



YES.

PHOTO:
DCP [o] DALBY



“ LESS IS MORE ”

MIES VAN DER ROHE

The evolution of YES. has been shaped by many things.

By our product, our riders, our customers and our fans. And it should be mentioned, with no shortage of thanks, that some of our biggest fans have been those that took a risk on year one. The shops, reps and distributors that went out on a limb and took a chance on a few punk-ass pros launching a new brand, have stumbled, grown, and evolved along with us.

It's hard to imagine where we'd be...or even if we'd be, without them.

These people have grown to expect a lot from us, and without hesitation, we put that same pressure of high expectations on ourselves. To remain true to why we started and ignore the noise around us has become a bit of a mantra around here. So for 018 we've again applied what we've learnt in the past to push the needle forward in our own unique way. Expanding the line only where we felt we could add value to a riders experience, trimming the fat and improving on models that were itching for a makeover.

Each year we've looked at where we're at and have had reason to smile at the progress we made. But just like taking it all in at the top of a line before dropping in: we're happy to be where we're at and stoked at where we're going...

“ LESS BUT BETTER ”

DIETER RAMS

PHOTO:
SWEETIN [o] CHOMLACK



\$ \$

\$ \$

YES. FOR LIFE.

Our lifetime warranty is still a stand-alone in the industry.

No magic resin or gimmicks. We literally cut and pasted the words from everyone else's warranty and made it last for life. Cause if you got our back, we got yours.

YES. FOR GROMS

Not just another China OEM with our logo slapped on it.

This new board has been carefully designed to set older groms up for entry on to our main decks. Targeting the 8-12yr old discerning shred, the Fun..Inc is the perfect beginning of a lasting relationship with the next gen.

STANDARD / TDF

This year we've gone in and cracked open two of our most coveted models. Our all-new design takes the personality of these two main-stays of our line-up, and catapults them forward using our most tested design theories from the past 5 years. Directional volume twin with mid-bite.

PICK YOUR LINE

A new face for the PYL.

We shifted gears on the PYL's aesthetic to highlight the tech that only a select few have been open-minded enough to unlock. Award-winning and unlike any other shape created, the PYL now stands out as a visually striking piece of craftsmanship.

RIDERS / 8-12 year old shredders. SHAPE / True Twin FLEX / 3 CORE / Full poplar GLASS / Blax OUTLINE / Radial BASE MATERIAL / Extruded BASE PROFILE / Rocker

FUN INC.



127

133

138

THE GATEWAY DRUG.

Custom crafted with a unique YES. design perspective. The Fun...Inc 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...

TRUE TWIN



152, 154, 156, 158

156W, 159W
161W

FULL-RESORT FREESTYLE.

Freedom for all. 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 TDF and Standard, and brought it into the reach of the masses where it belongs.

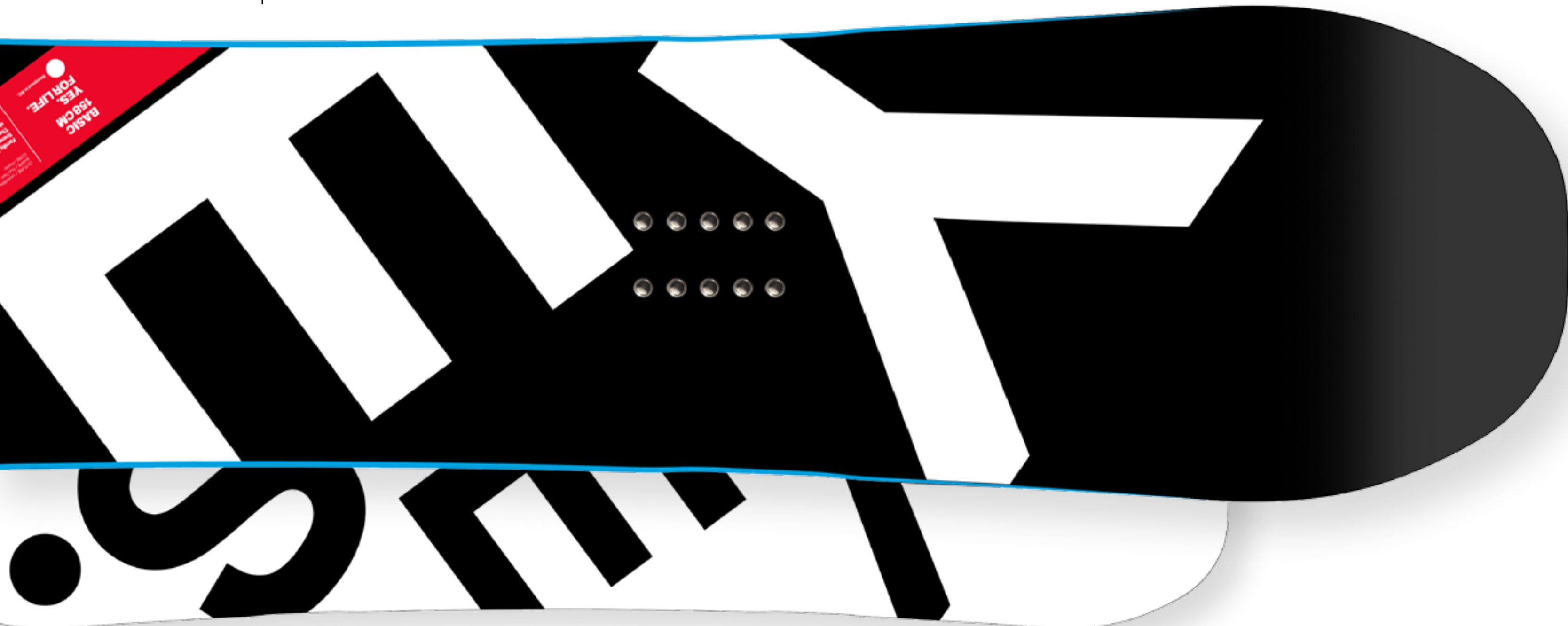
DIRECTIONAL
VOLUME TWIN

LIBRE

RIDERS / All-resort warrior SHAPE / Directional Twin FLEX / 3.5 CORE / Full Poplar GLASS / Blax OUTLINE / Direction Volume Twin BASE MATERIAL / Extruded BASE PROFILE / CamRock

BASIC

RIDERS / Snowboarders
GLASS / Bix
SHAPE / True Twin
OUTLINE / Underbite
FLEX / 3.5
CORE / Full Poplar
BASE MATERIAL / Extruded
BASE PROFILE / CamRock



UNDERBITE

“GOOD DESIGN IS
HONEST.”

DIETER RAMS

THE MOST IMPORTANT BOARD OF OUR LINE.

The Basic – in one form or another - has been with us since YES. began. It launched the brand, it launched a small movement, and when we applied Underbite a few years ago it unwittingly put modern form to a philosophy that has been with us all since the beginning. It's both as complicated and as simple as it needs to be.

The Basic is for the snowboarder's snowboarder. Its primary function is to allow the rider to do anything he or she focuses their mind on. Whatever line, trick, direction or surface they want to shred, the Basic is designed to make this as intuitive as possible. Waist width, sidecut, Underbite, flex pattern, tip and tail profiles, materials – all of it is thoughtfully applied with that same goal in mind. To open the hill up to whatever it is you want to make of it.

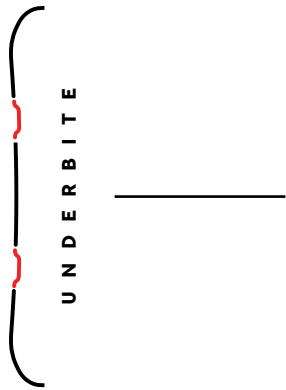
This basic goal is what we're all after. So for us, Basic doesn't mean simple - Basic means fundamental.



143, 146, 149, 152, 155, 156W,
158, 159W, 161, 163W

TYPO

RIDERS / BenjiRichie, Mark Trembley SHAPE / Directional Twin FLEX / 4 CORE / Full Poplar
GLASS / Bliax OUTLINE / UnderBite BASE MATERIAL / Sintered Spec BASE PROFILE / CamRock



U N D E R B I T E

THE BASIC PLUS.

Getting extras with your Basic won't make you fat - it'll just make you fast. Sintered Spec base gives you an extra gear, and a slightly set-back stance keeps your powder stashes a priority when choosing where you go next.



149, 152, 155, 156W,
158, 159W, 161, 163W



M I D B I T E



149, 152, 154
156, 156W, 158

PARK AND RIDE.

Injecting energy and confidence into every park and pipe lap, the Jackpot isn't just another true twin with a die-cut sintered base. MidBite masterfully blends a narrow, responsive waist width with wider, more stable platforms from the binding areas outward.

JACKPOT

RIDERS / Justin Mulford, Todd Richards SHAPE / True Twin FLEX / 4 CORE / Full Poplar
GLASS / Triox OUTLINE / MidBite BASE MATERIAL / Sintered True BASE PROFILE / CamRock

HEL YES

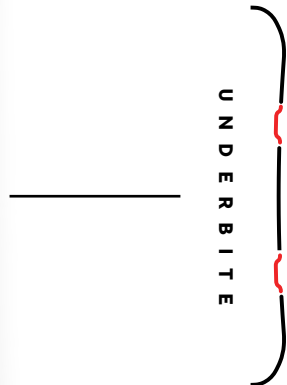
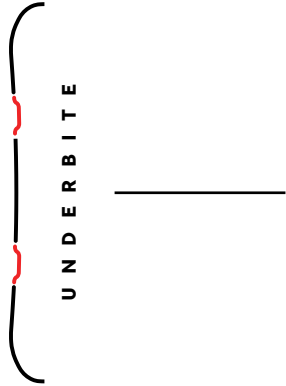
RIDERS / Helen Schettini
GLASS / Triax
SHAPE / Directional
FLEX / 3.5
CORE / Poplar + Bamboo
BASE MATERIAL / Sintered True
BASE PROFILE / CamRock

SHATTER
YOUR OWN
GLASS
CEILING.

A slightly directional layout, UnderBite outline, sintered base and a bamboo-stringer core. This is just the technical checklist for a design that has allowed Helen to draw her unique mark on women's snowboarding.



146, 149, 152, 155



EMOTICON

RIDERS / All-Mountain Heroine
GLASS / Blax
OUTLINE / Underbite
SHAPE / True Twin
FLEX / 3
CORE / Full Poplar
BASE MATERIAL / Extruded
BASE PROFILE / CamRock

BASICALLY,
PERFECT.

The Emoticon takes the user-friendly performance Basic has set, in a tailored design that targets a woman's size and weight. Narrower, softer and a more forgiving blended sidecut made this one an award winner since it's release 3 years ago.



143, 149

146, 152

OPTIMISTIC

RIDERS / Modern Traditionalists SHAPE / Directional FLEX / 5 CORE / Carbon PowerDrive
GLASS / Triax OUTLINE / UnderBite BASE MATERIAL / Sintered True BASE PROFILE / CamRock



151, 154, 157

TURNING IS
SNOW-
BOARDING.

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. 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.



UNDERBITE



ASYMTWIN



152 154 156 158

EXPECT THE
UNEXPECTED.

Why the fuck not? Carbon-loaded heelside and a tighter sidecut balances human power and ergonomic differences to create a truly symmetrical riding experience.

GREATS

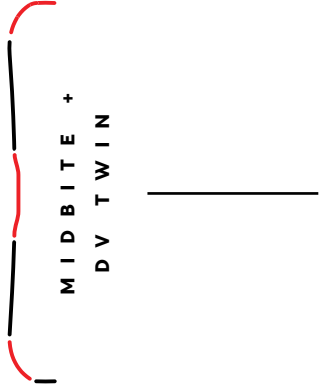
RIDERS / JP Solberg, Austen Sweetin SHAPE / Asym Twin FLEX / 4 CORE / Poplar + Bamboo
GLASS / Triax + Carbon OUTLINE / Radial BASE MATERIAL / Sintered True BASE PROFILE / CamRock



148, 151, 153,
156, 159

MODERN CAMBER REDESIGN.

We overhauled the TDF design this year to feature MidBite. The TDF now boasts a wider platform underfoot, maintains a responsive waist width and will always come with “modern camber”.



149, 151, 153, 156, 159

ALWAYS RAISING OUR STANDARDS.

This 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.

STANDARD





“W E ’ R E A L L T H E S A M E ”

EVERY SNOWBOARDER WANTS POWDER. EVERY SURFER WANTS A BARREL.

However, the sad fact is that finding your own pristine stash of powder – be it because of expanding backcountry crowds or our shrinking winters – is becoming harder and harder. Making the most of these moments, and making the moments in-between just as fun, is our never-ending goal.

Why can't a powder board rip the groomed runs you're going to get spat out onto? Why can't a free-ride board feel at home spending a day doing park laps?

GOOD QUESTIONS. SO WHY ARE WE UNIQUE?

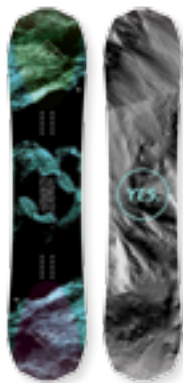
After designing the 420 six years ago (yes, six years ago), we proved that width does provide much of the stability that has always been associated with length. We also continue to prove that with careful study and development of our sidecuts, effective edge and contact length ratios, base profiles and other elements of board design, we can create a wide board that is highly responsive and holds an edge better than the traditionalists would have you believe.

This realization has influenced several designs that followed and now these new designs will open up doors we didn't know existed 6 years ago.

PHOTO:
TDF [o] CHOMLACK

20/20

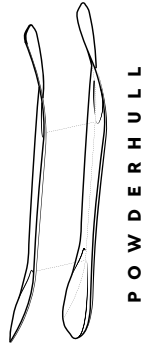
RIDERS / Early Adopters, Futurists
GLASS / Triax
SHAPE / True Twin
FLEX / 4
CORE / Weightless Core
BASEPROFILE / Powderhull



150, 154

THE DESIGN THAT SHOCKED AN INDUSTRY.

Lift created by the PowderHull shape and a symmetrical true twin design puts the 20/20 in a uniquely versatile grey area. The 150 will float better than any 158 you've ever ridden, but spin and maneuver more like a 152. Likewise the 154 may have similar surface area calculations to that of a traditional 160, but it floats like a 65 and spins like a 56.

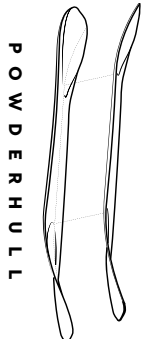


POWDERHULL



420 PH

RIDERS / Global Powder Seekers
GLASS / Triax
OUTLINE / Radial
SHAPE / Directional
FLEX / 4
CORE / Weightless Core
BASEPROFILE / Powderhull



POWDERHULL



154

WORLDS GREATEST POW BOARD.

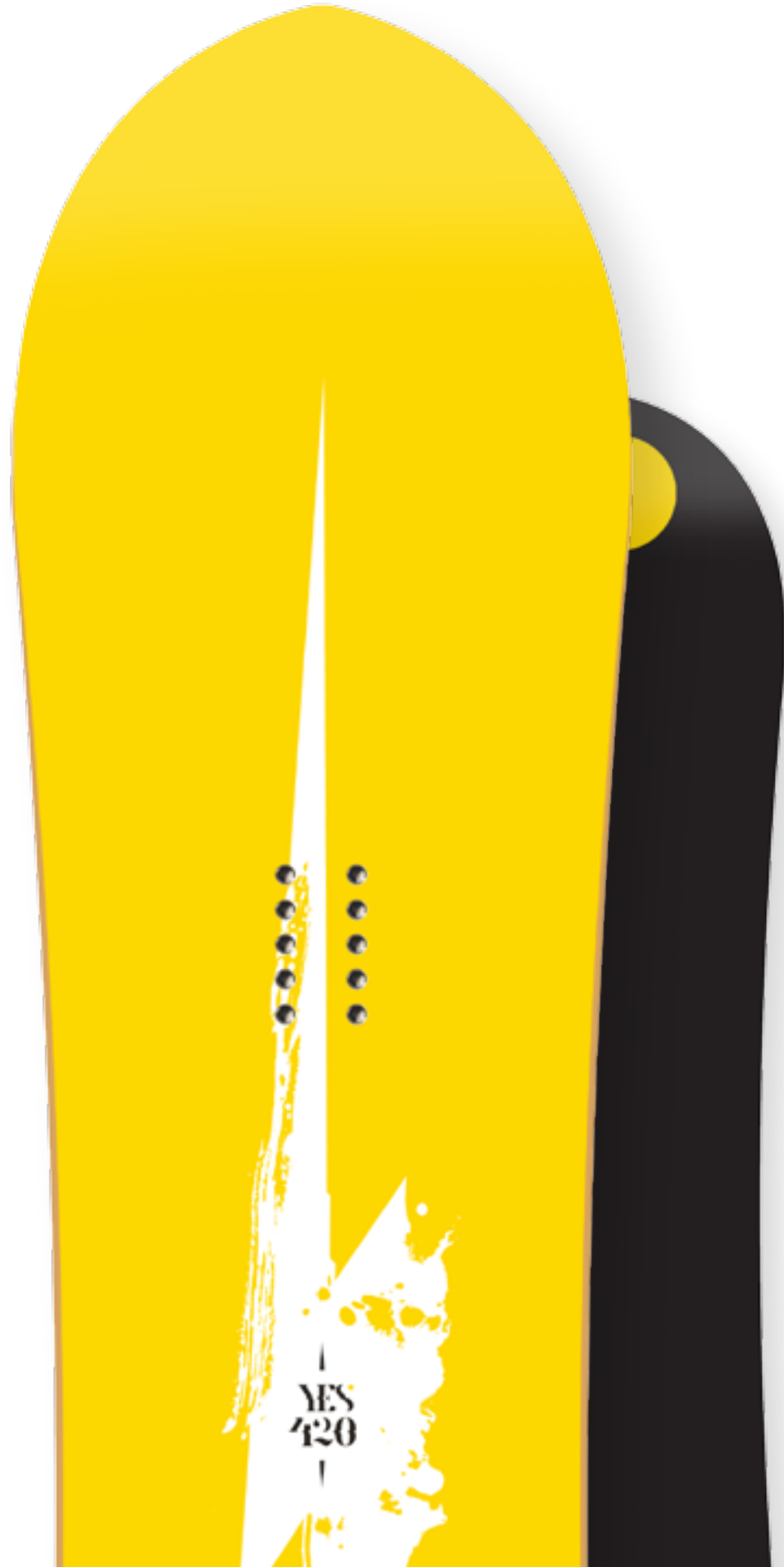
The narrower outline of the 420 with PH allows such extreme versatility - a wide range of riders can be comfortable on this one length. Refined waist width and sidecut make it more responsive than the 420, while longer effective edge gets a little more bite into the hardpack and the Powderhull makes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

**TAPERED.
REDEFINED.**

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.



156, 159, 160W,
162, 165



**DIRECTIONAL
WEIRD**

**THE DESIGN
THAT WOKE
UP AN
INDUSTRY.**

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. It's wide and weird. And while it's becoming less weird with all the copycats out there, nothing will put a smile on your face like a 420.



145

148

152

420

THE
CREATIVE
COMMONS.

Grubby Clark didn't invent the blank, but he made damn sure anyone that wanted to shape had the blank to do it.

Got an idea? Just wait until you cut one out – then you'll have 10 ideas...

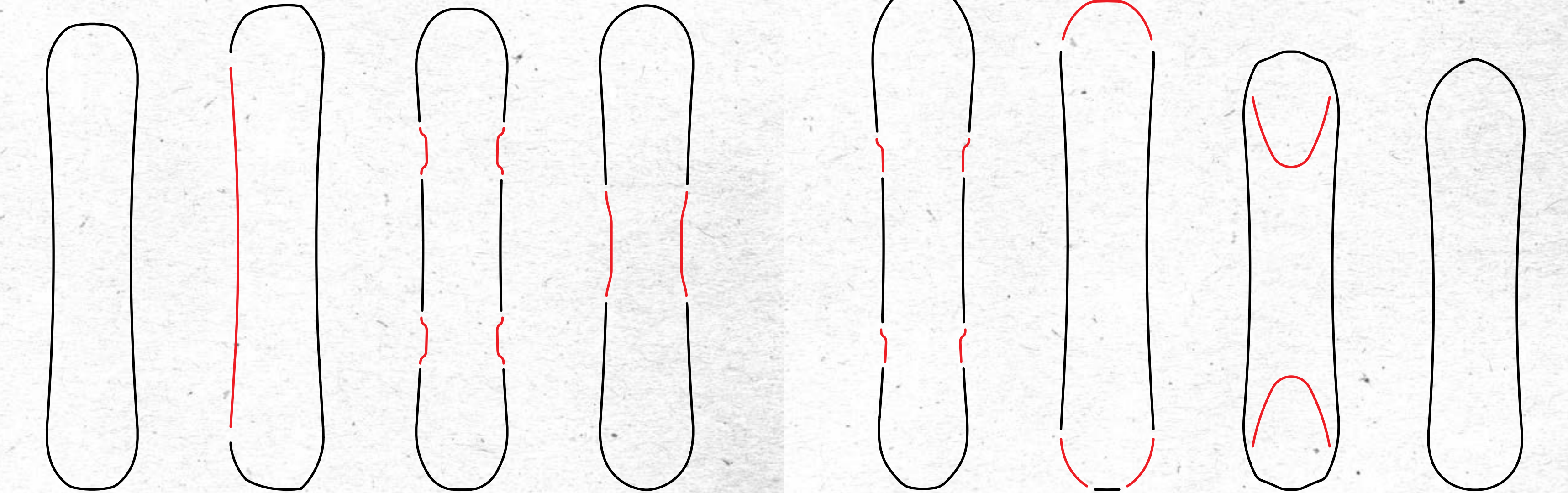


SHAPE IT, POST IT



SPECIFICATIONS

Model	Tip Length (cm)	Tail Length (cm)	Effective Edge Length (cm)	Contact Length (cm)	Waist Width (cm)	Tip Width (cm)	Tail Width (cm)	Rocker / Camber (cm)	Slide cut (m)	Ref Point (cm)	(Inches)	Ref Stance Setback (cm)	Min. Ref Stance Width (cm)	(Inches)	Max. Ref Stance Width (cm)	(Inches)
JACKPOT 149	20.75	20.75	112.5	107.5	24.8	29.15	29.15	R4 / C4 / R4	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	R4 / C4 / R4	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	R4 / C4 / R4	8	55.88	22	0	51.9	20.4	59.9	23.6
JACKPOT 165	21.25	21.25	118.5	113.5	25.2	29.77	29.77	R4 / C4 / R4	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	R4 / C4 / R4	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	R4 / C4 / R4	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	25.2	28.73	28.73	R3 / C2 / R3	7	53.34	21.0	0	49.3	19.4	57.3	22.6
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
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 152	20	20	117.3	112	24.7	29.32	29.32	R4-C4-R4	6.2 Heel / 6.7 Toe	53.34	21.00	0	47.3	18.6	59.3	23.4
GREATS 154	20	20	119.3	114	24.9	29.54	29.54	R4-C4-R4	6.4 Heel / 6.9 Toe	55.88	22.00	0	49.9	19.6	61.9	24.4
GREATS 156	20	20	121.3	116	25.1	29.73	29.73	R4-C4-R4	6.6 Heel / 7.1 Toe	55.88	22.00	0	49.9	19.6	61.9	24.4
GREATS 158	20	20	123.3	118	25.3	29.96	29.96	R4-C4-R4	6.8 Heel / 7.3 Toe	58.42	23.00	0	52.4	20.6	64.4	25.4
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
FUN.INC 127	21.4	21.4	90.2	84.2	22.5	25.52	25.52	R3.5	5.8	44.45	17.5	0	42.5	16.7	46.5	18.3
FUN.INC 133	21.7	21.7	95.6	89.6	23.1	26.35	26.35	R4	6.1	45.72	18.0	0	43.7	17.2	47.7	18.8
FUN.INC 138	22	22	100	94	23.7	27.11	27.11	R4.4	6.4	48.26	19.0	0	46.3	18.2	50.3	19.8
TDF 149	25.2	25.2	110.6	98.6	24.5	28.94	28.94	R0.8 - C4 - R0.8	7.15	49.53	19.5	0	45.5	17.9	53.5	21.1
TDF 151	25.35	25.35	112.3	100.3	24.8	29.25	29.25	R0.8 - C4 - R0.8	7.35	50.8	20.0	0	46.8	18.4	54.8	21.6
TDF 153	25.6	25.6	113.8	101.8	25.3	29.87	29.87	R0.8 - C4 - R0.8	7.35	52.07	20.5	0	48.1	18.9	56.1	22.1
TDF 156	25.85	25.85	116.3	104.3	25.8	30.45	30.45	R0.8 - C4 - R0.8	7.55	54.61	21.5	0	50.6	19.9	58.6	23.1
TDF 159	26.1	26.1	118.8	106.8	26.3	31.02	31.02	R0.8 - C4 - R0.8	7.75	57.15	22.5	0	53.2	20.9	61.2	24.1
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
OPTIMISTIC 151	31.2	15.2	116.6	104.6	25.6	30.75	30.1	R2 - C4 - R2	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	R2 - C4 - R2	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	R2 - C4 - R2	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	R4-C4-R4	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	R4-C4-R4	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	0	5.944	53.34	21.0	1.5	49.3	19.4	57.3	22.6
420 152	38	24.5	107.5	89.5	28.6	33.95	32.12	0	6.1	57.15	22.5	1.5	53.2	20.9	61.2	24.1
420PH 154	37	24.5	111.1	92.5	27.3	32.4	30.89	0	6.712	57.15	22.5	1.5	53.2	20.9	59.2	23.3
CLARK 152	39.5	26	N/A	89.5	32.5	32.5	32.5	0	none	58.42	23.0	2	54.4	21.4	62.4	24.6



1. TRUE TWIN / RADIAL

A mainstay of freestyle riding. Completely symmetrical outline; the stance is centered on the effective edge, tip and tail are identical length and shape, flex is identical at both ends of the board. Radial sidecut is effective and predictable. The overall shape allows complete freedom of expression by keeping the board a neutral, yet responsive tool.

Fun Inc.

2. ASYM TWIN / RADIAL

Back in the day, asymmetrical boards meant you had to choose between a regular or goofy-stance board. Not only was that a nightmare for retailers, it didn't suit anyone with a duck stance – which is everyone now. The Asym Twin applies a tighter, deeper heelside radial sidecut compared to the toe. In effect, balancing out the difference in a body's natural tendency to over-turn the toe edge and allowing you to ride switch better than you ever have.

Regular or goofy - it's still a true twin. Just flip it around.

Greats

3. UNDERBITE EDGES

TWS Good Wood winning tech expands to the Hel this year!

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

Creating divots inward at the binding area reduces and disrupts the surface area of the edge that has contact with the 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
Typo
Emoticon
Hel YES.
Optimistic

4. MIDBITE

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

The MidBite steps the outline of the board inward 1.5mm just inside the insert pack. This step remains (rather than bumping back out like the Basic) down about 1/3 the length of the sidecut until just inside the next insert pack. This single long disruption of the sidecut between the bindings cheats the waist width narrower, providing quicker edge-to-edge response. Meanwhile, from your binding out to the end of the sidecut we maintain a board width that is a stable platform for popping, spinning, and landing.

Jackpot

5. TAPERED UNDERBITE

Similar looking to "wings" or bumps on a surfboard, it functions a little different on snow. Each side the board's effective edge is segmented into 3 distinct parts. Beginning at the nose, the sidecut is approx. 8 meters radius. At the front binding area, the edge steps inward by 2mm, the sidecut changes to approx. 7 meters and continues with that radius until the rear insert pack. Then, the edge steps in again 2mm and the sidecut tightens to approx. 6 meters. Traditional "tapered boards" take the full sidecut and pull the tail inward, which is away from the arc of your turn – this is why they tend to wash out under hard carving. The Tapered UnderBite corrects this by: 1) keeping the sidecut parallel to its corresponding one on the other side of the board. 2) Increasing the sidecut depth as you move towards the tail creating a corrective "hook" to the taper. The board blends into turns effortlessly, has the directional drive and float you'd expect from a tapered board, but it holds an edge and rockets out of turns like nothing else.

PYL

6. DIRECTIONAL VOLUME TWIN

As the lines between freeride and freestyle continue to erase, we had to address the needs of those committed to riding twins but finding themselves in more pow.

Nose and tail volume is hard to notice in hardpack unless you're nose/tail pressing, but in pow it affects floatation and you can feel it. This led to the simple idea of the Directional Volume Twin. Symmetrical flex, centered stance, identical wide points of the board (therefore, NOT tapered), and identical shovel lengths but with a slightly lower volume tail.

Standard
TDF
Libre

7. 3D POWDER HULL

The 3D Powder Hull starts with a base profile combining 2 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 just a short, wide, super fun twin.

20/20
420 PH

8. DIRECTIONAL WIDE / TAPERED

Inspired by Steve Lis, and the revolution that occurred when kneeboards influenced surfboard design. Powder is all about speed and floatation. Displacement of a board's volume is affected by more than just length. With the 420 for example, we're able to get the stability and float normally associated with much longer boards by punching out the waist width and drastically chopping the length. The 148 for example has the same circumference and base surface as a traditional 160, but it's mass is located much closer to your feet resulting in more maneuverability and far less swing weight

A slight taper (12mm) helps keep the nose up without losing the tail's ability to hold in hardpack. Stance is only slightly set back from center of effective edge because the difference in nose and tail shovel keeps you from going over the nose.

420
420 PH

_BASE PROFILES

1. MODERN CAMBER

TDF

2. ROCKER

Fun...Inc.

3. CAMROCK

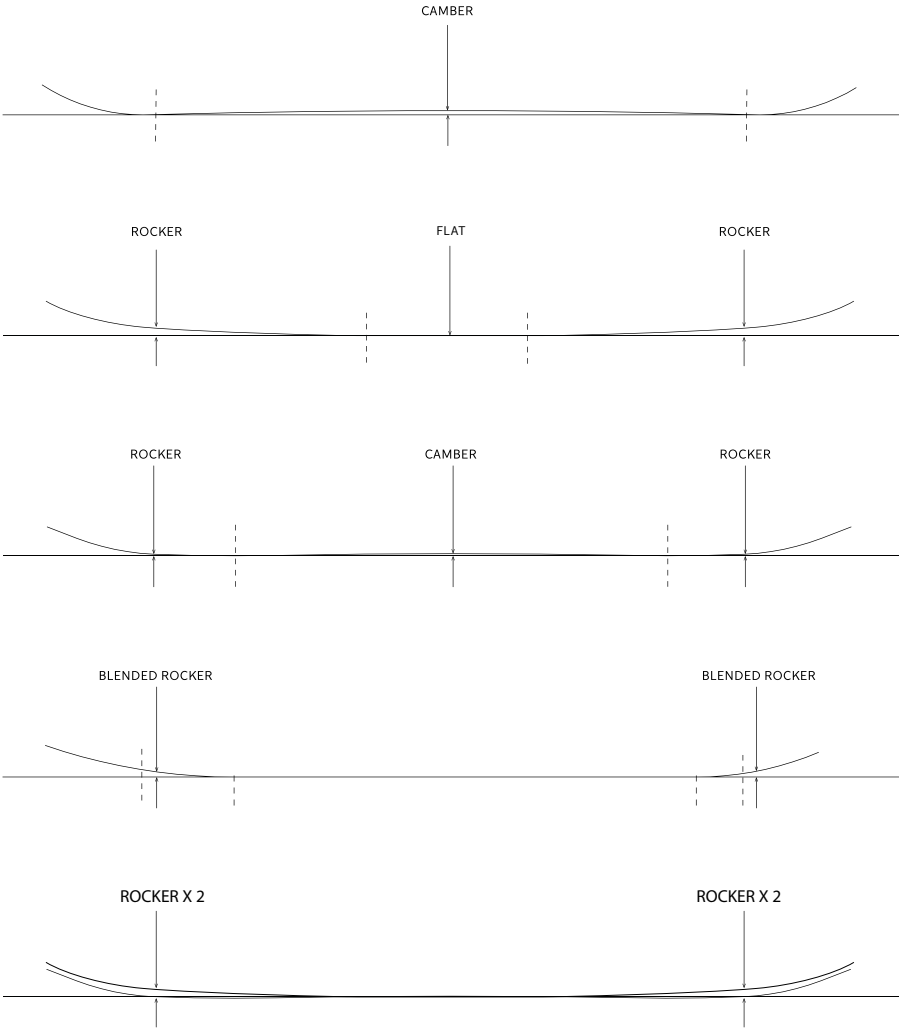
Emoticon, Basic, Typo, Jackpot, Greats, Hel, PYL

4. POWROCK

420, The Clark

5. 3D POWDERHULL

20/20, 420PH



_BASE MATERIALS

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

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

EXTRUDED.

Just like it says. This material is formed by extrusion. It's 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.

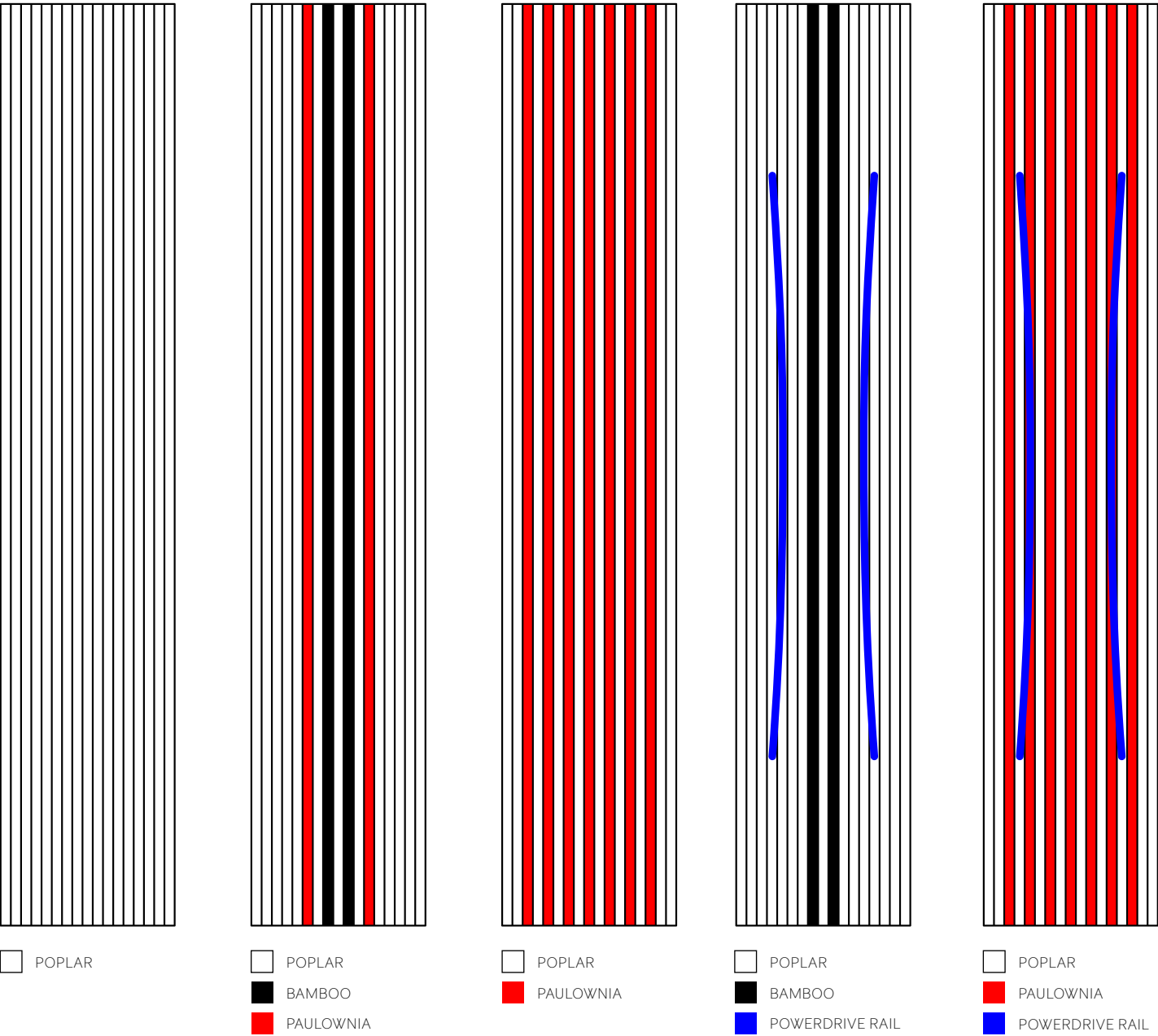
SINTERED TRUE.

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 and prepared for local conditions.

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:

_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

2. POPLAR + BAMBOO

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.

TDF
Hel YES.
Standard
Greats

3. WEIGHTLESS CORE

Designed specifically 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 areas that are not as structural and Paulownia in the areas that are, we're able to shave precious weight off our beloved 420 and now the 20/20. This helps a board not only float, but "feel" floaty.

PYL
420
20/20
420 PH

4. POWERDRIVE 2.0

The Optimistic begins with the same Poplar and Bamboo core featured on the Standard and TDF. We then mill two custom programmed channels about 30mm in from the edge, running parallel to the sidecut.

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

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

Optimistic

_ YES. GLOBAL TEAM

DCP



Full Name: David Carrier-Porcheron
Years as a Pro: 17
Live In / Region: Squamish, BC
Gear & Setup: PYL 159, 420, 420 Powderhull
Sponsors: YES. Snowboards, Now Bindings, The North Face, Zeal Optics, Empire, Remind, YESONLIFE

ROMAIN DE MARCHI



Full Name: Romain de Marchi
Years as a Pro: 15
Live In / Region: Squamish, BC
Gear & Setup: YES. Standard, Now Overdrive Bindings
Sponsors: YES. Snowboards, GLOBE, Shred, Slytech, Now Bindings, YESONLIFE, Drop Gloves

HELEN SCHETTINI



Full Name: Helen Schettini
Years as a Pro: 8
Live In / Region: Whistler, BC, Encinitas, CA
Gear & Setup : HEL YES snowboards, Spy Optics, NOW Vetta Bindings, Billabong Outerwear, Air Hole face Masks
Sponsors: YES. Snowboards, Spy Optics, Now Bindings, Billabong, Air Hole, Wend Wax, GoMarco

BENJI RITCHIE



Full Name: Benji Ritchie
Years as a Pro: 15
Live In / Region: Mt-Tremblant, QC, Squamish, BC.
Gear & Setup: YES. Typo 163 Wide, NOW Drive Bindings, Vans Infuse, Billabong Outerwear, Von Zipper Goggles.
Sponsors: YES. Snowboards, Now Bindings, Billabong, Von Zipper, Empire, Vans

JP SOLBERG



Full Name: Jan Petter Solberg
Years as a Pro: 15
Live In / Region: Bergen, Norway
Gear & Setup: YES. GREATS for progressive riding.
Jackpot for park and resort shred. 420 20-20 for deep pow cruising.
Sponsors: YES. Snowboards, GLOBE, Shred, Slytech, Now Bindings, YESONLIFE

TADASHI FUSE



Full Name: Tadashi Fuse
Years as a pro: Over 20 years
Live in: Nagano, Japan
Gear & Setup: TDF 156, 420ph depending on conditions!
Goofy 56cm stance front 12deg & back 0deg
Sponsors: Yes, Billabong Wear, Union Binding Company, Deeluxe, Celtek, Shred Goggles.

AUSTEN SWEETIN



Full Name: Austen Sweetin
Years as a Pro: 8
Live In / Region: Seattle, WA
Gear & Setup: YES. Greats, 420 & Optimistic
Sponsors: YES. Snowboards, Now Bindings, Quicksilver, Coal Headwear, Zeal Optics

_ YES. AMBASSADORS

BRANDT TODD RICHARDS

COLIN SPENCER

MADISON ELLSWORTH

RAQUEL IENDRICK

MORGAN HEBERT

MARK TREMBLAY

TIM CRIGHTON

FEDERICO MEKIS

JUSTIN MULFORD

NICO DROZ

MARIO KAPPELI

HEIKKI SORSA

CLINT ALLAN

JF PELCHAT

ALEX WARBURTON



One Size / Black

FULL BACK CAP



One Size / Black

TRUCKER HAT



One Size / Merlot

CUFF BEANIE



One Size / Green

POM POM BEANIE



One Size / Black

SLOUCH BEANIE



50/50 Poly Cotton / M,L,XL / Heather / Charcoal

BASIC TEE



50/50 Poly Cotton / M,L,XL / Charcoal / Heather

SQUARE TEE



50/50 Poly Cotton / M,L,XL / Heather

420 POCKET TEE



50/50 Poly Cotton / M,L,XL / Charcoal

PIG FART TEE



Cotton/Poly Blend / M,L,XL / Black

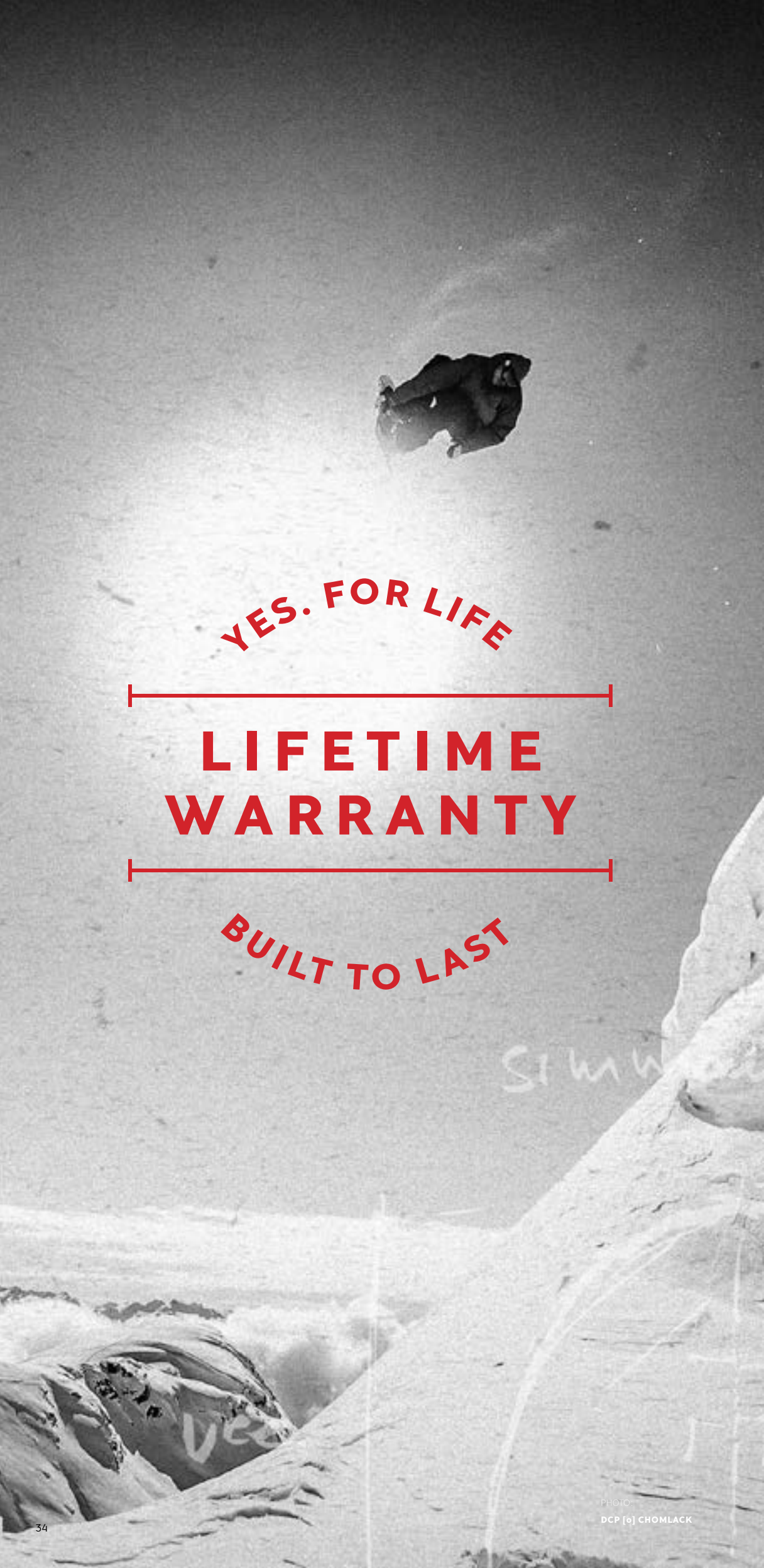
ZIP UP HOODIE



Cotton/Poly Blend / M,L,XL / Black

PULL OVER HOODIE





YES. FOR LIFE

LIFETIME
WARRANTY

BUILT TO LAST

PHOTO
DCP [a] CHOMLACK

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YES.



2004
cougar
to

cougar

Uce



YES.

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