perfectly natural like this juvenile Norwegian bunny had just hopped on over from Norway and was getting his world education directly through the snowboard culture.

His footage was edited to the timeless music of the Beatles “A Day In the Life” and as he stomped the last trick to the crashing of the monstrous last piano chord, the snowboard world took notice of the arrival of one of the true great personalities and talents of our culture.”



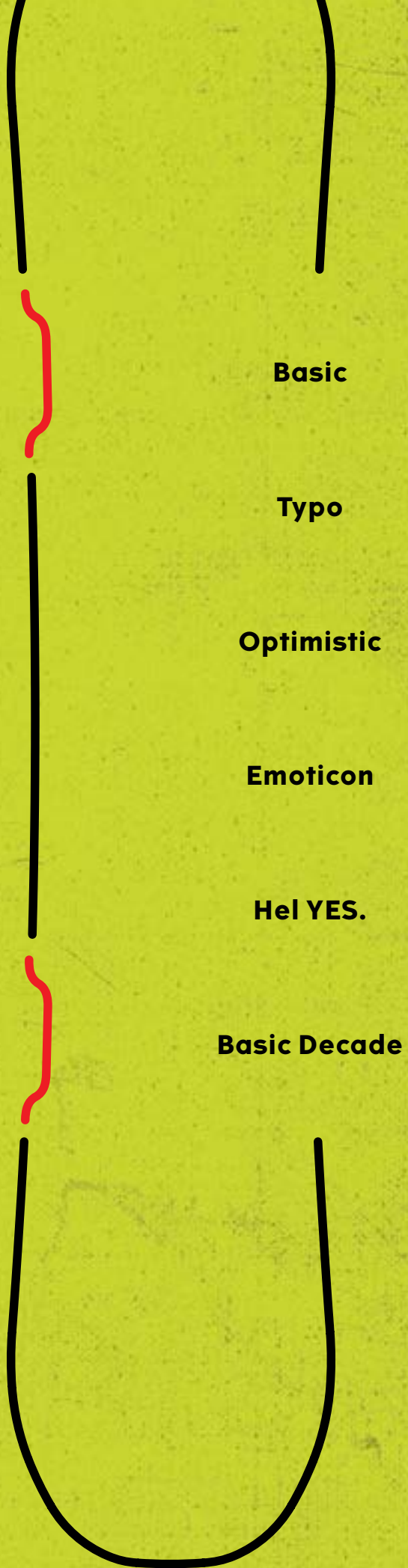
UB

UnderBite



UnderBite edges re-distribute a rider's weight in such a way that it enhances turning ease and edge hold.

Pulling short sections of the sidecut inward at the binding area by a couple mms disrupts and reduces the surface area of the edge that has contact with snow while the board is turning. This increases the edge pressure by distributing your weight/energy in the areas where you need it - from the binding out, and through the center of the board where the carving arc is taking place. This segmentation of the sidecut into 3 key zones focuses your body weight onto areas that initiate, hold and release turns.



Basic

RIDERS Austen Sweetin, Benji Ritchie
SHAPE True Twin
FLEX 5/10
CORE Full Poplar
GLASS Biax
OUTLINE UnderBite
BASE MATERIAL Extruded
BASE PROFILE CamRock 4-4-4



YES.
 143
 146
 149
 152
 155
 156w
 158
 159w
 161
 163w

**TESTED, PROVEN,
 & AWARD-STACKED.**

Developed as a go-to, ride-it-all deck, the Basic has been refined over the years to the point that both pros and newbies reach for it on a regular basis. The UnderBite outline extracts more arc, more hold and a better carving experience out of every design we apply it to and the Basic was the genesis of it all.

UB

Typo

RIDERS Benji Ritchie, Mark Tremblay
SHAPE Directional Twin
FLEX 6/10
CORE Full Poplar
GLASS Biax
OUTLINE UnderBite
BASE MATERIAL Sintered Spec
BASE PROFILE CamRock 2-4-2



YES.
 149
 152
 155
 156w
 158
 159w
 161
 163w

DEFINING FULL RESORT FREESTYLE.

Every year we found ourselves getting custom made "team-spec" boards for riders like Benji Ritchie, that loved the Basic but wanted a faster base and just a little more snap to the flex. The Typo is exactly that. For the dedicated resort rat and upcoming pro in all of us.

UB

Optimistic

RIDERS Austen Sweetin, DCP
SHAPE Directional
FLEX 9/10
CORE Carbon PowerDrive 2.0
GLASS Triax + Carbon
OUTLINE UnderBite
BASE MATERIAL Sintered True
BASE PROFILE Modern Camber



YES.
 151
 154
 157

RAIL IT, FLOAT IT, SEND IT.

A mid-wide waist width coupled with an aggressive sidecut and UnderBite sets you up for a turning experience like no other. Response, stability and edge hold on every snow condition. Floats better than anything this side of a 420. Enjoy the shorter swing weight by riding it a few cm's shorter than your normal board and you will unlock this board's true versatility.

UB

Emoticon

RIDERS Raquel Iendrick
SHAPE True Twin
FLEX 4/10
CORE Full Poplar
GLASS Biax
OUTLINE UnderBite
BASE MATERIAL Extruded
BASE PROFILE CamRock 3-2-3



YES.
143
146
149
152

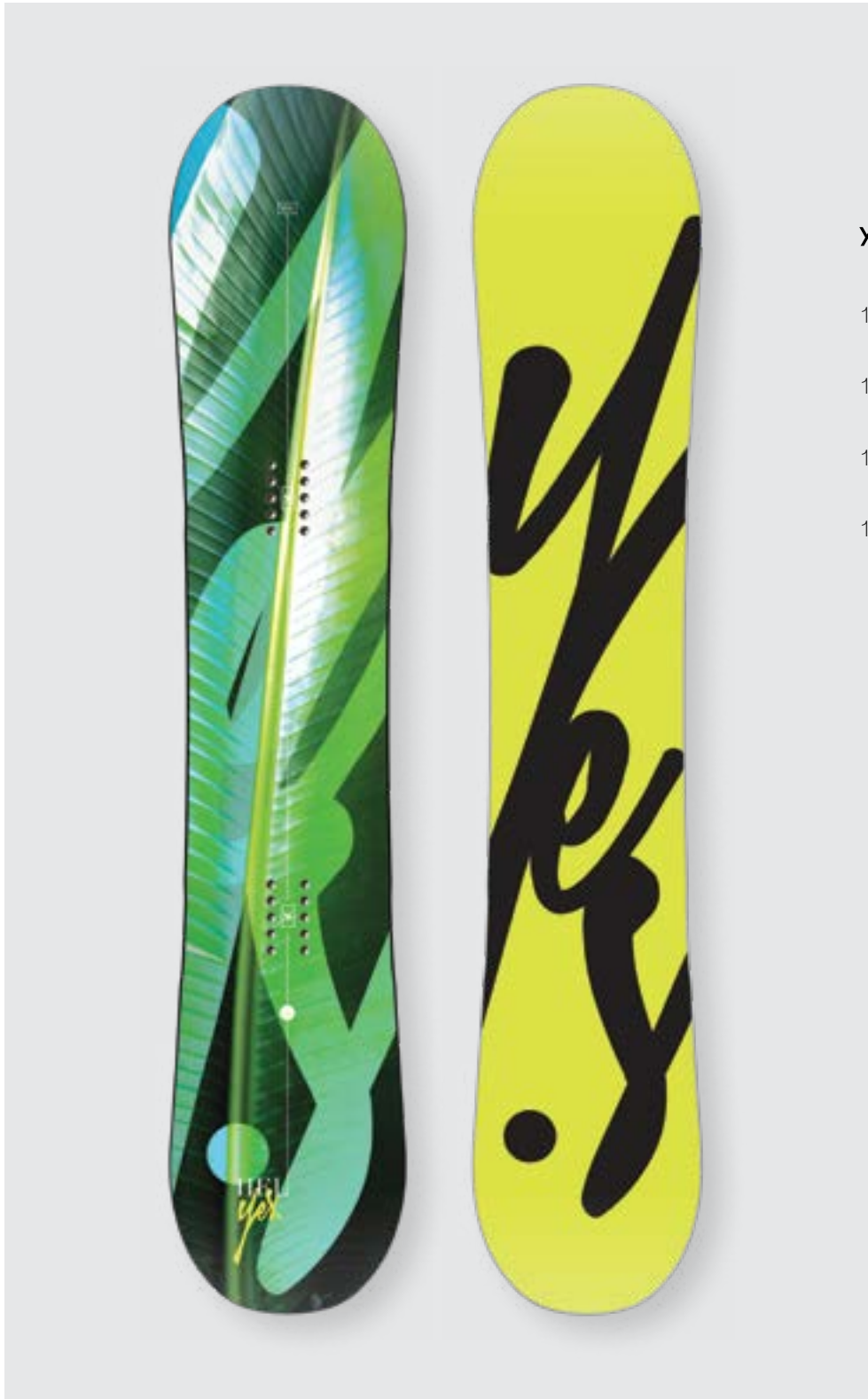
FIT TO
MOVE YOU.

The Emoticon takes the user-friendly performance of the Basic, in a tailored design that targets a woman's size and weight. Narrower, softer and a more forgiving blended sidecut has made this one a multi-time TWS Goodwood Award winner since its release 4 years ago.

UB

Hel YES.

RIDERS Helen Schettini and a lot of Whistler locals...
SHAPE Directional Twin
FLEX 6/10
CORE Poplar/Paulownia/Bamboo (*NEW)
GLASS Biax
OUTLINE UnderBite
BASE MATERIAL Sintered True
BASE PROFILE Directional CamRock 2-3-2



YES.
146
149
152
155

ALWAYS BEST
IN CLASS.

After winning three consecutive Good Wood Award's, the HEL YES. has anchored itself as one of the industry's top standards for womens freeriding. A directional twin layout, UnderBite outline, sintered base and a bamboo-stringer core has allowed Helen to draw her unique mark on women's snowboarding.

UB

Basic Decade

CELEBRATING A
DECADE
OF SNOWBOARDING
YES. 2009-2019



YES. 152 155 158 159w 161

RIDERS Benji Ritchie, Romain De Marchi

SHAPE True Twin

FLEX 7/10

TOPSHEET Exposed Composite

CORE Carbon Powerdrive 2.0. + Slamback Stance

GLASS Triax + Carbon

OUTLINE UnderBite

BASE MATERIAL Sintered True

BASE PROFILE Camrock 2-4-2 (lower rocker than Basic)



UB

To honor a decade of YES, we felt it was only fitting to take the most versatile board in our line and see how far we could push it. While its outline may be familiar, the performance extracted from the Carbon Powerdrive core and YES. developed, Exposed Composite Topsheet is something definitely worth celebrating. Lightweight, powerful, snappy. The Decade will keep you going hard for another 10 years or more!

**HOW FAR CAN
WE TAKE THIS?**

“DCP Cliff”

DCP / Sonora Pass, 2002

[o] Andy Wright

“There have been only a few days in my years of shooting snowboarding that I can say changed the game, and this was one of them. Backcountry snowboarding was taken to a new level never thought possible and I am proud to say this shot still holds up 15 years later. Truly a legendary moment I’ll never forget.”

Witness: Todd Richards

“60 footer blind roll-away takeoff into wind-buffed styrofoam landing that may or may not be flatter than it looks? DCP said, ‘hold my beer’. Filming with David at Sonora Pass showed me how much of a workhorse the guy is. He doesn’t take no for an answer from any landing.”

DCP:

“I remember rolling up to this zone in Sonora , with Kingpin Production and I was so inspired to be somewhere different. It was the first year of UNINC and really felt part of something special. That was my biggest motivation. Gotta send it. I m on a team with Romain, JP and Gigi ... can’t hit small stuff when the boys are hitting Chad’s gap for breakfast ... ”

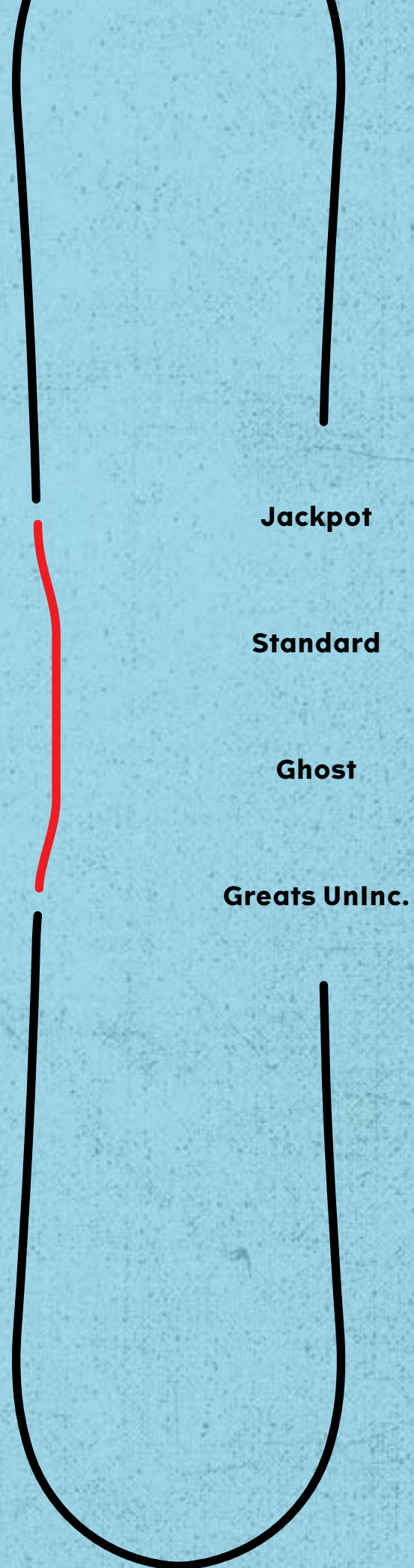
MB

MidBite



MidBite blends the response of a narrow waist width with the stability of wider nose and tail.

The design steps a single, longer section (longer than Underbite) of each sidewall inward between the insert packs. This single long disruption of the sidecut between the bindings cheats the waist width narrower, providing quicker edge-to-edge response. Meanwhile, from your bindings out to the end of the sidecut we maintain a wider board width that improves float in pow and is a stable platform for popping, spinning, and landing on any snow type.



Jackpot

RIDERS Justin Mulford, Derek Livingston, Todd Richards
SHAPE True Twin
FLEX 6/10
CORE Full Poplar
GLASS Triax
OUTLINE MidBite
BASE MATERIAL Sintered True
BASE PROFILE CamRock 2-4-2 (*NEW)



PARK, PIPE AND EVERYTHING EN ROUTE

The Jackpot launched the first Mid-Bite in our line and has since anchored it as a true-twin, performance-enhancing design feature. The design allows for a narrower responsive waist width, with a wider, more stable platform outside the binding areas. Does it really work? 2 consecutive TWS Goodwood Awards can't be wrong.

MB

Standard

RIDERS Romain DeMarchi
SHAPE True Twin
FLEX 7/10
CORE Poplar/Paulownia/Bamboo (*NEW) + Slamback Stance
GLASS Triax
OUTLINE Directional Volume Twin + MidBite
BASE MATERIAL Sintered True
BASE PROFILE CamRock 3-4-3



YES.
149
151
153
156
159
162* (NEW)

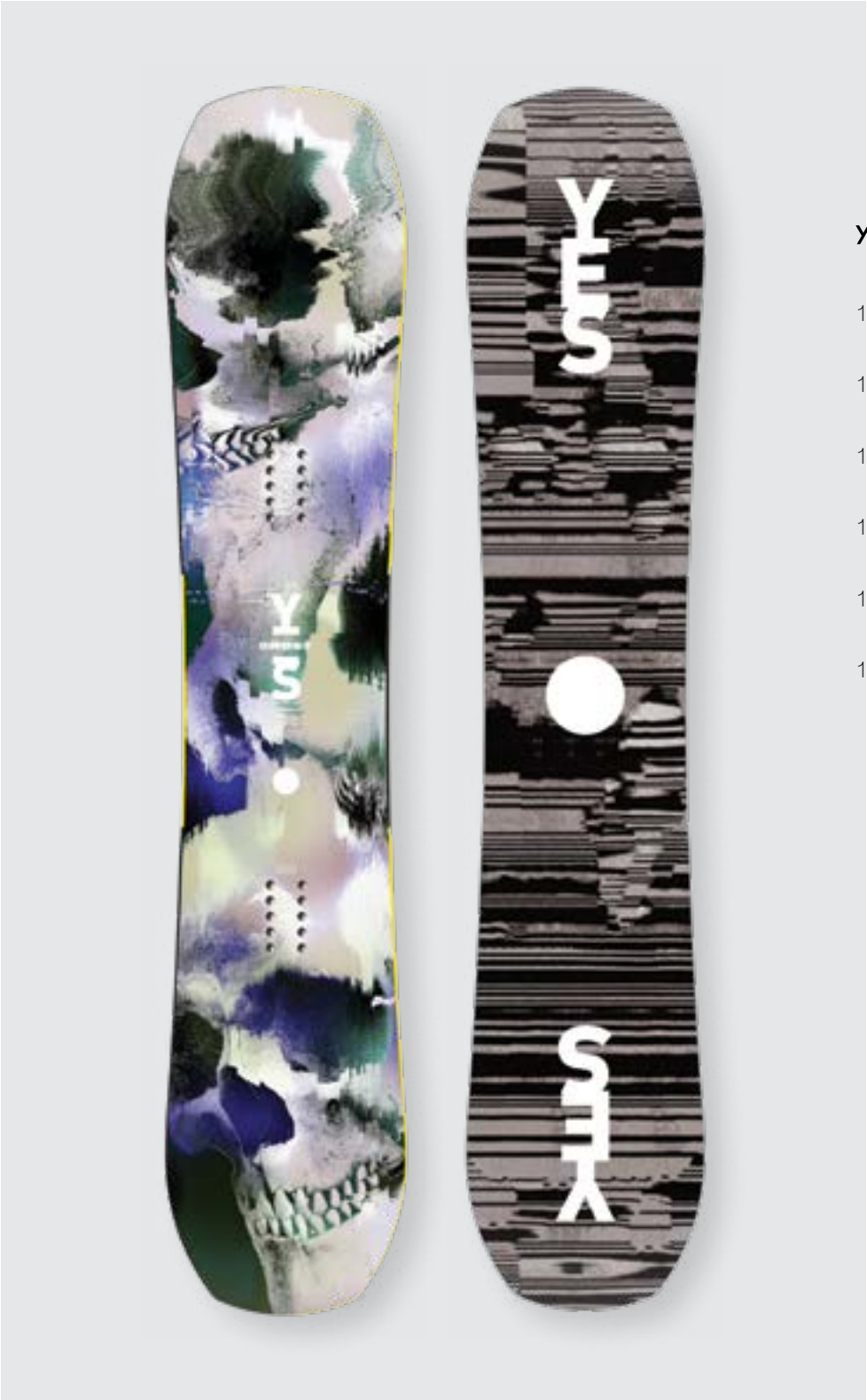
MIDBITE MADNESS!

Last year we advanced the Standard's Directional Volume Twin shape, tweaked some key metrics like sidecut and waist width, and applied the Jackpot's award winning Underbite outline. The end result is more float, more stability, more edge hold without compromising the response you demand.

MB

Ghost

RIDERS Derek Livingston
SHAPE True Twin
FLEX 7/10
CORE Poplar/Paulownia/Bamboo (*NEW)
GLASS Triax
OUTLINE Directional Volume Twin + MidBite
BASE MATERIAL Sintered True
BASE PROFILE Modern Camber



YES.
149
151
153
156
159
162* (NEW)

A MODERN CAMBER MARVEL.

The Ghost is a mid-wide, true 'modern' camber board with a mouthful of outline tech gracing its spec sheet. Directional Volume Twin outline helps the true twin float better than expected and the MidBite allows a wider platform underfoot while maintaining a responsive waist width and confident edge hold.

MB

Greats Unlnc.

MB

This years Greats Unlnc is an all-new design. Still an asymmetrical twin with asym-flex, but we've added an asymmetrical MidBite to compliment the opposing side-cut specs. The end result is an enhancement of the board we've always loved, by delivering even better edge hold and greater stability on landings.

SAVE

HUMANS

FULLY REDESIGNED, ASYM TWIN.

RIDERS Austen Sweetin, JP Solberg
SHAPE True Twin
FLEX 7/10
CORE Poplar/ Paulownia /Bamboo (*NEW)
GLASS Triax + Carbon
OUTLINE Asymmetrical MidBite (*NEW)
BASE MATERIAL Sintered True
BASE PROFILE CamRock 2-4-2 (*NEW)



YES. 151 154 156 159



It is the point of all of this.

It's that smell you pick up on that rainy October day when you realize the temp has dropped just enough that it's snowing a few hundred feet above your head. It's that excitement the night before opening day that makes it hard to sleep, and what wakes you up an hour before your alarm. It's what makes even the most chilled-out hippie a frothing stress-case waiting for the lift to open.

Even die-hard skiers can't bad-mouth what a snowboard can do in powder. We are the top of the food-chain when the snow is deep and they damn well know it. Every slash, every arc, every bottomless landing fills us with a bliss you will never get out of your system. Whether your fix is bottomless, budget-breaking heli access, lung-burning hikes or patiently scoring first chair after a dump, we share the same shameless addiction and channel that passion into every freeride board we design.

YOU [o] CHOMLACK

PYL

RIDERS DCP
SHAPE Directional
FLEX 7/10
CORE Weightless with Ash Veneer topsheet
GLASS Triax
OUTLINE Tapered UnderBite
BASE MATERIAL Sintered True
BASE PROFILE Directional CamRock 1-4-2



YES.
156
159
160w
162
165

TAPER THAT FLOATS AND HOLDS.

Tapered UnderBite delivers the directional drive and float of a tapered board without compromising edge hold or the ability to power out of turns. The PYL does all this in a more traditional width/length board. The Weightless core and natural dampening and snap provided by the ash veneer brings a refined, high-performance feel to this innovative, award-winning shape.

TUB

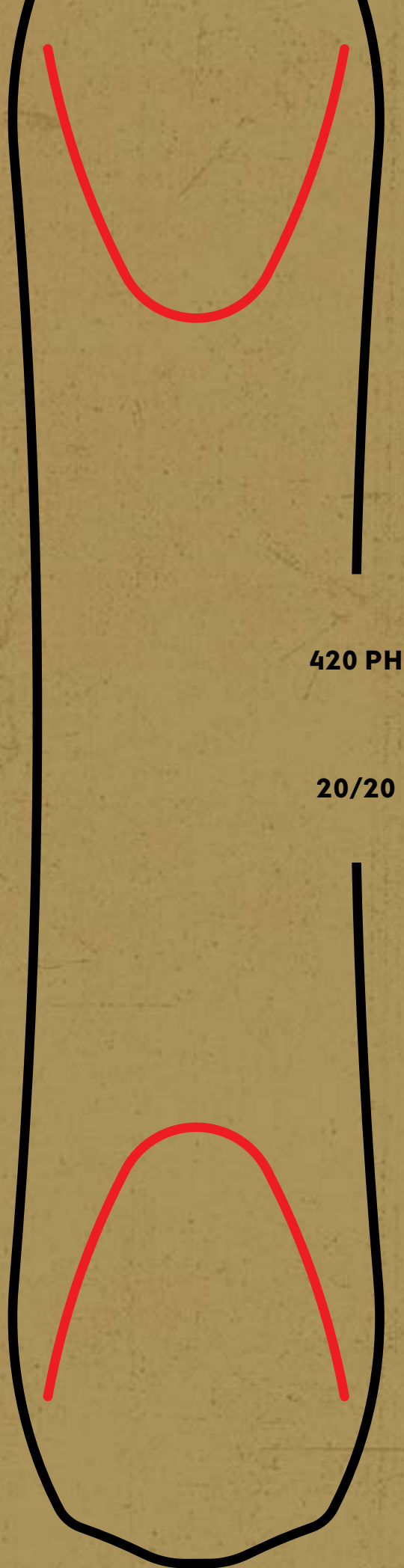
PH

PowderHull



The 3D PowderHull starts with a base profile combining two distinct rocker lines that when blended together create a pronounced base concave in the nose and tail. The centerline is fully rockered starting from the insert packs, all the way to the tips of the bluntly shaped nose and tail. Out at the contact edges is a more conventional base profile that we use on many of our other boards. The resulting concave across the nose and tail acts differently at the leading end of the board than it does at the trailing end when riding in deep snow. At the leading end (nose), the concave draws air under the board – just as a concave spoon-nose does on longboards in the surf – causing lift and floatation. As the snow moves across the base, it releases off the tail and the exaggerated rocker line along the center, causing the tail to drop downward.

So even though it's a perfectly balanced twin, the board rides through deep snow with the same pitch, or planing angle, that we get with directional shapes and set-back stances. On hard-pack it's a short, wide, super fun twin.



YES.
154

ENABLE YOUR ADDICTION.

PH

The narrower outline of the 420 with PH allows such extreme versatility - a wide range of riders can be comfortable on this one length. Refined waist width and sidecut make it more responsive than the 420, while longer effective edge gets a little more bite into the hardpack. And the PowderHull makes it near impossible to sink the nose.

420 PH

RIDERS DCP, Todd Richards
SHAPE Directional Weir
FLEX 7/10
CORE Weightless
GLASS Triax
OUTLINE Radial
BASE MATERIAL PH Sintered True (*NEW)
BASE PROFILE PowderHull



“Vivid”

Romain de Marchi / Haines Alaska / 2002 / Absinthe Films
Words and image: Scott Sullivan

“In the early 2000’s Romain was on an entirely different level than almost any other rider on the planet. He was doing things, bigger, faster, more tweaked, more inverted, more insane. The motive and attitude at Absinthe films in those days was to take the tricks out of the snowboard parks and resorts and into the backcountry where the objective was to take freestyle snowboarding into natural terrain and adapt through instinct and reflex to what the mountain served up. For a few years now, for a few weeks each springtime, Justin Hostynek and Romain had been working closely together in the helicopter accessed backcountry of Haines, Alaska and each year there was a bit more progress than the previous year in that progression. But this year was different. Romain was not just on fire, he was exploding! I showed up in Haines after a 3 day ferry ride up from Bellingham, WA, and had just gotten my hands on a great lens for Alaska - a 500mm Canon big gun perfect for shooting the immense Alaskan landscape as the riders went into lines that nobody had ever been before.

We had a policy at Absinthe for many years that the day would always start with a free run to get us all warmed up. However on this day there was no messing around and we went straight to some lines that Romain had been planning a strike mission on for a while.

My nerves lit with electricity as I watched Romain drop into the point of no return and descend towards a closed-out cliff face with no exit other than the 50-foot plus invisible elevator to the ground floor. Romain dropped in and with no hesitation he pinned it off the cliff and lofted a huge backside 3 clearing all of the dagger-like rocks that passed below.

I felt like I was witnessing one of the greats, (like Johan Olafson in TB5 or Noah Salasnek at Superspines), that had influenced so many riders up until that point.

Romain got down to the bottom and instantly radioed in for the heli to bump him back to the peak again. So I just stayed put and watched him descend for round 2. As he dropped in he got about 25 feet before the cliff and he hopped a 180 so he was now going switch, and proceeded to go into a Cab 5 off the cliff, corked out, styled out, all out! Romain in that moment was what snowboarding through that technical frontier was all about!

His influence over those years cannot be overstated nor should it be underestimated.”



YES.

150

154

20/20

RIDERS RDM, Austen Sweetin
SHAPE True Twin
FLEX 7/10
CORE Weightless
GLASS Triax
OUTLINE Radial
BASE MATERIAL PH Sintered True (*NEW)
BASE PROFILE PowderHull



The first true-twin, powder specific freestyle board. No one else was even trying to figure this one out, so when we dropped the PowderHull in 2015 it came as more than just a surprise. It rocked people’s perception of what a snowboard should look like. Deep pronounced concaves at either end of the base create lift on the forward facing end while at the same time causing the tail to drop in powder. In the air and on hardpack you have a balanced, symmetrical twin. On a powder landing, whether landing switch or not, it feels like a directional powder board.

HYDRO-SNOW DYNAMICS IN ACTION.

PH

420

RIDERS Powder lovers everywhere
SHAPE Directional Weird
FLEX 5/10
CORE Weightless
GLASS Triax
OUTLINE Radial
BASE MATERIAL Sintered Spec
BASE PROFILE PowRock



YES.
 145
 148
 152

OFTEN COPIED,
 NEVER DUPLICATED.

This board is all about surface area displacement to create float and stability in a package that has much less swing-weight due to its dramatically shortened length. A tight turning radius facilitates tree-bound powder hunts and a custom crafted rocker line keeps the nose up at any speed. Often copied, but never duplicated, there's only one 420.

DW

PowInc.

RIDERS The YES. kids.
SHAPE Directional Weird
FLEX 4/10
CORE Full Poplar
GLASS Biax
OUTLINE Radial
BASE MATERIAL Extruded
BASE PROFILE PowRock



YES.
 125

THE
 GATEWAY DRUG.

Quite possibly the first kids pow board. The groms are getting so good, so fast, it's only natural they'd want to get in on the pow days and humiliate us there too. Scaled down from our beloved 420, the PowInc is the real deal.

DW

Base Profiles

1. Modern Camber

Ghost, Optimistic

2. FlatRock

Fun Inc.

3. CamRock

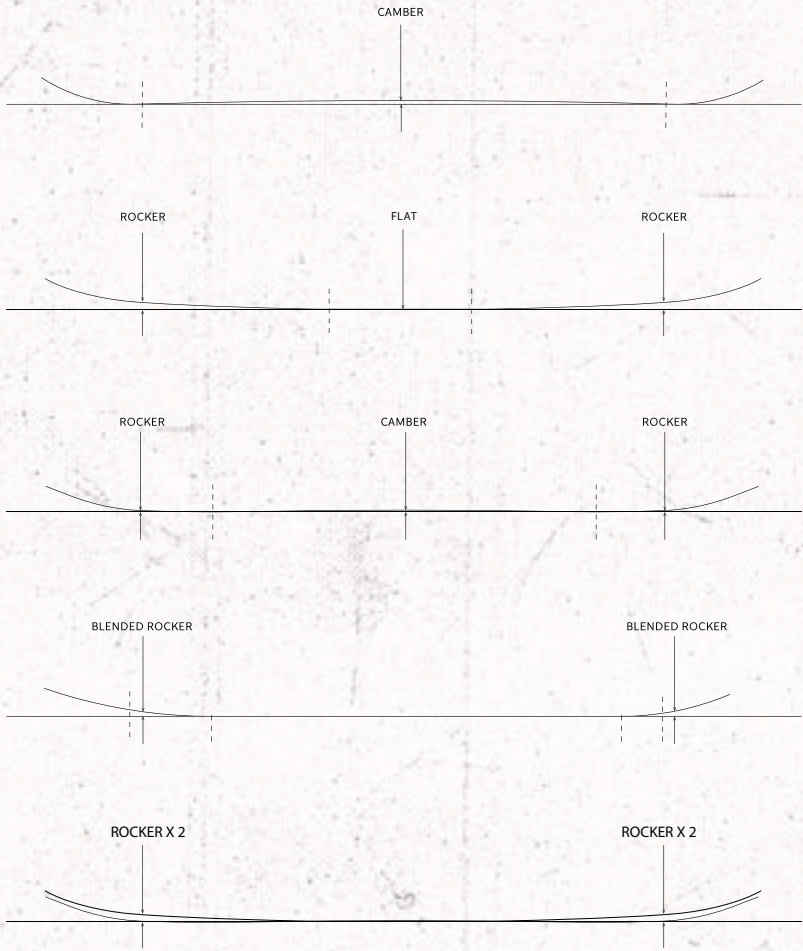
Emoticon, Basic, Typo, Jackpot, Greats, Libre, Hel, PYL, Basic Decade, Greats Uninc.

4. PowRock

420, PowInc., The Clark

5. PowderHull

20/20, 420PH



Base Materials

SIN-TER VERB \ SIN-T R
transitive verb

: to cause to become a coherent mass by heating without melting

EX-TRUDE VERB \IK- STRÜD

: to force, press, or push (something) out
: to shape (something) by forcing it through a hole

THE TERMS SINTERED AND EXTRUDED ARE VERBS USED TO DESCRIBE THE PROCESS BY WHICH A BASE MATERIAL IS MADE.

Most of us have been taught to think of Extruded and Sintered as ways of describing the quality and/or hardness of a base material. Extruded being softer and slower, and Sintered being harder and presumably faster. Unfortunately this is not always true. Rather than re-educate, the industry tends to play on your current understanding, which we think is a little disingenuous.

So here are the 3 base materials we use:

Extruded

Just like it says. This material is formed by extrusion. It is softer than our other two bases, which isn't necessarily a bad thing. At the speeds many of us ride, this material is actually quicker (gets up to speed faster) than sintered when waxed correctly. You may have your own proof of this when you're smoking by someone with a dried out "high-end" base. It also retains wax better because it's more porous and is easy to fix with a P-Tex stick if you get scratches in it.

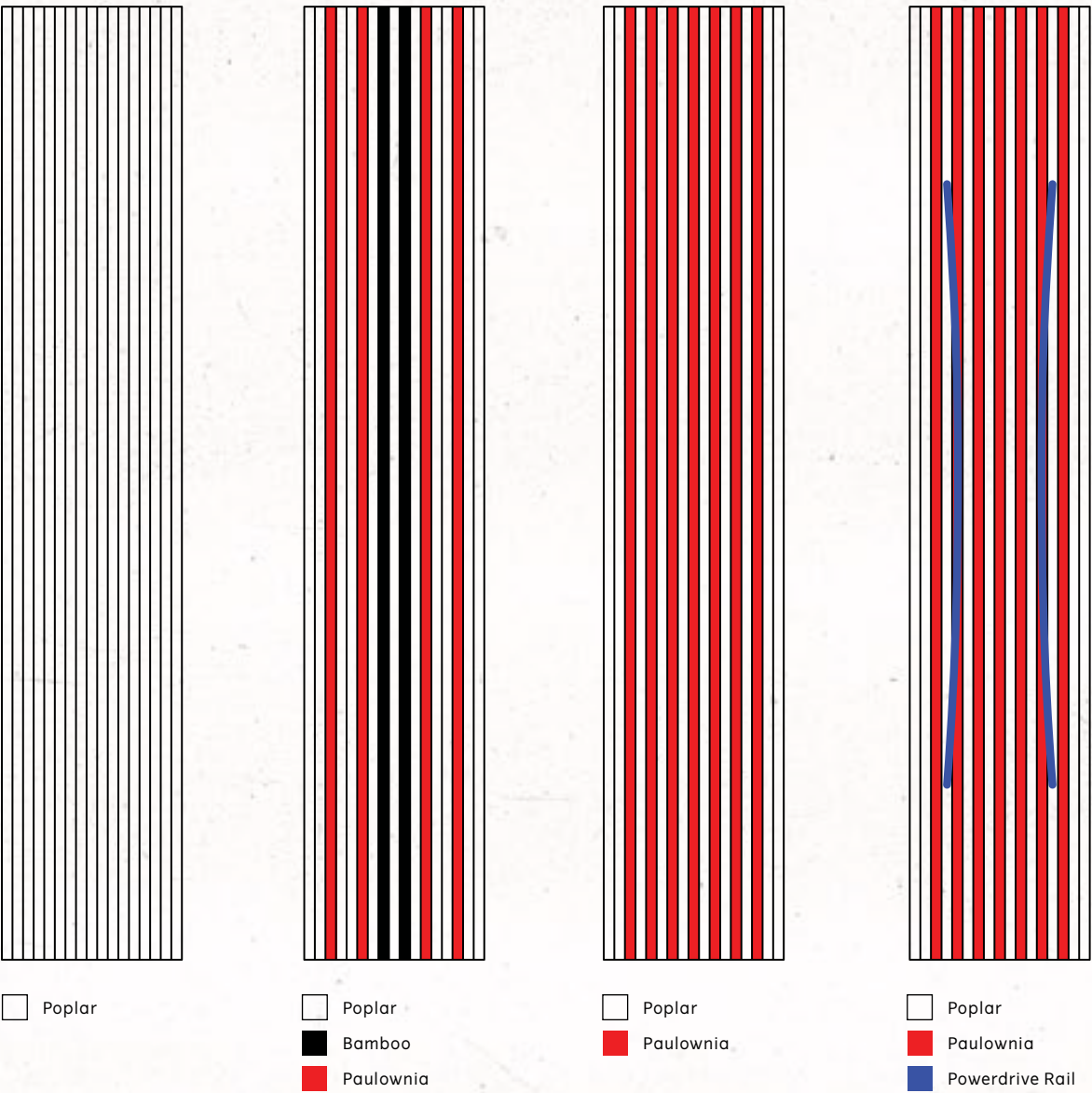
Sintered Spec

This is the term we use, and is the grey zone many companies play in. We call it Sintered Spec because both its hardness and chemical properties, and its on-snow performance, are very close to true sintered - but it is formed using the extrusion process. How? - The raw material is actually pre-consumer recycled (meaning it never left the factory) sintered base material. So while the heating and extrusion process has softened it slightly, it's still much harder than true Extruded.

Sintered True

Just like it says. Pellets or course powder are pressed until they form a solid. There are several suppliers for our entire industry and each have different codes for them depending on the colour and transparency. These codes can make it seem like you're getting many different kinds and grades of sintered but they're all pretty much the same as far as you and I will ever tell. True Sintered is harder and more expensive than extruded and it can be faster for those that ride aggressively fast. But to do that, it needs to be waxed often and prepared for local conditions.

Core Profiles



1. Full Poplar

Our baseline core for tip to tail woodcore snowboard construction. Strikes a predictable balance between durability, consistent flex and light weight.

Fun Inc.
Libre
Emoticon
Basic
Typo
Jackpot
Clark
Pow Inc.

2. Poplar/Bamboo/ Paulownia (*NEW)

Creating a lighter, more responsive core than the Full Poplar. The Poplar + Bamboo uses the same durable core, lightens it up by replacing 30% of the Poplar with Paulownia and then inserts two bamboo stringers down the full length for added pop and response.

Ghost
Hel YES.
Standard
Greats UnInc.

3. Weightless Core

Designed originally for the 420 and 20/20.

The weightless core strikes a critical balance between lightweight and strength. Using a lower density species of Poplar in the areas that are not as structural and Paulownia in the areas that are, we're able to shave precious weight off boards designed to surface-fly. This helps a board not only float, but "feel" floaty.

PYL
420
20/20
420 PH

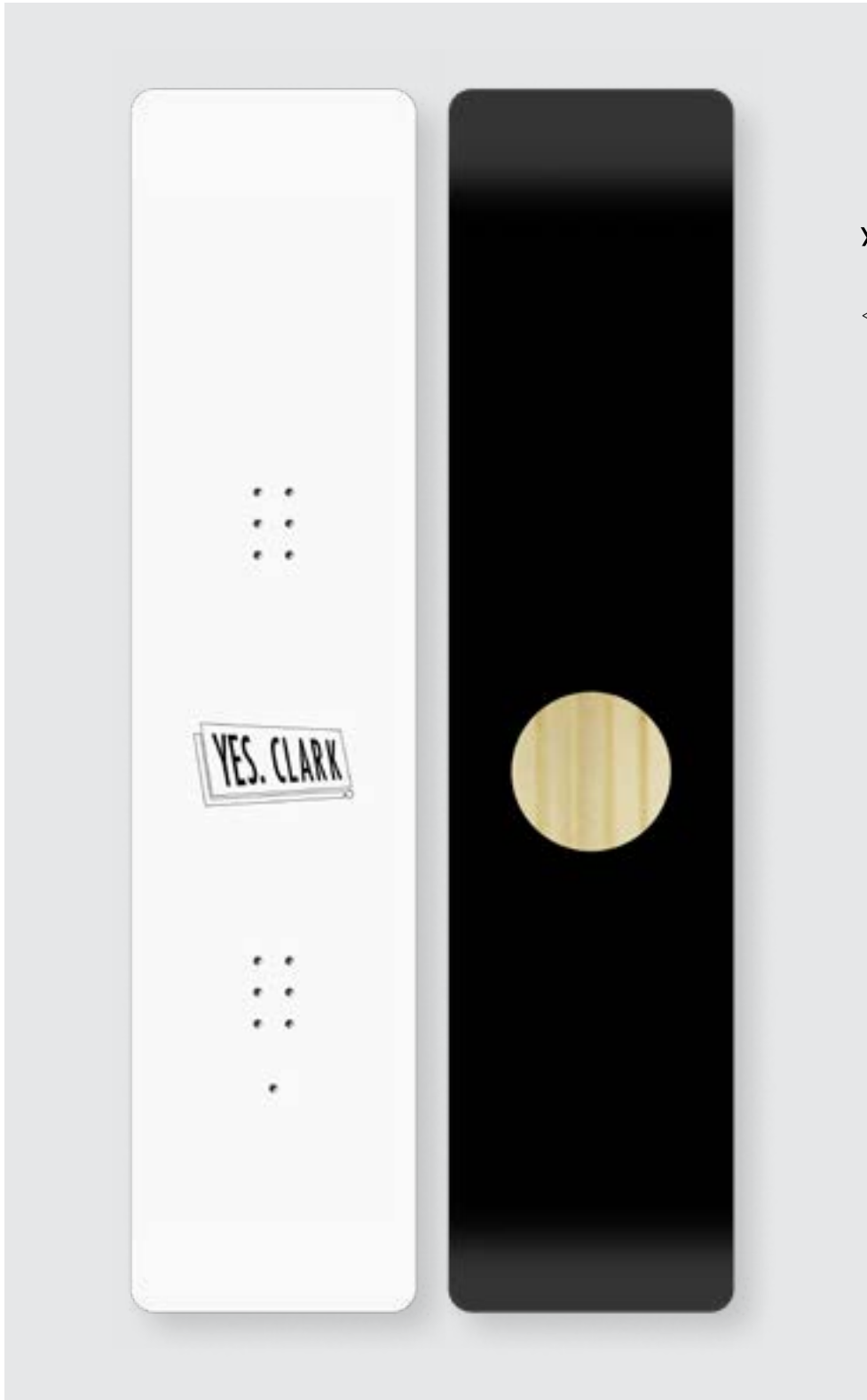
4. Carbon PowerDrive 2.0

The Optimistic begins with the same Weightless Core featured on the PYL, 20/20, 420 and 420PH. We then mill two custom programmed channels about 30mm in from the edge, running parallel to the sidecut.

Inserted into these channel are pre-bent bamboo stringers wrapped in carbon. The end result is a highly responsive core that precisely matches and complements the outline of each board.

From intuitive turn initiation, solid edge hold and explosive release, the PowerDrive core is constantly active.

Optimistic
Basic Decade



B

Grubby Clark didn't invent the blank, but he made damn sure anyone that wanted to shape had the blank to do it. The Clark gives anyone with a jigsaw and an idea the chance to carve out their own definition of the perfect pow board.

Clark

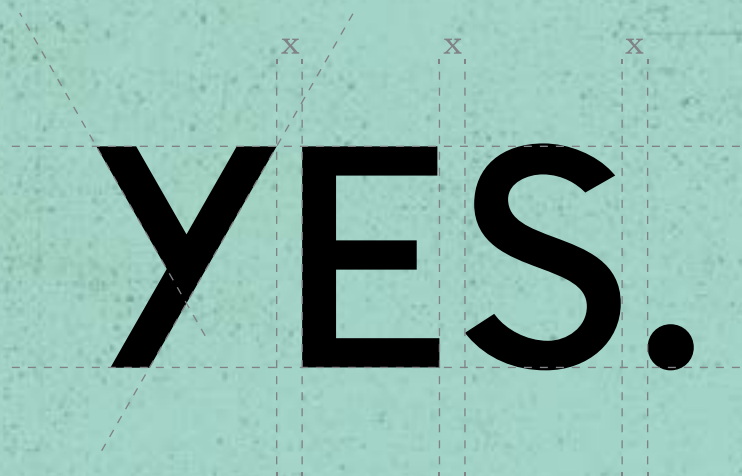
RIDERS Dreamers and doers
SHAPE Up to you
FLEX 5/10
CORE Full Poplar
GLASS Biax
OUTLINE Up to you
BASE MATERIAL Extruded
BASE PROFILE PowRock



TABULA RASA



Re-Brand

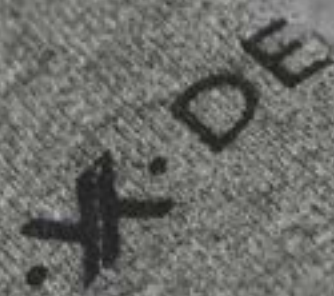


APPROACH /

A simple, bold word-mark has characterized the brand from day one, with arguably the most globally recognized words ever spoken. After 10 years we arrive at an update to the identity that is equal parts fresh, recognizable, and visually sustainable for another decade or more.

The new identity takes a lower-case-styled Y and updates the E and S to more closely match our corporate font. Replacing the square with the rectangle refines and tightens up the secondary applications. The new Y can stand-alone as long as the dot anchors it with the brands legacy. Finally, the dot was first introduced as the 420 base graphic 7 years ago. Let's make it official! THE DOT IS A LOGO.

The 10-year markings are an important partner to the new corporate branding. Every YES. product made for the 018/019 model year will have some kind of this marking on it. Specifically all boards will have the "Decade" reference stance locator on the topsheet.



019 Softgoods



Y. Dot Zip Hoodie
French Terry
S,M,L,XL
Black



Dot PU Hoodie
Cotton Fleece
S,M,L,XL
Heather



YES. Snowboarding Tee
Poly Cotton
S,M,L,XL
Black



Y. Dot Tee
Poly Cotton
S,M,L,XL
Black



Y. Dot Cap
One Size
Black



YES. Decade Cap
One Size
Black



YES. Board Bag
600D
INSULATED
WATERPROOF LINING
One Size
Black

Carry Over



YES. Zip Up Hoodie
French Terry
M,L,XL
Black



420 Pocket Tee
Poly Cotton
M,L
Heather



Cuff Beanie
One Size
Merlot



Slouch Beanie
One Size
Black



YES. Trucker Cap
One Size
Black

YES. Team



ROMAIN DE MARCHI
Switzerland / Canada / [o] PHIL TIFO



JP SOLBERG Norway / [o] CHOMLACK



BENJI RITCHIE Canada / [o] PAUL WATT



DCP
Canada / [o] PHIL TIFO



HELEN SCHETTINI
Canada / [o] HELEN'S FRIEND



AUSTEN SWEETIN
USA / [o] PHIL TIFO



COLIN SPENCER
USA / [o] JEFF BROCKMEYER



RYAN TIENE
Australia / [o] PHIL TIFO



MARK TREMBLAY
Canada / [o] PHIL TIFO



DEREK LIVINGSTON
Canada / [o] PHIL TIFO



MADISON ELLSWORTH
USA / [o] HAILEY ELLSWORTH

YES. Ambassadors

- | | |
|----------------------|------------------------|
| BRANDT TODD RICHARDS | CLINT ALLAN |
| RAQUEL IENDRICK | NICO DROZ |
| MORGAN HEBERT | MARIO KAPPELI |
| TIM CRIGHTON | JF PELCHAT |
| FEDERICO MEKIS | ALEX WARBURTON |
| JUSTIN MULFORD | SAM NEUMANN AKA REDDOG |
| HEIKKI SORSA | |

Model	Tip Length (cm)	Tip Length (cm)	Effective Edge Length (cm)	Contact Length (cm)	Waist Width (cm)	Tip Width (cm)	Tail Width (cm)	Rocker / Camber (mm)	Sidicut (mm)	Ref Point (inches)	(cm)	Ref Stance Setback (inches)	Min. Ref Stance Width (inches)	(cm)	Max. Ref Stance Width (inches)	(cm)
JACKPOT 149	20.75	20.75	112.5	107.5	24.8	29.15	29.15	R2 / C4 / R2	7.7	52.07	20.5	0	48.1	18.9	56.1	22.1
JACKPOT 152	21	21	115	110	25	29.43	29.43	R2 / C4 / R2	7.9	53.34	21	0	49.3	19.4	57.3	22.6
JACKPOT 154	21.25	21.25	116.5	111.5	25.1	29.58	29.58	R2 / C4 / R2	8	55.88	22	0	51.9	20.4	59.9	23.6
JACKPOT 156	21.25	21.25	118.5	113.5	25.2	29.77	29.77	R2 / C4 / R2	8.1	57.15	22.5	0	53.2	20.9	61.2	24.1
JACKPOT 156w	21.5	21.5	118	113	25.8	30.34	30.34	R2 / C4 / R2	8.1	57.15	22.5	0	53.2	20.9	61.2	24.1
JACKPOT 158	21.5	21.5	120	115	25.4	30	30	R2 / C4 / R2	8.2	58.42	23	0	54.4	21.4	62.4	24.6
EMOTICON 143	19.4	19.4	109	104.2	23.7	28.07	28.07	R3 / C2 / R3	6.4	48.26	19.0	0	44.3	17.4	52.3	20.6
EMOTICON 146	19.75	19.75	111.5	106.5	23.9	28.34	28.34	R3 / C2 / R3	6.6	49.53	19.5	0	45.5	17.9	53.5	21.1
EMOTICON 149	20.1	20.1	114	108.8	24.1	28.6	28.6	R3 / C2 / R3	6.8	52.07	20.5	0	48.1	18.9	56.1	22.1
EMOTICON 152	20.45	20.45	116.5	111.1	24.3	28.73	28.73	R3 / C2 / R3	7	53.34	21.0	0	49.3	19.4	57.3	22.6
BASIC 143	20	20	108	103	24.5	28.6	28.6	R3 / C3 / R3	6.8	48.26	19.0	0	44.3	17.4	52.3	20.6
BASIC 146	20.25	20.25	110.5	105.5	24.7	28.96	28.96	R3 / C3 / R3	6.8	49.53	19.5	0	45.5	17.9	53.5	21.1
BASIC 149	20.5	20.5	113	108	24.8	29.13	29.13	R3 / C3 / R3	7	52.07	20.5	0	48.1	18.9	56.1	22.1
BASIC 152	21	21	115	110	25	29.37	29.37	R4 / C4 / R4	7.2	53.34	21.0	0	49.3	19.4	57.3	22.6
BASIC 155	21.25	21.25	117.5	112.5	25.1	29.54	29.54	R4 / C4 / R4	7.4	55.88	22.0	0	51.9	20.4	59.9	23.6
BASIC 156w	21.25	21.25	118.5	113.5	25.9	30.29	30.29	R4 / C4 / R4	7.5	57.15	22.5	0	53.2	20.9	61.2	24.1
BASIC 158	21.5	21.5	120	115	25.3	29.81	29.81	R4 / C4 / R4	7.6	57.15	22.5	0	53.2	20.9	61.2	24.1
BASIC 159w	22	22	120	115	26.1	30.61	30.61	R4 / C4 / R4	7.6	58.42	23.0	0	54.4	21.4	62.4	24.6
BASIC 161	22.5	22.5	122	116	25.4	29.91	29.91	R4 / C4 / R4	7.8	59.69	23.5	0	55.7	21.9	63.7	25.1
BASIC 163w	23	23	123	117	26.3	30.77	30.77	R4 / C4 / R4	7.9	59.69	23.5	0	55.7	21.9	63.7	25.1
BASIC DECADE 152	21	21	115	110	25	29.37	29.37	R2 / C4 / R2	7.9	53.34	21	0	49.3	19.4	57.3	22.6
BASIC DECADE 155	21.25	21.25	117.5	112.5	25.1	29.54	29.54	R2 / C4 / R2	8.1	55.88	22	0	51.9	20.4	59.9	23.6
BASIC DECADE 158	21.5	21.5	120	115	25.3	29.81	29.81	R2 / C4 / R2	8.3	57.15	22.5	0	53.2	20.9	61.2	24.1
BASIC DECADE 159w	22	22	120	115	26.1	30.61	30.61	R2 / C4 / R2	8.3	58.42	23	0	54.4	21.4	62.4	24.6
BASIC DECADE 161	22.5	22.5	122	116	25.4	29.91	29.91	R2 / C4 / R2	8.5	58.42	23	0	54.4	21.4	62.4	24.6
LIBRE 152	21	21	115	110	24.8	29.17	29.17	R4 - C4 - R4	7.2	53.34	21	0.5	49.3	19.4	57.3	22.6
LIBRE 154	21	21	117	112	24.9	29.36	29.36	R4 - C4 - R4	7.3	55.88	22	0.5	51.9	20.4	59.9	23.6
LIBRE 156	21	21	118	114	25	29.48	29.48	R4 - C4 - R4	7.4	55.88	22	0.5	51.9	20.4	59.9	23.6
LIBRE 156w	21	21	118	114	25.6	30.08	30.08	R4 - C4 - R4	7.4	58.42	23	0.5	54.4	21.4	62.4	24.6
LIBRE 158	21	21	120	116	25.2	29.72	29.72	R4 - C4 - R4	7.6	58.42	23	0.5	54.4	21.4	62.4	24.6
LIBRE 159w	21.5	21.5	120	116	25.8	30.32	30.32	R4 - C4 - R4	7.6	59.69	23.5	0.5	55.7	21.9	63.7	25.1
LIBRE 161w	22	22	121	117	26	30.52	30.52	R4 - C4 - R4	7.8	59.69	23.5	0.5	55.7	21.9	63.7	25.1
GREATS UNINC. 151	20	20	116.3	111	25.3	30.49	30.49	R2 / C4 / R2	5.9 Heel / 6.4 Toe	53.34	21.00	0	47.3	18.6	59.3	23.4
GREATS UNINC. 154	20.15	20.15	119	113.7	25.6	30.88	30.88	R2 / C4 / R2	6.1 Heel / 6.6 Toe	55.88	22.00	0	49.9	19.6	61.9	24.4
GREATS UNINC. 156	20.3	20.3	120.7	115.4	25.9	31.15	31.15	R2 / C4 / R2	6.3 Heel / 6.8 Toe	55.88	22.00	0	49.9	19.6	61.9	24.4
GREATS UNINC. 159	20.45	20.45	123.4	118.1	26.2	31.54	31.54	R2 / C4 / R2	6.5 Heel / 7 Toe	58.42	23.00	0	52.4	20.6	64.4	25.4
FUNINC. 127	21.4	21.4	90.2	84.2	22.5	25.52	25.52	R3.5 / C0 / R3.5	5.8	44.45	17.5	0	42.5	16.7	46.5	18.3
FUNINC. 133	21.7	21.7	95.6	89.6	23.1	26.35	26.35	R4 / C0 / R4	6.1	45.72	18.0	0	43.7	17.2	47.7	18.8
FUNINC. 138	22	22	100	94	23.7	27.11	27.11	R4.4 / C0 / R4.4	6.4	48.26	19.0	0	46.3	18.2	50.3	19.8
FUNINC. 142	22.3	22.3	103.4	97.4	24.5	27.99	27.99	R4.4 / C0 / R4.4	6.7	48.26	19.0	0	46.3	18.2	50.3	19.8
GHOST 149	25.2	25.2	110.6	98.6	24.5	28.94	28.94	C4	7.15	49.53	19.5	0	45.5	17.9	53.5	21.1
GHOST 151	25.35	25.35	112.3	100.3	24.8	29.25	29.25	C4	7.35	50.8	20.0	0	46.8	18.4	54.8	21.6
GHOST 153	25.6	25.6	113.8	101.8	25.3	29.87	29.87	C4	7.35	52.07	20.5	0	48.1	18.9	56.1	22.1
GHOST 156	25.85	25.85	116.3	104.3	25.8	30.45	30.45	C4	7.55	54.61	21.5	0	50.6	19.9	58.6	23.1
GHOST 159	26.1	26.1	118.8	106.8	26.3	31.02	31.02	C4	7.75	57.15	22.5	0	53.2	20.9	61.2	24.1
GHOST 162	26.35	26.35	121.3	109.3	26.8	31.23	31.23	C4	7.95	57.15	22.5	0	54.4	21.4	62.4	24.6
TYPO 149	20.5	20.5	113	108	24.8	29.13	29.13	R2 / C4 / R2	7	52.07	20.5	0.5	48.1	18.9	56.1	22.1
TYPO 152	21	21	115	110	25	29.37	29.37	R2 / C4 / R2	7.2	53.34	21.0	0.5	49.3	19.4	57.3	22.6
TYPO 155	21.25	21.25	117.5	112.5	25.1	29.54	29.54	R2 / C4 / R2	7.4	55.88	22.0	0.5	51.9	20.4	59.9	23.6
TYPO 156w	21.25	21.25	118.5	113.5	25.9	30.29	30.29	R2 / C4 / R2	7.5	57.15	22.5	0.5	53.2	20.9	61.2	24.1
TYPO 158	21.5	21.5	120	115	25.3	29.81	29.81	R2 / C4 / R2	7.6	57.15	22.5	0.5	53.2	20.9	61.2	24.1
TYPO 159w	22	22	120	115	26.1	30.61	30.61	R2 / C4 / R2	7.6	58.42	23.0	0.5	54.4	21.4	62.4	24.6
TYPO 161	22.5	22.5	122	116	25.4	29.91	29.91	R2 / C4 / R2	7.8	59.69	23.5	0.5	55.7	21.9	63.7	25.1
TYPO 163w	23	23	123	117	26.3	30.77	30.77	R2 / C4 / R2	7.9	59.69	23.5	0.5	55.7	21.9	63.7	25.1
STANDARD 149	25.2	25.2	110.6	98.6	24.5	28.94	28.94	R3 - C4 - R3	7.15	49.53	19.5	0	45.5	17.9	53.5	21.1
STANDARD 151	25.35	25.35	112.3	100.3	24.8	29.25	29.25	R3 - C4 - R3	7.35	50.8	20.0	0	46.8	18.4	54.8	21.6
STANDARD 153	25.6	25.6	113.8	101.8	25.3	29.87	29.87	R3 - C4 - R3	7.35	52.07	20.5	0	48.1	18.9	56.1	22.1
STANDARD 156	25.85	25.85	116.3	104.3	25.8	30.45	30.45	R3 - C4 - R3	7.55	54.61	21.5	0	50.6	19.9	58.6	23.1
STANDARD 159	26.1	26.1	118.8	106.8	26.3	31.02	31.02	R3 - C4 - R3	7.75	57.15	22.5	0	53.2	20.9	61.2	24.1
STANDARD 162	26.35	26.35	121.3	109.3	26.8	31.23	31.23	R3 - C4 - R3	7.95	58.42	23.0	0	54.4	21.4	62.4	24.6
OPTIMISTIC 151	31.2	15.2	116.6	104.6	25.6	30.75	30.1	C4	6.25	53.34	21.0	0	47.3	18.6	59.3	23.4
OPTIMISTIC 154	31.6	15.6	118.8	106.8	26.2	31.5	30.82	C4	6.35	55.88	22.0	0	49.9	19.6	61.9	24.4
OPTIMISTIC 157	32	16	121	109	26.6	31.9	31.29	C4	6.5	58.42	23.0	0	52.4	20.6	64.4	25.4
HEL 146	19.5	19.5	111	107	23.9	28.25	28.25	R2-C3-R2	6.7	49.53	19.5	1	45.5	17.9	53.5	21.1
HEL 149	20	20	113	109	24.1	28.48	28.48	R2-C3-R2	6.9	50.8	20	1	46.8	18.4	54.8	21.6
HEL 152	20.5	20.5	115	111	24.2	28.57	28.57	R3-C4-R3	7.1	53.34	21	1	49.3	19.4	57.3	22.6
HEL 155	22	22	117	111	24.4	28.79	28.79	R2-C4-R2	7.3	54.61	21.5	1.5	50.6	19.9	58.6	23.1
PYL 156	33.5	21.5	116	101	25	29.99	29.44	R1-C4-R2	7.6 / 6.7 / 5.8	54.61	21.5	1	48.6	19.1	60.6	23.9
PYL 159	34	22	118	103	25.3	30.32	29.76	R1-C4-R2	7.8 / 6.9 / 6	57.15	22.5	1	51.2	20.1	63.2	24.9
PYL 160w	34	22	119	104	26	31.1	30.55	R1-C4-R2	7.8 / 6.9 / 6	58.42	23	1	52.4	20.6	64.4	25.4
PYL 162	34.25	22.25	120.5	105.5	25.5	30.63	30.07	R1-C4-R2	7.95 / 7.05 / 6.15	59.69	23.5	1	53.7	21.1	65.7	25.9
PYL 165	35	22.5	123	107.5	25.8	31.03	30.47	R1-C4-R2	8.1 / 7.2 / 6.3	59.69	23.5	1	53.7	1.1	65.7	25.9
20/20 150	33.75	33.75	107	82.5	27.8	32.31	32.31	R2-C4-R2	6	54.61	21.5	0	50.6	19.9	58.6	23.1
20/20 154	33.75	33.75	110.3	86.5	28	32.38	32.38	R2-C4-R2	6.6	57.15	22.5	0	53.2	20.9	61.2	24.1
420 145	36.5	24	102	84.5	26	30.94	29.36	0	5.9	49.53	19.5	1.5	45.5	17.9	53.5	21.1
420 148	36.5	24	105.1	87.5	28.6	33.78	32.18									

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YES.



YES.