



YES.

WELCOME TO TWENTY SEVENTEEN
YES FOR LIFE.

2017

YES.

2017

2017

WELCOME TO TWENTY SEVENTEEN
YES FOR LIFE.

YES.

“QUESTION
EVERYTHING
GENERALLY
THOUGHT TO
BE OBVIOUS”

DIETER
RAMS

YES.
DESIGNED FOR LIFE

2017 Winter Edition

COVER:
[o] CHAD CHOMLACK

INTRODUCTION

Each year, the founders and designers at YES, are inspired, driven, motivated...call it what you will... by the same simple pleasures. An activity that gave us a culture and an identity has framed and flavored some of the most memorable moments of our lives. Whether it's the exotic pursuit of untouched zones in far-off lands, the scoring of "first chair" at the local resort after a dump, or finally landing a trick we've slammed on a hundred times. The spark is just as simple - and plentiful - as it was when linking a couple turns was all we could manage.

Last year was a huge design year for us and we're humbled by the recognition awarded to our efforts by

our fans, our peers and the industry. And true to the spirit that got us here, for 017 we again pushed the needle further...always in our own way.

If it isn't obvious by now, we at YES, are not measuring ourselves against any other brand or playing catch up with "emerging trends". We do what feels right, we fill voids that we see and we honestly have no idea where this path will take us. Forwards, backwards, it doesn't matter. As long as we're moving, we're happy.

And if you get that, you get YES. And you should come ride with us.

THIS PAGE:
BENJI [o] PAUL WATT

YES.
HARDGOODS

PUBLIC

JACKPOT

EMOTICON

BASIC

GREATS

TYPO

TDF

STANDARD

STANDARD

TWENTY
SEVENTEEN

HEL

OPTIMISTIC

PYL

2020

420 PH

CLARK

STANDARD

STANDARD

STREET

HOW TO USE THIS BOOK

Seriously? We have 14 models to many other companies 20-30+ models. If you don't have time to turn a few pages, read some words and understand why each one of these boards has its own story, personality and reason to exist, then just skip to the price sheet and head back over to the Burton booth.

WHAT TO LOOK OUT FOR

OPTIMISTIC - Continuing the evolving experiments with Underbite and lessons learned from the original 420, the Optimistic celebrates the current renaissance in snow sliding. Swapping width for length has been a common theme for us because we love the freedom that width allows you to lean-

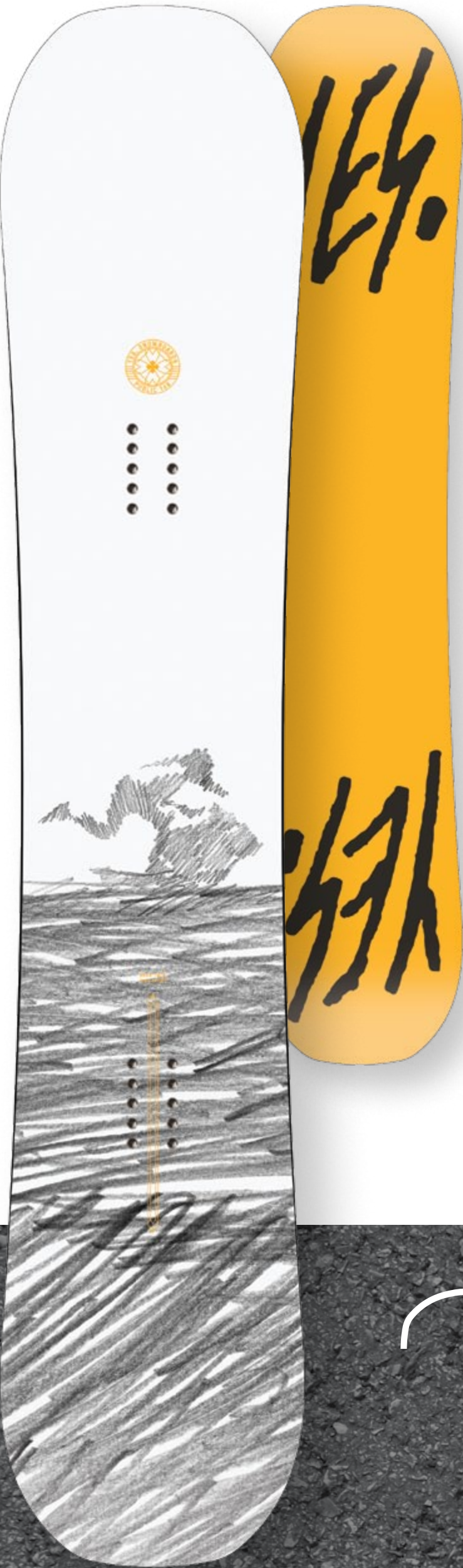
it-over in every condition, on every pitch. Connecting that with further tweaks to the now legendary UnderBite, and a base profile that both rallies hardpack and planes over pow, and what you have is a board that could quite likely be the quiver killer.

420 POWDERHULL - It had to be done. If our groundbreaking powder-planing theories were able to make a true twin float like a directional board, what would it do to the funnest powder board ever created? Next time it dumps 20cm's+, or you find yourself in a hell or at Baldrace, let's hope you're ready for what comes next.

WHAT YOU MISSED LAST YEAR

While it had won plenty of fans at the shop and in the mags (thanks, TWS Good Wood!), last year's PYL was a little overshadowed by the understandable hype surrounding the 20/20 PowderHull. This year we urge you to take some turns on the Pick Your Line and experience something truly unique, courtesy of the Tapered Underbite. Classic directional drive and stability, coupled with a lively turning radius and edge hold that most free-ride boards have accepted as trade-offs.

POWDER



PUBLIC

THE PUBLIC CONTINUES TO DELIVER THE SOLID, PLAYFUL PLATFORM RIDERS LIKE AUSTEN SWEETIN AND JUSTIN MULFORD NEED TO COME UP WITH LINES NO ONE ELSE EVEN CONSIDERS.

Requiring a neutral yet responsive and durable board, the Public was designed for terrain that was never meant to be ridden. Flat (or zero) camber keeps the board neutral enough to not get too squirrely and unpredictable. The core is milled with a mid-flex between the feet and a slightly thicker "bump" just outside the binding areas. This produces a soft overall flex that still pops ollies. The nose and tail profiles are a blended radius to flat kick that is perfect for extended nose presses.

RIDERS

Austen Sweetin
Justin Mulford

GLASS

Biax

SHAPE

True Twin

OUTLINE

Radial

FLEX

3 / 5

BASE MATERIAL

Extruded

CORE

Full Poplar

BASE PROFILE

FlatRock 2-0-2



TRUE TWIN



BASIC

TWS GOOD WOOD WINNER FOR ALL-MOUNTAIN BOARDS UNDER 450\$.

Since unveiling the Underbite outline 3 years ago, the Basic has racked up every magazine award available. Incredibly easy to ride for those that want to cruise, yet responsive and stable enough for the likes of Benji Ritchie to reach for the Basic as his go-to deck.

UnderBite 101 - By stepping the outline in under the bindings (rather than out), UnderBite disrupts the surface area that has contact with the snow while the board is on edge. Without any extra rider effort, this disruption effectively increases edge pressure on the areas where you need it most, helping to initiate and hold your turn. The effect is stable edge control and a very confident, enhanced arc in your turn with no drag.

RIDERS

Everyone

GLASS

Biax

SHAPE

True Twin

OUTLINE

UnderBite

FLEX

3.5 / 5

BASE PROFILE

Camrock 4-4-4

CORE

Full Poplar

BASE MATERIAL

Extruded



UNDERBITE



TYPO

A BASIC ON STEROIDS, THE TYPO HANDLES BIGGER TERRAIN AT BIGGER SPEEDS.

Taking the TWS Good Wood-winning shape of the UnderBite Twin, we set the stance back 5mm for a more all-mountain setup that's ready for resort powder stashes. We also upgraded the base and gave it a little more robust flex pattern to suit a more aggressive rider on a larger playing field.

UnderBite 101 - By stepping the outline in under the bindings (rather than out), UnderBite disrupts the surface area that has contact with the snow while the board is on edge. Without any extra rider effort, this disruption effectively increases edge pressure on the areas where you need it most, helping to initiate and hold your turn. The effect is stable edge control and a very confident, enhanced arc in your turn with no drag.

RIDERS

The dedicated resort rat.

GLASS

Biax

SHAPE

Directional Twin

OUTLINE

UnderBite

FLEX

4 / 5

BASE MATERIAL

Sintered Spec

CORE

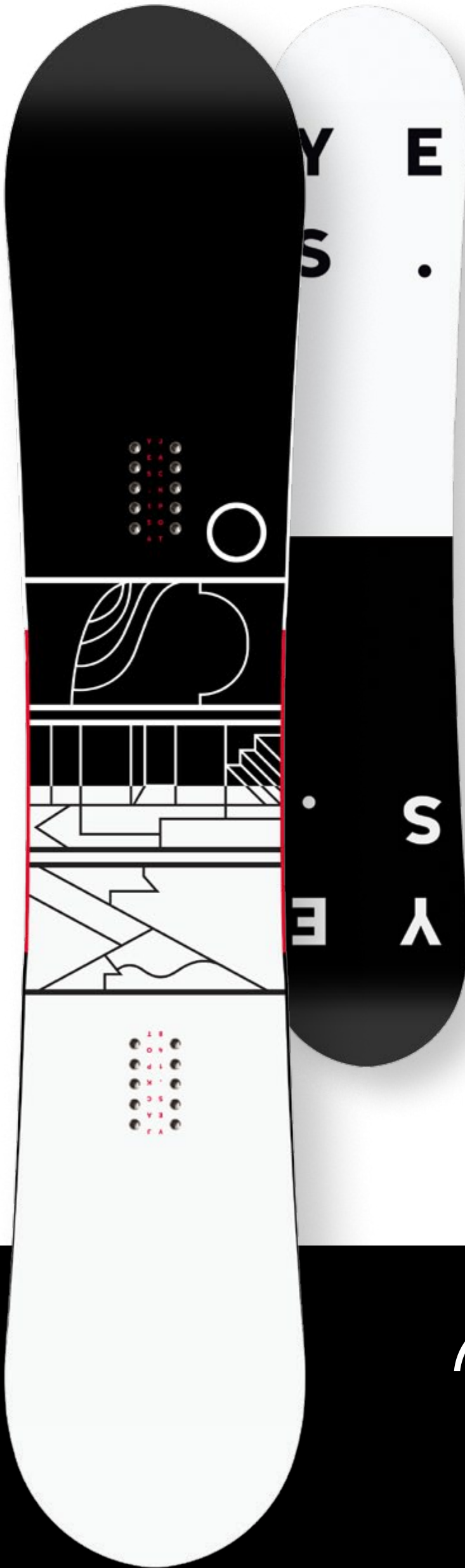
Full Poplar

BASE PROFILE

Camrock 4-4-4



UNDERBITE



JACKPOT

A 'PARK BOARD' THAT IS SO MUCH MORE.

Last year we re-designed the Jackpot and unveiled Mid-Bite to the world. Todd Richards didn't know what was up with those funky edges but he claimed it was the best park board he'd ever ridden. TWS Good Wood testers agreed and yet another trophy went up on YES.'s crowded mantle.

Responsive, fast, playful and stable - all attributes brought to you via a simple but ingenious disruption of traditional radial sidecut. MidBite cheats the odds by having a narrower waist width that creates faster toe-to-heel response time. Landing stability and the platform necessary for ollies and take-offs is maintained by bringing the board width back out just outside the binding areas.

RIDERS

Austen Sweetin
Todd Richards
Clint Allen

GLASS

Triax

SHAPE

True Twin

OUTLINE

Mid-Bite

FLEX

4 / 5

BASE MATERIAL

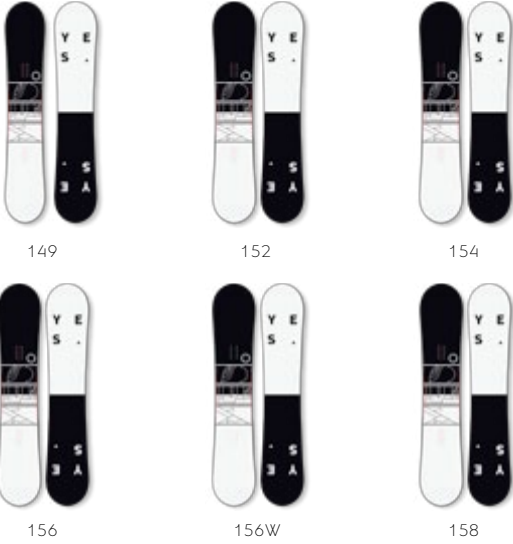
Sintered True

CORE

Full Poplar

BASE PROFILE

Camrock 4-4-4



MID BITE



;) EMOTICON

LAST YEAR'S TWS GOOD WOOD WINNER FOR WOMEN'S PARK BOARDS RETURNS.

Playful, intuitive and responsive - the Emoticon makes snowboarding more fun by making it easier to express your own style.

A true twin shape and softer flex, the real jeenyus of this board is its unique UnderBite outline. Subtle but noticeable indents along the sidecut at the binding area re-distribute your body weight onto areas that help you turn. The effect is stable edge hold and a very confident, enhanced arc in your turn. No weirdness, just a board that rides as well as you know you can.

RIDERS

Everyone

GLASS

Biax

SHAPE

True Twin

OUTLINE

UnderBite

FLEX

3 / 5

BASE MATERIAL

Extruded

CORE

Full Poplar

BASE PROFILE

Camrock 4-4-4



143

146

149

152

UNDERBITE



HEL YES.

WHILE HELEN HERSELF RACKS UP FANS, HER BOARD COLLECTS MORE AWARDS AND A WELL-DESERVED FOLLOWING.

Last year the Hel got what would seem to be a subtle update to it's outline when we took the same shape and dimensions of her original board and applied Underbite. Most importantly, the result was that Helen was even more stoked on her favorite board, and making Helen smile is reward enough. But just to prove the tech is no fluke (and to make sure we weren't just drinking our own Kool-Aid®) we submitted this board to the key industry board tests and sure enough, it came back a winner. Which is not to say we don't drink our own Kool-Aid® - we do - but it confirms that Underbite is not just marketing hype, but a technology you can feel and appreciate.

RIDERS

Helen Schettini

GLASS

Biax

SHAPE

Directional Twin

OUTLINE

Underbite

FLEX

4 / 5

BASE MATERIAL

Sintered True

CORE

Poplar + Bamboo

BASE PROFILE

Directional Camrock 4-4-2



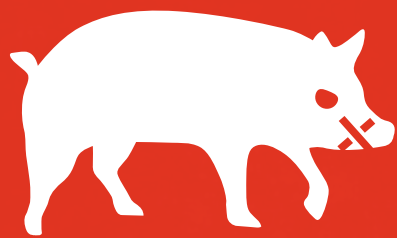
146

149

152

155

UNDERBITE



YES. WE'RE STILL UNINC

ROMAIN DE MARCHI

"Un..inc say it all . It was just the beginning of YES. Now we are still here supporting the true value of snowboarding and sharing the snowboarding culture to younger generations! Thanks to Jeff Anderson for showing us the right path. You will always be with us in every pow turn, and sunny days!"

GIGI RÜF

"After making it onto the radar of a sponsor, the silver spoons were handed out. But what were they really after? Seemingly our only saving grace was that we've managed to develop a modest amount of value towards where snowboarding was heading."

facebook.com/weareuninc

JP SOLBERG

"The uninc days were pivotal to me because it's that time in my career I felt we could do anything we wanted in true snowboard spirit! The more twisted it got, the better the turnout. I looked around me and saw my crew it was family - those were the days!"

DCP

"that's where it all started , the freedom of being creative , the adventure , the wicked travels , the bond that lead to creating YES. THAT'S WHERE THE "I DON'T NEED NO ONE'S APPROVAL" MENTALITY STARTED FOR US."

MIKKEL BANG

"UnInc Was Special for Me Because of It's Graphics! But mostly because of the team! They were all riders I looked up to!"

DANNY DAVIS

"I was lucky enough to get in on the uninc crew towards the end. Being with Romain, JP, DCP and Gigi was pretty much the best way any kid could come up in snowboarding. They taught me how to travel and enjoy life to the most whether it was movie tour, or Alaska. My first times surfing were with the uninc boys and one of my first times to a strip club. I can't say enough how vital it was for me to be "raised" by this crew in my early years of professional snowboarding. They taught me a lot of about working hard and playing just as hard. Uninc made me the snowboarder I am today, as well as the person I am. Miss those fuckin days!!!!!"



GREATS UnInc

IN LOVING MEMORY OF THE MOVEMENT THAT INSPIRED YES.

This year's Greats theme is a collection of visual elements that made up some of our favorite Uninc graphics. The brief but monumental years that DCP, JP, Romain, Jeffy and Gigi had creative freedom with the project are curated here in a single celebratory homage.

On the technical end, the Greats is graced with the original asym-twin outline. Tighter heel sidecut than toe rebalances and enhances the body's natural strengths. And this year we've gone a step further by adding a carbon stringer on the heel-side of the board that effectively creates an asymmetrical flex. The additional weight and power applied to your heel edge is now matched without overpowering your toe edge.

RIDERS

JP Solberg
Austen Sweetin

BASE PROFILE

Camrock 2-4-2

SHAPE

Asym Twin

CORE

Poplar + Bamboo

OUTLINE

Asymmetric Radial Sidecut

GLASS

Triax w/ Carbon Stringers

FLEX

Asym Flex

BASE MATERIAL

Sintered True



152

154



156

158



TDF

This year's Tadashi continues with the Directional Volume Twin shape that works so well for those committed to riding twins, but wanting better floatation in powder. With a lower volume tail shape than nose, this board planes like a directional but spins like a twin. The modern Camber base profile takes what we've learned with rocker, and applies the traditional pop and response you want without any of the grabbiness that people associate with their camber experience from the 90's. Under the hood lies a new lightweight Poplar core with 2 Bamboo stringers running tip-to-tail providing a seamless balance of snap and dampening.

RIDERS

Tadashi Fuse and real men that ride camber.

GLASS

Triax

SHAPE

True Twin

OUTLINE

Directional Volume Twin

FLEX

4.5 / 5

BASE MATERIAL

Sintered True

CORE

Poplar + Bamboo

BASE PROFILE

Modern Camber



DIRECTIONAL
VOLUME TWIN



STANDARD

THIS YEAR WE TONE DOWN THE HYPER INTERNALS OF LAST YEAR'S STANDARD, MAKING IT MORE ACCESSIBLE AND USER-FRIENDLY TO CRUISE ON.

Using the Direction Volume Twin as its outline, the Standard has all the benefits of a true twin - equal swing weight, balance and symmetry - but it floats like a directional board when you need it to. From park laps to flying down groomed rollers to hidden pow stashes, this board sets the standard for all-mountain ability.

And courtesy of our good friend Kevin Sansalone, The Standard also features Backseat Inserts. An extra row of inserts located behind the main set for those morning-after-a-huge-dump days that even our Directional Volume Twin shape can't keep you a-float. Just slam those binders back and let your rear leg breathe.

RIDERS

Romain De Marchi
Benji Ritchie

GLASS

Triax

SHAPE

True Twin

OUTLINE

Directional Volume Twin

FLEX

4.5 / 5

BASE MATERIAL

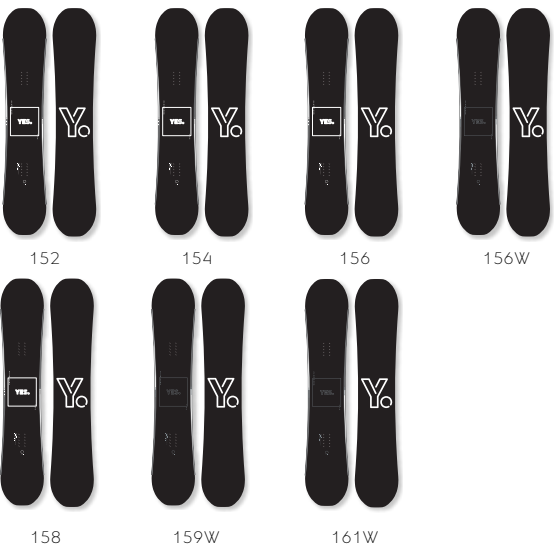
Sintered True

CORE

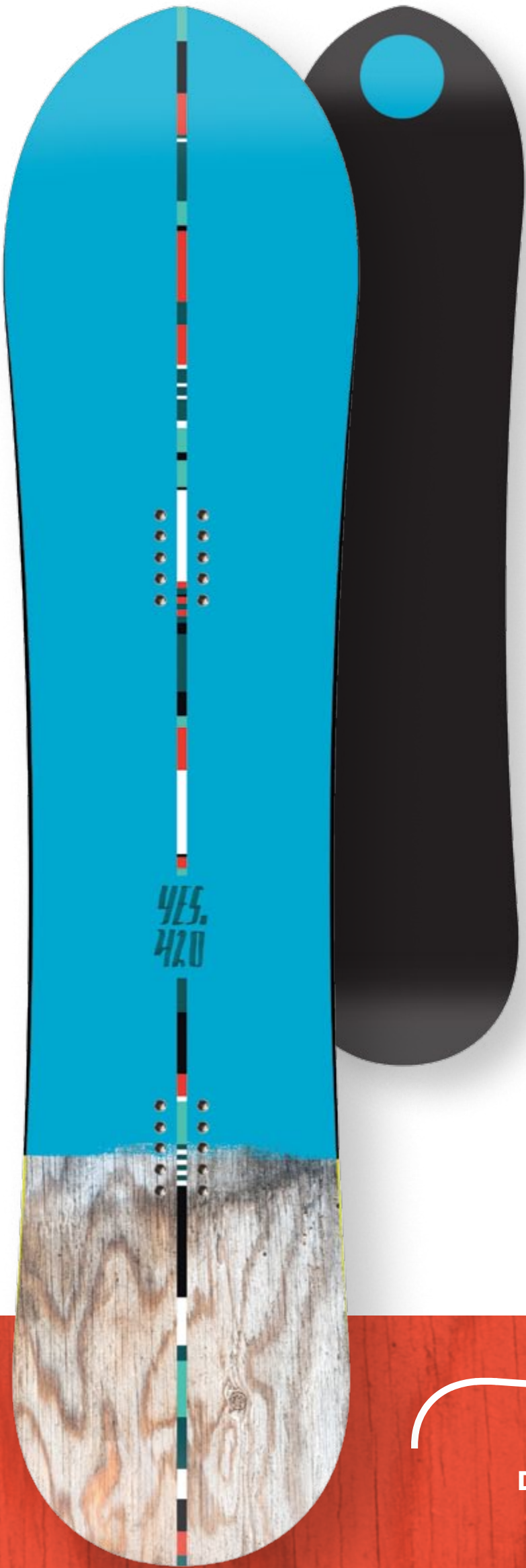
Poplar + Bamboo

BASE PROFILE

CamRock 2-4-2



DIRECTIONAL
VOLUME TWIN



420

Since introducing the 420 - **FIVE** years ago - we've received a steady stream of testimonials from people that were literally blown away from their experience. No bullshit - this board will shatter your long-held beliefs of what a snowboard can do or even what length you should be riding.

In that 5 years we've seen every other brand come to market with shorter, wider "quiver boards". Are we bummed? Not at all. Our inspirations that led to this design are just a little less obvious. And besides, there's only one 420.

Super short, the outline of the 420 plays with volume distribution and gets its float and stability from the exaggerated width, a little taper and a custom-crafted base profile. The outline and base surface area of the 148 is equal to a traditional 158 cm board and therefore has similar float and stability. But with all the mass located closer to your feet, it's far more maneuverable in the trees and way easier to spin. Because we don't get carried away with taper, swallowtails or overly setback stances, the board also rips hardpack and ride switch with ease.

RIDERS

Anyone with an open mind and a desire to fly

GLASS

Triax

SHAPE

Directional Weird

OUTLINE

Radial Tapered

FLEX

4/5

BASE MATERIAL

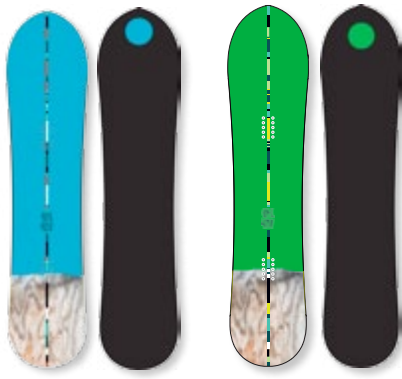
Sintered Spec

CORE

Weightless Core

BASE PROFILE

PowRock 6-0-2



148

152

DIRECTIONAL
WEIRD



THE CLARK

LAST YEAR THE CLARK OPENED UP THE S.I.Y. MOVEMENT TO A HANDFUL OF EARLY ADOPTERS WITH A BURNING ITCH TO EXPRESS THEMSELVES.

This year we continue to supply the creative commons with the blankest of canvases to make their mark in the world of shaping.

Shape it. Post it!

#YESClark

RIDERS

Anyone with a jig-saw and an idea.

GLASS

Triax

SHAPE

Unknown

OUTLINE

Unknown

FLEX

3.5 / 5

BASE MATERIAL

Extruded

CORE

Full Poplar

BASE PROFILE

PowRock

OPTIMISTIC



THE THOROUGHLY
ADDICTIVE JOY
OF TURNING.

Since day one, we've all felt the unique and pleasurable experience of leaning over and engaging sidecut into snow. In recent years the act of turning has returned to our media feeds and we think this is something to applaud. The new Optimistic doesn't just celebrate the art of the turn - it is willing to be pushed to the unknown limits of how hard, how fast and where that turn can take you.

OPTIMISTIC

A COMPLETE REDESIGN AND A REFRESHING NEW SHAPE TO A FAMILIAR OLD NAME.

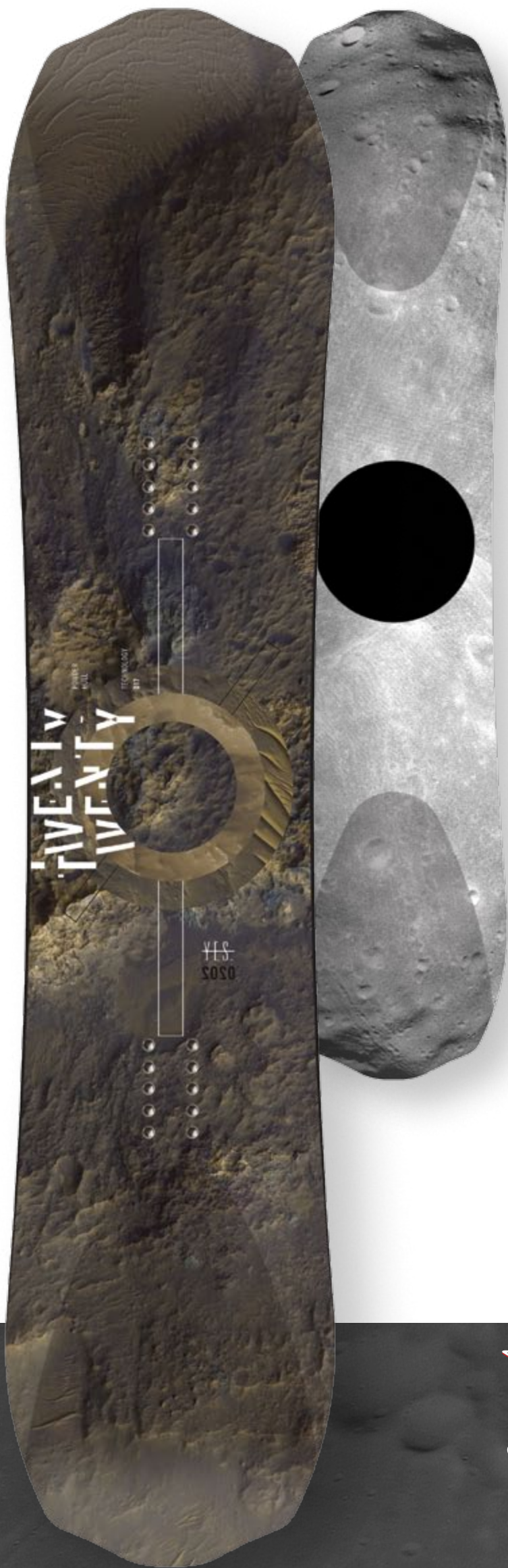
The Optimistic comes back this year with a lot more than just a face-lift. It's an all-new board, an all-new ride and comes stocked with some of our most proven and refined design theories. This board combines the fun, easy nature of the 420 with the carving prowess of the PYL and the explosive horsepower of our PowerDrive core.

It's wide. And wide is good. This allows you to ride the board up to 6cm shorter, giving you more maneuverability in the trees and easier spins in the air. Width also creates stability at speed and floatation in the deep that we used to associate with length. It also begs to be leaned-over as far as you dare on the groomers, which is fun as hell!

Add in the now legendary Underbite and you have a board that will carve troughs into hardpack and float better than anything this side of a 420.

RIDERS	BASE PROFILE
Future Banked Slalom winners.	CamRock 2-4-2
SHAPE	CORE
Directional	Carbon PowerDrive
OUTLINE	GLASS
Directional Underbite	Triax
FLEX	BASE MATERIAL
4.5 / 5	Sintered True





20/20

LAND YOURSELF AN ICONIC PIECE OF MODERN SNOWBOARD HISTORY.

The 20/20 kinda freaked people out last year. By pushing our own creative envelope and disrupting the limits of what a modern snowboard factory could mass-produce, we set an industry milestone that we're very proud of.

Deep pronounced concaves at either end of this short, true-twin outline cause the board's planing angle in powder to mimic a traditional directional board, even with your weight centered. The forward (or leading) concave draws air under the hull causing lift. That same shape on the trailing end is an exaggerated rocker line that speeds the release of snow causing the tail to drop. Land switch and the same thing happens.

And with its wide waist width and tight sidecut, this board rips hardpack and park laps too. There's no need to compromise anymore with the 20/20 Powderhull.



RIDERS

Early Adopters, Futurists

GLASS

Triax

SHAPE

True Twin

OUTLINE

Radial

FLEX

4 / 5

BASE MATERIAL

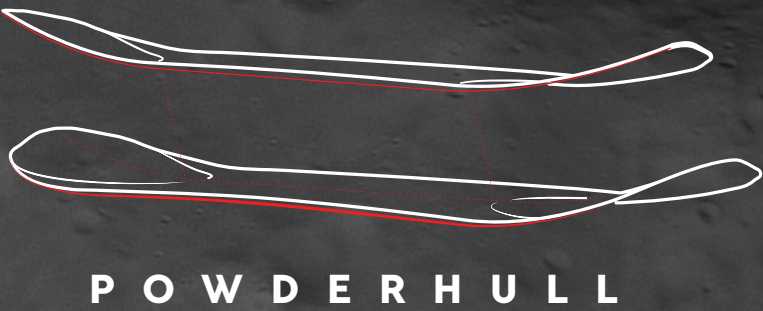
Sintered True

CORE

Weightless Core

BASE PROFILE

Powderhull



PYL

WHEN DOES A TAPERED BOARD NOT ACT LIKE ANY OTHER TAPERED BOARD?

Tapering a board is a classic tool in a free-ride designer's tool chest. Pulling the tail width in narrower than the nose helps with floatation in powder and stability at speed. Problem is, they tend to wash-out or can be overpowered on the exit of turns.

We really like to turn. David really loves to turn. Turning is fun. So we came up with a way to fix it.

Tapered UnderBite segments the Pick Your Line's sidecut into three equal lengths. Each of these lengths step inward by a couple mm's while remaining parallel to the corresponding side. Because the sidecut remains parallel and is not actually tapered (or "pulled-in"), the edges remain fully engaged with the snow when under power. We also tweak the dimensions of each segment so that it gets more aggressive towards the tail.

You get the same directional drive and float you expect from a tapered board, but with incredible edge hold and a lively snap out of every turn.

RIDERS

DCP
Benji Ritchie

GLASS

Triax

SHAPE

Directional

OUTLINE

Tapered Underbite

FLEX

4.5 / 5

BASE MATERIAL

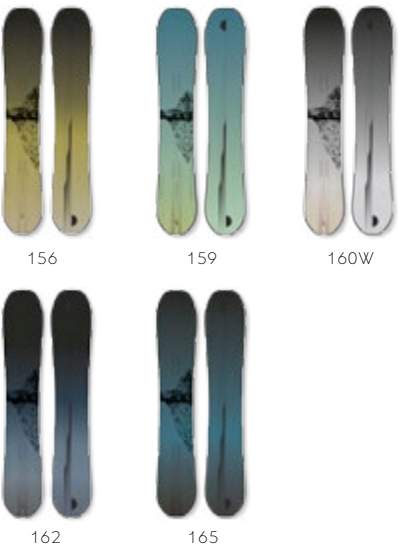
Sintered True

CORE

Weightless + Carbon
PowerDrive

BASE PROFILE

Directional Camrack 4-4-2



P O W D E R

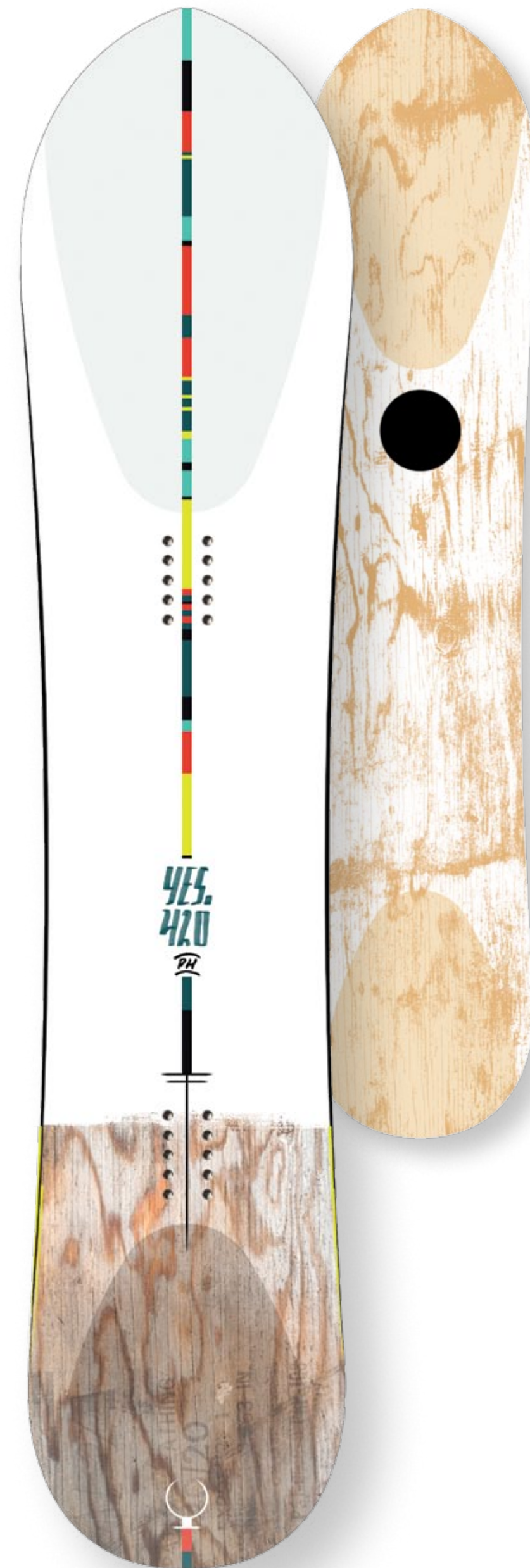
4 2 0

H U L L

GET READY FOR IT

TIME TO RIP

If had to be done. If our groundbreaking powder-planing theories were able to make a true twin float like a directional board, what would it do to the funnest powder board ever created? Next time it dumps 20cm's+, or you find yourself in a heli or at Baldface, lets hope you're ready for what comes next...



420 POWDER HULL

HOW COULD WE POSSIBLY IMPROVE THE POWDER PERFORMANCE OF ONE OF THE FUNNEST BOARDS DESIGNED IN DECADES?

By adding the most groundbreaking new technology our sport has seen in decades. That's how.

Last year we caused a paradigm shift with the 20/20 Powderhull. A complex bottom contour that quite literally made a true twin outline float as well as a directional board does in powder. This opened up a world of possibility in powder to freestyle riders not wanting to leave the symmetrical balance of their twins.

By applying PowderHull to a narrower, slightly longer version of the 420, we've created a board that is more reactive, livelier and more floaty that you ever thought possible.

If you can afford to dedicate yourself to the search for powder - whether by airline, cat, heli or a decadent combination of all three - you can't afford not to get one of these under your feet.

RIDERS

Anyone with an open mind and a desire to fly

LENGTHS

154

SHAPE

Directional Weird

OUTLINE

Radial Tapered

FLEX

4/5

BASE PROFILE

Directional PowderHull

CORE

Weightless Core

GLASS

Triax

BASE MATERIAL

Sintered Spec

P E R I O D .

23

LET'S GO SNOWBOARDING

R
D
M



YES
FOR
LIFE

ROMAIN. BARREL BY NEAL SIKKES [o] CHAD CHOMLACK

Y

T SHIRTS

YES. SELLS

Premium Crewneck Tee

Premium CVC

SIZE

M,L,XL



Olive Lite

Black

YES. GREATS

Classic Loose Fit Tee

Poly / Cotton Blend

SIZE

M,L,XL



Charcoal

Vintage Denim

YES. YES.

Standard Crewneck Tee

Tri Blend Jersey

SIZE

M,L,XL



Black

Premium Heather

YES. UNINC.

Premium LS Tee

Cotton

SIZE

M,L,XL



Black

Premium Heather

SWEATSHIRTS & TEAM SHIRT



Olive Lite

Charcoal

YES. TIE DYE

Custom Tie Dye Pocket Tee

Cotton / Viscose Blend

SIZE

M,L,XL



Olive Lite

Black

YES. STANDARD

Zip Up Hoodie

8oz Cotton Terry

SIZE

M,L,XL



Varsity Grey

YES. WE'RE STILL UNINC.

Pullover Hoodie

8oz Special Blend

SIZE

M,L,XL



Heritage Grey

YES. TEAM

3/4 Raglan Tee

Tri Blend Jersey

SIZE

S,M,L,XL

T SHIRTS

YES. EMOJI
Zip Up Hoodie

8oz Special Blend

SIZE

S,M,L



Heather Grey

HEADWEAR



Black



Hyper Lime

YES. BASIC
Slouch Knit Beanie

Single Rib Knit
w/ Woven Label

SIZE

OS



Blood Red



Tofino Tan

YES. BACKSIDE
Cuff Knit Beanie

Heavy Yarn & Knit
w/ Woven Label

SIZE

OS



Swell Grey



Bluebird Blue

YES. TRUSTED
Ribbed Slouch Beanie

Lightweight, Tight Knit
Single Rib

SIZE

OS



Black & Grey



Khaki & Black

YES. YNOT
Runners Cap

Cotton Twill w/ Woven
Label & Embroidery

SIZE

OS



Red on Black



Black on Red

YES. YES
Baseball Cap

Heavy Twill w/ 3D
Embroidery

SIZE

OS



Captain Black



Fisherman Green

YES. RETIRED
Boat Hat

Canvas Twil
w/ Embroidery

SIZE

OS

2017

YES
FOR
LIFE

2017



DCP.



ROMAIN
DE MARCHI.



JP
SOLBERG.



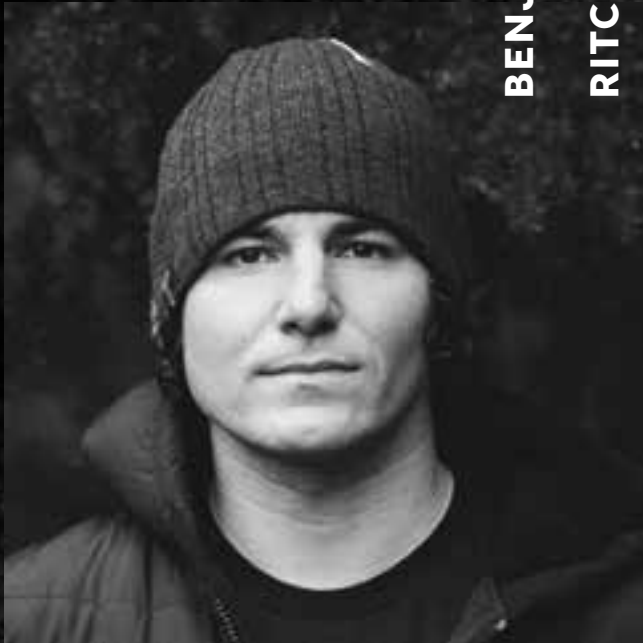
HELLEN
SCHETTINI.



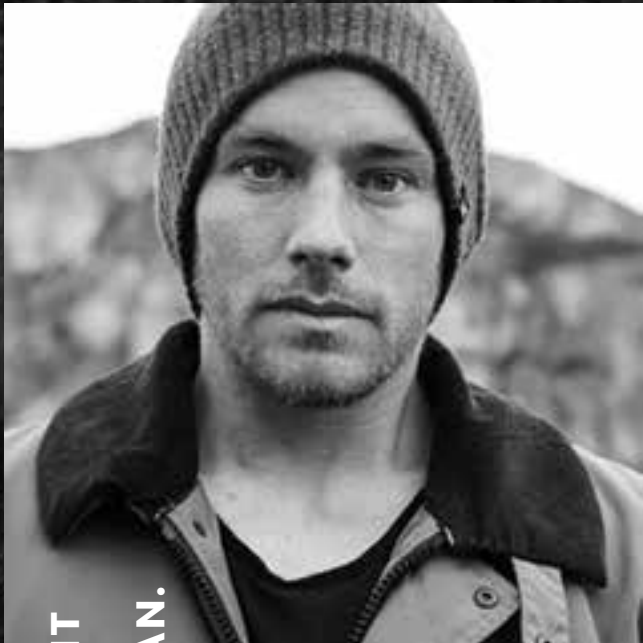
TADASHI
FUSE.



AUSTEN
SWEETIN.



BENJI
RITCHIE.



CLINT
ALLAN.

YES
FAM
ILY

DCP
RDM
JP
HELEN
BENJI
AUSTIN
TADASHI
CLINT



YES.



YES.