

XERSC.

VFSC

021





“Freestyle”

A word that gets used a lot in snowboarding.

It’s also a word that gets slapped on us and one we’ve spent almost a decade steering away from for fear of it pigeon-holing us into something less than what we are. So we thought it was time we looked back at the word and ask ourselves what it really means.

Our history begins with the simple definition most people would think of. Kickers, spins, rotations, park jumps, half-pipes and backcountry cheese wedges. Contests or not, this is where the genesis of the founders and the brand lie. Truth be told, this is where much of our own day-to-day riding still is. But when our passion and focus evolved beyond the kickers, and we sought an experience far outside the park, we thought that maybe we had outgrown the labels of our youth. We thought it wasn’t surf enough. It wasn’t backcountry enough. And it most certainly wasn’t pow enough.

But the truth is, freestyle is not an X-Games or Olympic discipline, its the attitude and approach to our brand that goes way beyond the act of snowboarding. It’s the freedom to express ourselves with style. Our style. On our terms.

And we express this every day through board design, graphic development, campaigns, collabs, marketing initiatives and attitude. We do it by reaching deep into our true selves, ignoring the noise and allowing ourselves the freedom to do things differently. To pull influences from unexpected places, approach choices from a new angle and sometimes to deliberately go in the exact opposite direction of everyone else, just to see what happens.

And that’s why YES. looks a little different. It’s why a YES. board rides a little different and why this brand just feels different. It’s because we’re free style.



Jackpot



Dicey
(new)



Greats UnInc.



Globe
Traditionalist
(new)



Ghost



Typo



Hello
(new)



Standard



Hel YES.



20/20



Optimistic



The Y.



Hybrid



PYL



Pro20
(new)



420 PH



Optisplitstic
(new)



Emoticon



Basic



FunInc.



PowInc.



420



420
(new)



Clark

PARK RESORT POW

YES. TECH

YES. TECH



UnderBite



Redistributing rider weight and input, UnderBite enhances turning ease and edge hold.

Pulling short sections of the sidecut inward at the binding area by 2mm 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 happening. This segmentation of the sidecut into 3 key zones focuses your bodyweight onto the areas that initiate, hold and release turns.

- Basic
- Emoticon
- Hello
- Typo
- Hel YES.
- Optimistic
- The Y.
- Optisplitstic





MidBite



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

The design steps a single, longer section (longer than UnderBite) of each sidecut 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
Dicey
Greats UnInc.
Ghost
Standard
2020**



Tapered UnderBite



Taper that drives, floats and holds.

Similar looking to “wings” or bumps on a surfboard, it functions a little differently on snow. The board’s effective edge is segmented into 3 distinct parts that step horizontally inward rather than tapering. 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 holds an edge and rockets out of turns like nothing else.

**PYL
Hybrid
AFH**





PowderHull

PH

Between 90-96% of fresh snow is air. Not water.

(National Snow and Ice Data Center, 2019)

The PowderHull moves beyond the influences of surfing and is a response to the understanding that at least 90% of powder is air, and that it's the study of how air moves and reacts under your board that will lead to design innovation. The deep concaves that characterize this unique design serve 2 functions, depending on if the concave is receiving, or releasing air, not water. The leading concave receives air and compresses it with the venturi shape, forcing positive air-pressure that push upwards, lifting the nose. At the tail end, where the air is being expanded and released, a negative air-pressure is created pulling the tail of the board downward. What F1 cars call downforce. It is this combined effect that generates the ideal planing angle of the board and is responsible for the 20/20's magical float that no other "twin" board has.

2020
420PH
AFH



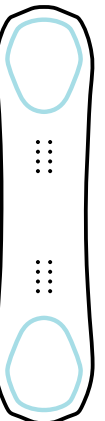
CoreLess

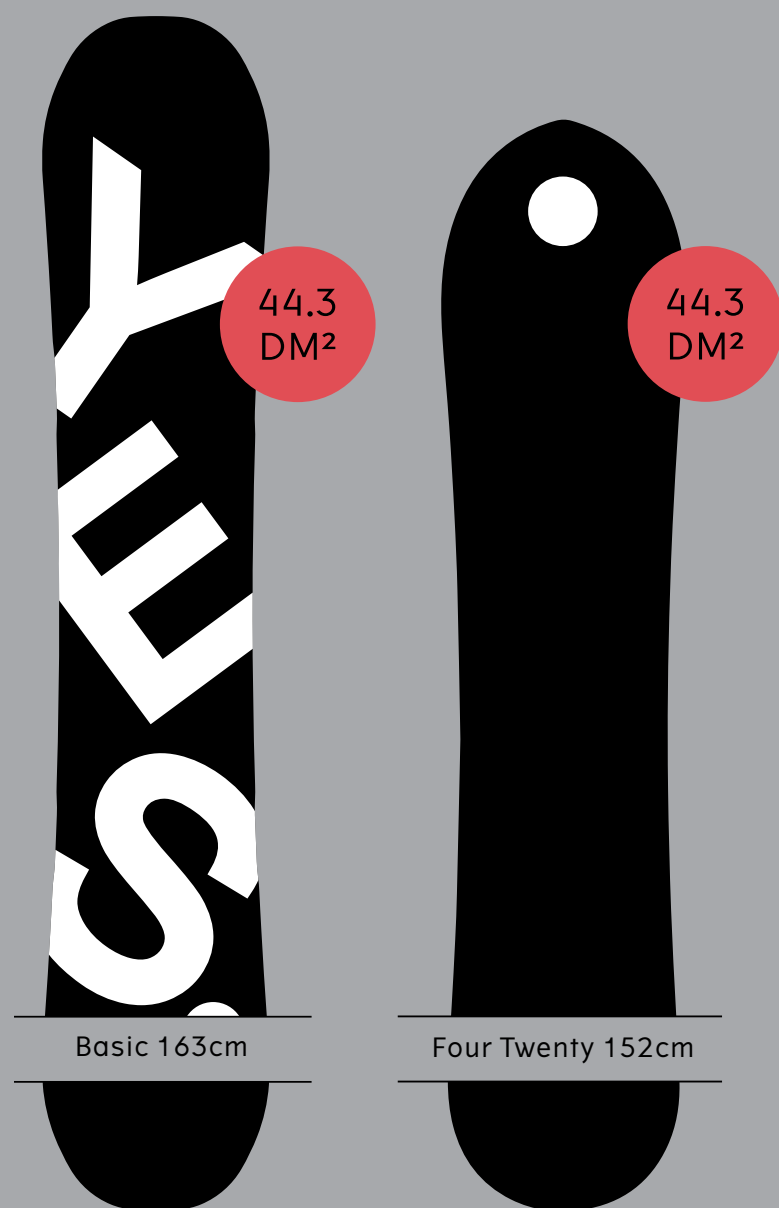
CL

Without the shaping and flex limitations of wood, we were able to create performance targets we were after.

Coreless tech simply allows for a lighter swing weight and more refined bottom contours. The challenge with removing areas of a wood core and replacing with foam or honeycomb is the fact that these materials often just fill up with resin or cause bonding issues. This is counterproductive to the goal of weight reduction as resin is much heavier than wood. Removing the wood removed some bulk, but we discovered that resin ratios also became more efficient, netting us additional weight savings. Adjusting the surrounding core profile to structurally compensate and maintain optimal strength/flex ratios was all that was needed. Beyond the weight savings, removing the core was specifically an advantage to advancing the PowderHull shape, because without the molding limitations of wood, we were able to create more refined base contours and attain the performance targets we sought.

2020
AFH





YES. It's a Decimeter Squared

Get to know your numbers. Surface area matters more than length.

Ever since designing the 420 nine years ago, proving that width can provide the stability (and flotation) traditionally associated with length, we've been on a treadmill of wordy explanations. Now we quantify it. Similar in practice to the way surfboards use volume as a key metric in board selection, surface area (measured in square decimeters), will change the way you select a board. Matching your weight and ability to your dm² will better guide you in this wonderful world of eclectic shapes and sizes available to the modern shred.





True Freestyle Evolved



There is always a creative way down when you open your mind to the possibilities.

Parks are inviting, thrilling or terrifying, depending on your ability in relation to the features laid out in front of you. But no matter how big the gap is between your skills and the size of the booters, there is always a creative way down when you open your mind to the possibilities. We have designed our park boards with this approach in mind. Within the constraints of the classic twin tip shape we have adapted wider platforms that bring stability and confidence, while countering with highly responsive MidBite outlines.

YES. On Park.





Dicey



Jackpot



Greats UnInc.

Dicey

Shape **True Twin**

Core **Full Poplar**

Glass **Biax**

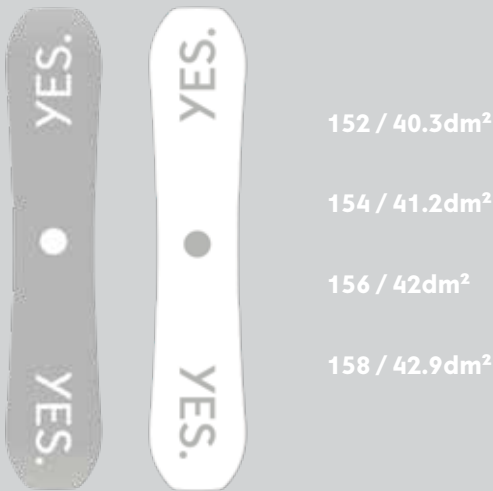
Base Material **Extruded**

Flex **6/10**

Outline **MidBite**

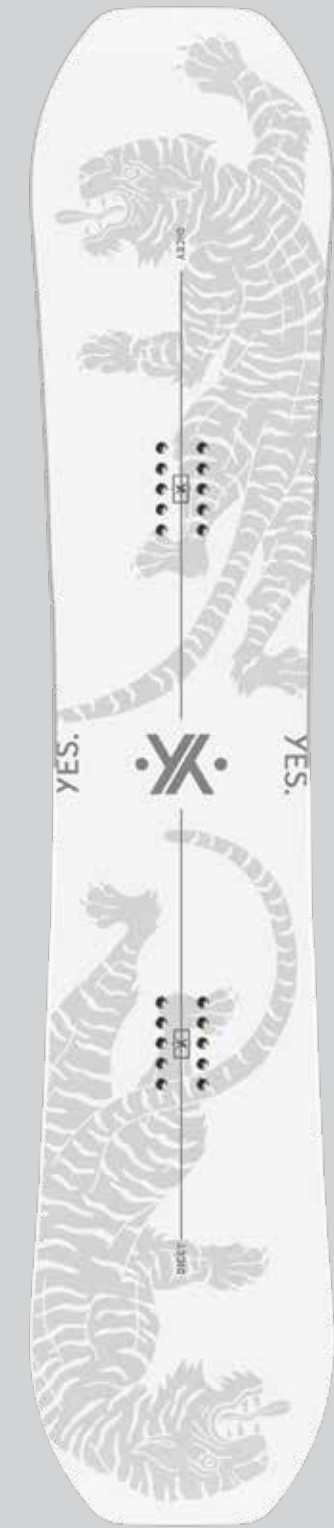
Base Profile **CamRock 2.4.2**

Riders **Park-rats and emerging pros**

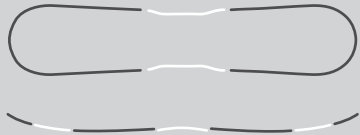


Open your mind to new possibilities.

The Dicey is a new price-point offering this year, derived from the proven outline of the Jackpot. We toned down the base material and profile to allow a more forgiving ride for more aspiring park-rats. If the fattest features in the park are still terrifying to you, the Dicey is the board to help you build the courage to hit them. It's true twin shape and park specific kick will support your rapid progression.



MB
MidBite



R2.C4.R2

Jackpot

Shape **True Twin**

Core **Full Poplar**

Glass **Triax**

Base Material **Sintered True**

Flex **7/10**

Outline **MidBite**

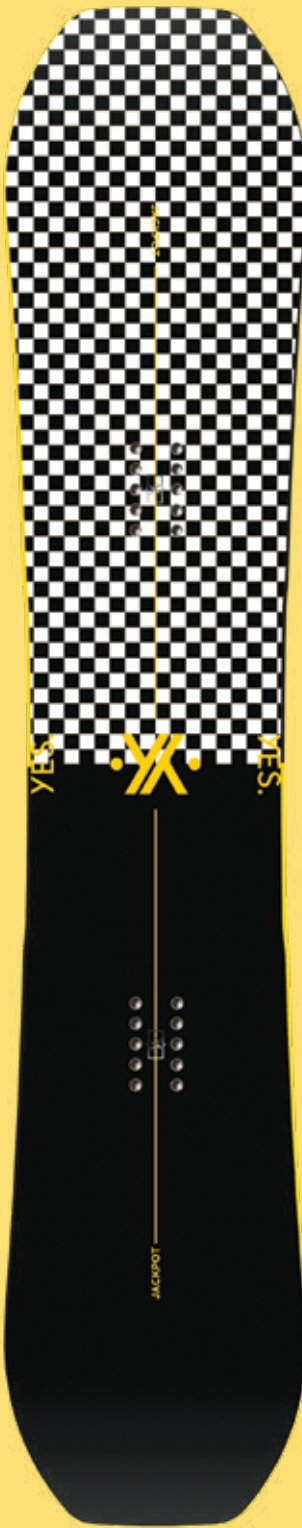
Base Profile **Camber C4**

Riders **Justin Mulford, Derek Livingston**



A modern freestyle classic steps it up with camber.

The Jackpot introduced the original MidBite outline 4 years ago that has since trickled throughout the line whenever a new or updated twin is on the roster. This year's Jackpot is now a cambered board to compliment more aggressive riding, clearly distinguishing it from the new Dicey model. As the Jackpot is designed primarily as a park/resort deck it features a unique tip and tail profile that employs a sharper transition off the contact points to a flatter, more drawn out kick.

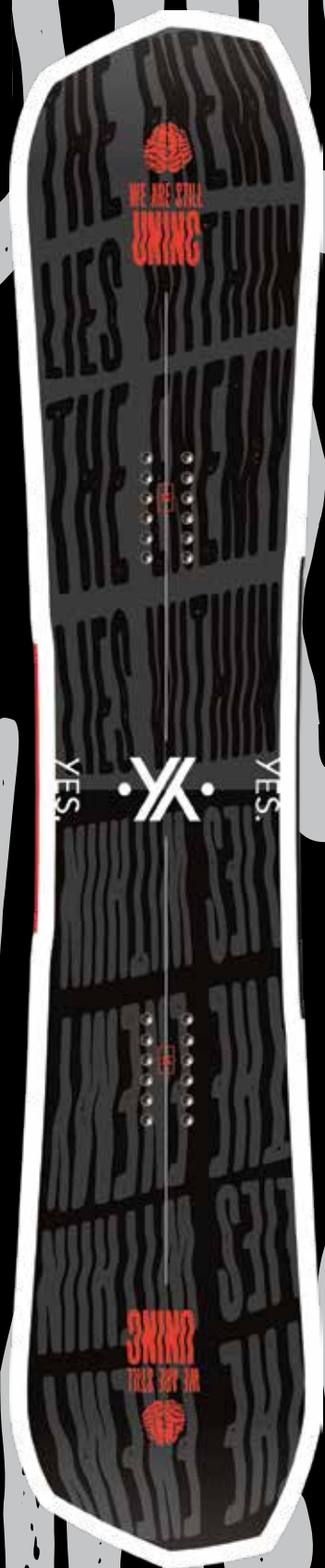


MB
MidBite



C.4





Greats UnInc.

Shape True Twin

Core Poplar/Paulownia/Bamboo

Glass Triax + Carbon

Base Material Sintered True

Flex 7/10

Outline Asymmetrical MidBite

Base Profile CamRock 2.4.2

Riders JP Solberg + Colin Spencer



151 / 39.9dm²

154 / 41.7dm²

156 / 42.6dm²

159 / 43.9dm²

Still the best carving twin you'll ever lay an edge on.

This newest design of Greats UnInc claimed the last TWS Good Wood park title along with an ever-growing legion of followers. An asymmetrical twin with asym-flex, we added asymmetrical MidBite to compliment the original asym sidecuts so they now provide even more response, stability and edge hold. The end result is a high performance twin that is sure to leave a permanent grin on your face.



151

154



156

159



R2.C4.R2

MB

MidBite

YES.

A Day In The Life Of Snow- boarding

UB

MB

**Where the
experiments for
tomorrow are
being made today.**

There was a time when all we had was hiking and powder and we were just frothing to get onto the ski-resorts. Kind of how that girl at school that won't even look at you is the one you can't stop thinking of, was how we wanted chairlifts, groomed runs and endless vertical. But the only looks we received back then were those of contempt. Resorts made modern snowboarding what it is today and are where the experiments for tomorrow are being conducted. And this goes for both the shitty local hills and the epic, destination resorts. It seems that shitty ones often have the most passionate riders that tap deep into their creative genes to dig up fun where us jaded Whistler snobs see none. The epic ones, of course, provide the larger format to push it to the next level. They have tree-stashes, sidecountry access, and every type of side hit you can conceive. It's so hard to even define what a resort board is, because it really does have to do everything, on anything, everywhere.

YES. On Resort



r: DCP, JF p: Phil Tiro

YES. RESORT



r: DCP + Derek Livingston p: Phil Tifo

YES. RESORT



Basic



Ghost



Globe
Traditionalist



Standard



Typo

Basic

Shape **True Twin**

Core **Full Poplar**

Glass **Biax**

Base Material **Extruded**

Flex **5/10**

Outline **UnderBite**

Base Profile **CamRock 4.4.4**

Riders **Pretty much everybody**



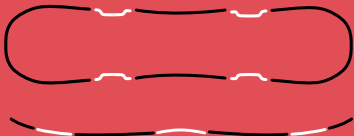
143 / 36.2dm²	156w / 41.8dm²
146 / 37.3dm²	158 / 41.5dm²
149 / 38.3dm²	159W / 42.9dm²
152 / 39.4dm²	161 / 42.5dm²
155 / 40.3dm²	163w / 44.3dm²

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.



UnderBite



R4.C4.R4

Typo

Shape **Directional Twin**

Core **Full Poplar**

Glass **Biax**

Base Material **Sintered Spec**

Flex **6/10**

Outline **UnderBite**

Base Profile **CamRock 2.4.2**

Riders **Benji Ritchie, Mark Tremblay**



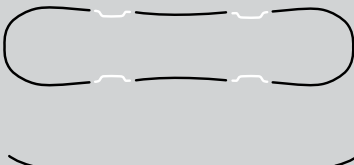
149 / 38.3dm²	158 / 41.5dm²
152 / 39.4dm²	159W / 42.9dm²
155 / 40.3dm²	161 / 42.5dm²
156w / 41.8dm²	163w / 44.3dm²

Defining Full Resort Freestyle.

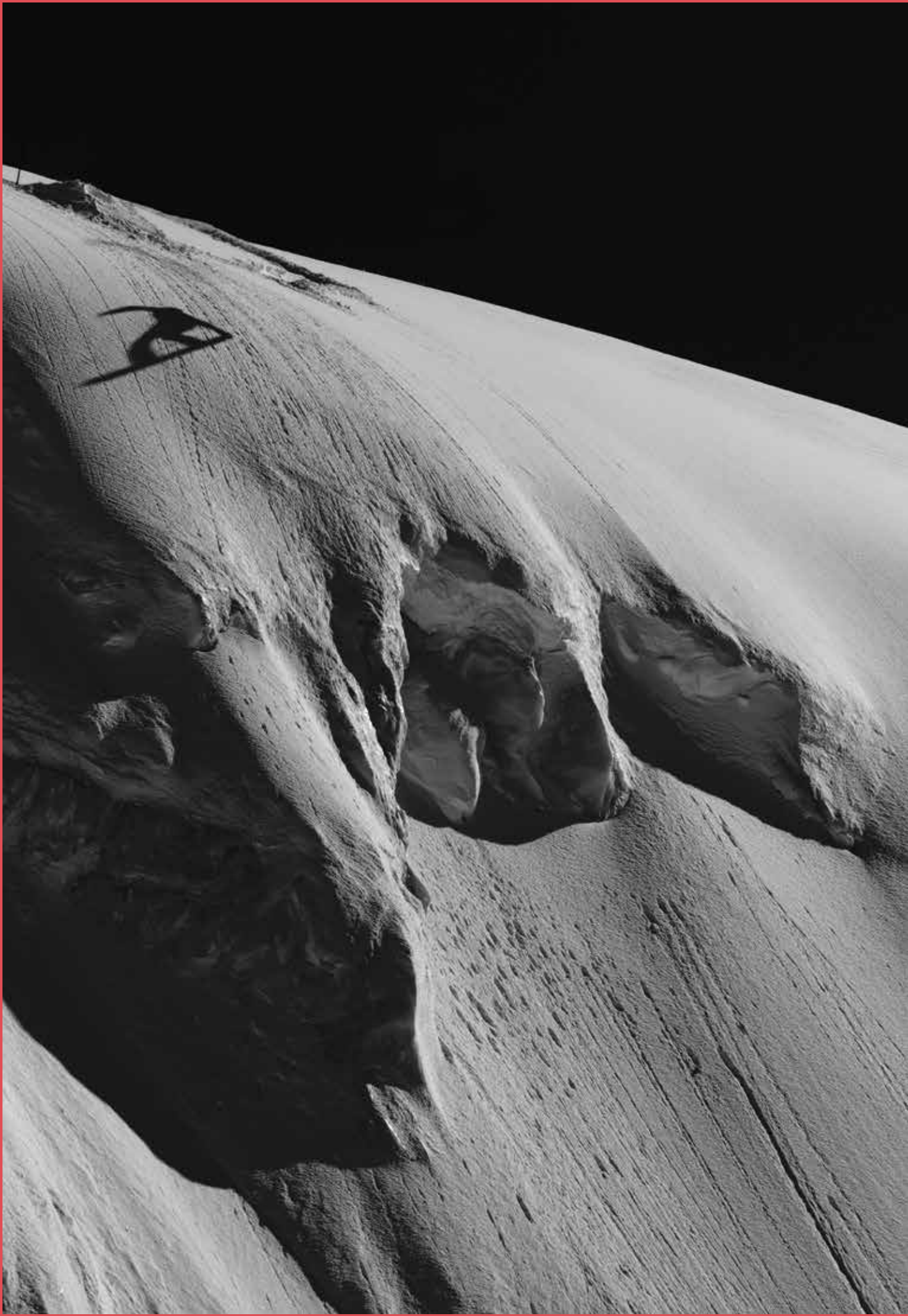
Every year we found ourselves getting custom made “team-spec” boards for riders like Benji Ritchie that loved the Basic but wanted a faster base and just a little more snap to the flex. The Typo is exactly that. For the dedicated resort rat and upcoming pro in all of us.



UnderBite



R2.C4.R2



Standard

Shape Directional Volume Twin

Core Poplar/Paulownia/Bamboo + Slambacks

Glass Triax

Base Material Sintered True

Flex 7/10

Outline MidBite

Base Profile CamRock 3.4.3

Riders RDM, Mark Tremblay



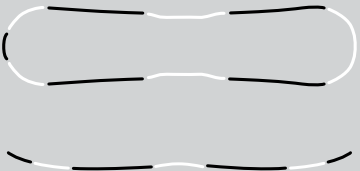
149 / 38.3dm ²	159 / 43.8dm ²
151 / 39.3dm ²	162 / 45.2dm ²
153 / 40.6dm ²	167 / 46.6dm ²
156 / 42.2dm ²	

Drop your standards for no one.

The Standard is a Directional Volume Twin shape with a wide platform underfoot where you need it and new Slamback inserts for those unexpected pow days. Our MidBite outline brings out the kind of response and edge hold that will shatter your preconceived notions of what a mid-wide board can do.



MidBite



R3.C4.R3

Ghost

Shape Directional Volume Twin

Core Poplar/Paulownia/Bamboo + Slambacks

Glass Triax

Base Material Sintered True

Flex 7/10

Outline MidBite

Base Profile Camber

Riders Justin Mulford, Derek Livingston



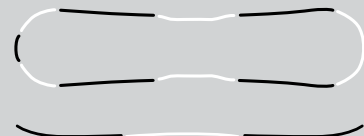
149 / 38.3dm ²	159 / 43.8dm ²
151 / 39.3dm ²	162 / 45.2dm ²
153 / 40.6dm ²	167 / 46.6dm ²
156 / 42.2dm ²	

True camber in a modern icon.

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



MB
MidBite



C4+

Globe Traditionalist

Shape Directional Volume Twin

Core Carbon PowerDrive 2.0 + Slambacks

Glass Triax

Base Material Sintered True

Flex 8/10

Outline Radial

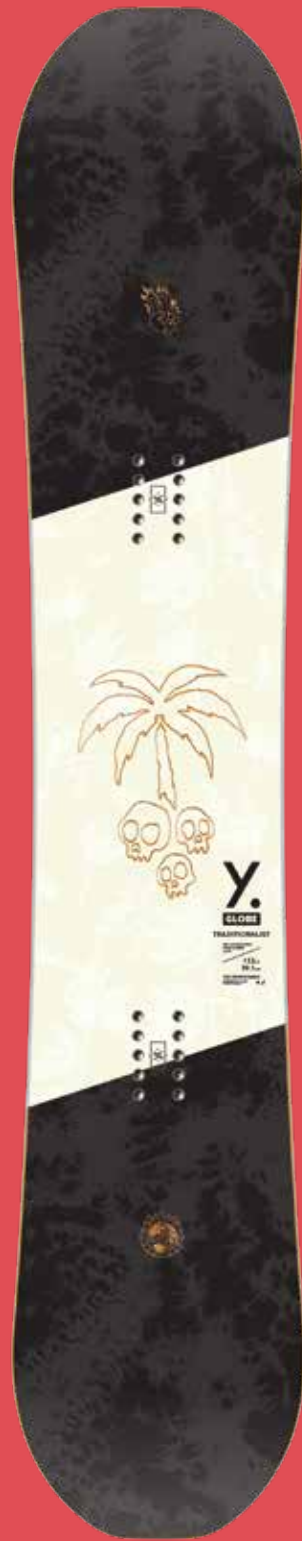
Base Profile Camber



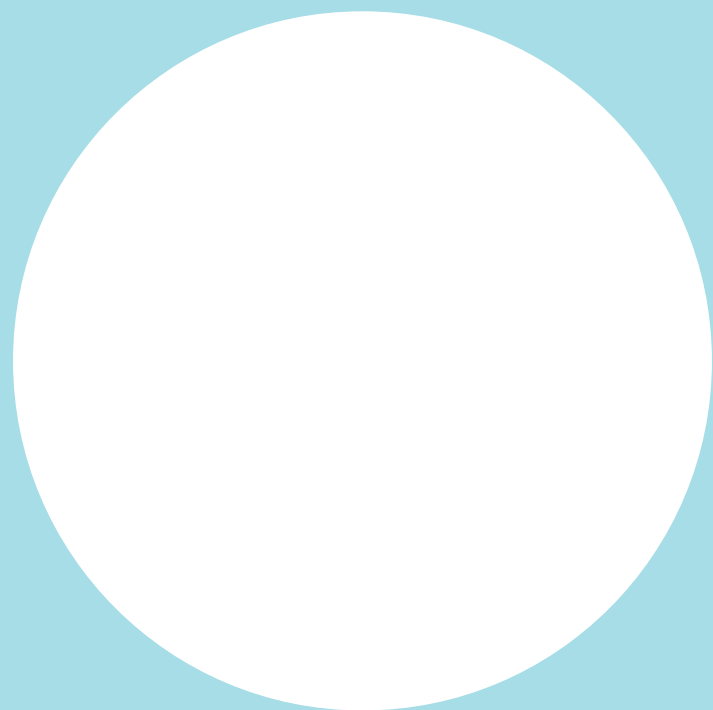
152 / 39.1dm ²	156W / 41.4dm ²
154 / 39.9dm ²	158 / 41.3dm ²
156 / 40.5dm ²	159W / 42.5dm ²

As classic as it gets.

The YES. influence and spirit runs deep in surf and skate and the new Globe-designed board is a true expression of that and the YES. owners' long-standing relationship with the brand. For this year's edition we worked on getting a classical shape with a modern twist, distilling all of our riding knowledge into the simplest of forms. The directional Volume Twin shape, combined with traditional camber and PowerDrive core makes this board an instant classic.



C4+



Snow Dynamics

T
UB

PH

**Influences shift as
experience grows
and time ticks by.**

We've all been influenced by surfing, in fact the earliest days of modern snowboarding was a direct interpretation of "surfing on snow", both in the design of the boards and the act of riding down the hill. Skateboarding has of course been the heaviest influence on freestyle, but surfing still maintains a religious-like aura within our community. It influences our design culture so much that some snowboard designers have stolen the verb "shaping" without ever picking up a planer. The 420 was a direct translation of the Steve Lis fish, which was a stand-up version of the knee-board, and the Tapered UnderBite on the PYL got its inspiration from bumped outlines (wings) on the tail area of some surfboard shapes. These translations have served us well. The 420 taught us that the same width that gave us greater float in powder gave us the freedom and leverage to lean over further and apply greater force on our edges in hard snow. It also quickly made the average boot size look downright silly on the average board width.

YES. On Pow



YES. POW



YES. POW



The Y.



Optimistic



Hybrid



PYL



420



Pro20



420 PH



20/20



Optisplitstic



Clark

The Y.

Shape Directional

Core Full Poplar

Glass Biax

Base Material Sintered Spec

Flex 8/10

Outline UnderBite

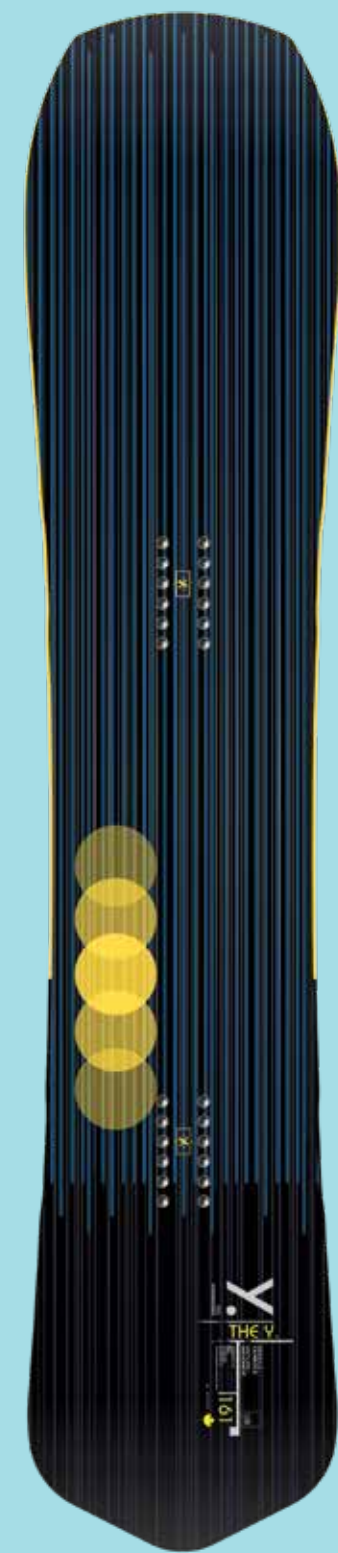
Base Profile CamRock 2.4.2

Riders DCP, JF Pelchat



Y. Not?

Taking the powerful Optimistic outline and binging the amazing resort versatility to those with more modest budgets was a popular move last year. All the benefits of the shape are intact – wide platform, UnderBite outline and directional nose/tail volumes – with a more cost-effective material assembly. It's also tuned down from the Optimistic with a less aggressive flex and a little rocker added to outer ends of the contact surface.



UnderBite



R2.C4.R2

Optimistic

Shape Directional

Core Carbon PowerDrive 2.0

Glass Triax + Carbon

Base Material Sintered True

Flex 9/10

Outline UnderBite

Base Profile Camber

Riders Half the Masters Banked Slalom racers



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 are superlative in all snow conditions. 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.



UnderBite



C4

Hybrid

- Shape** Directional
- Core** Poplar/Paulownia/Bamboo
- Glass** Triax
- Base Material** Sintered True
- Flex** 7/10
- Outline** Tapered UnderBite
- Base Profile** Directional CamRock 1-4-1
- Riders** One-board nomadic freeriders



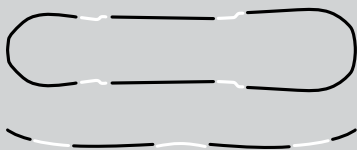
153 / 42.3dm²
(New Size)

157 / 43.4dm²

161 / 44.5dm²

Wait, they made a good-looking Hybrid?!

Scandalous love-child of the iconic 420 and PYL, the Hybrid immediately got attention with last years release from anyone that knew anything about its parents. It has the shorter/wider surface-planing of the 420 and employs the Tapered UnderBite outline originally unveiled on the PYL. Floaty and maneuverable with confident edge hold and responsive snap out of turns, we've created a perfect hybrid of these two boards that has now grown in both popularity and size offerings.



R1.C4.R1

T
UB

Tapered UnderBite

PYL

- Shape** Directional
- Core** Weightless
- Glass** Triax + Ash Veneer Topsheet
- Base Material** Sintered True
- Flex** 8/10
- Outline** Tapered UnderBite
- Base Profile** Directional CamRock 1-4-2
- Riders** DCP



156 / 40.7dm²

159 / 41.9dm²

160W / 43.9dm²

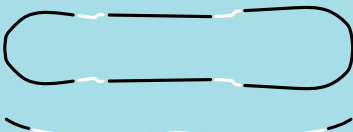
162 / 43.1dm²

164W / 45.3dm²

165 / 44.5dm²

Pick Your Line – AND hold it!

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



R1.C4.R2

T
UB

Tapered UnderBite



Optisplitstic

Shape Directional

Core Poplar/Paulownia/Bamboo

Glass Triax

Base Material Sintered True

Flex 9/10

Outline UnderBite

Base Profile Camber

Riders DCP, Derek Livingston, Eagle Pass Heli Guides



159 / 44.0dm²

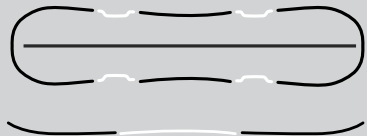
165 / 45.7dm²

YES. We Can.

We're not ones to make apologies for showing up late to a party. For us to release a splitboard, it had to be the right time and with the right people behind it. Taking the powerful and versatile outline of our Optimistic and sizing it for the needs of our team and partners at Eagle Pass Heli was the first step to making this program legit. We then designed and developed a simple (read: reliable), lightweight clip system with our friends at Spark R&D® that maintains the torsional integrity of the solid Optimistic so that after that long, leg-burn up to your line, you can rip down it with uncompromising confidence.



UnderBite



C7

YES. Clark

Shape Up To You

Core Full Poplar

Glass Biax

Base Material Extruded

Flex 5/10

Outline Up To You

Base Profile Blended Rocker

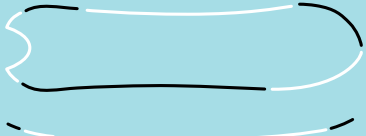
Riders Dreamers and doers



<155

Tabula Rasa

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.



Blended Rocker

OFTEN COPIED



NEVER DUPLICATED

420

Shape Directional Weird

Core Full Poplar

Glass Biax

Base Material Extruded

Flex 5/10

Outline Radial

Base Profile Blended Rocker

Riders Powder-lovers everywhere



148 / 43.0dm²

152 / 44.3dm²

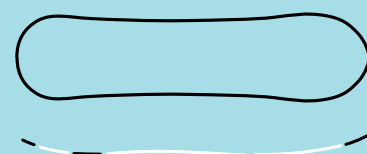
**Often copied,
never duplicated.**

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

Directional Weird



Blended Rocker + C2

Pro20

Shape Directional Weird

Core Poplar / Paulownia

Glass Triax + Carbon

Base Material Sintered True

Flex 8/10

Outline Radial

Base Profile Blended Rocker + Camber

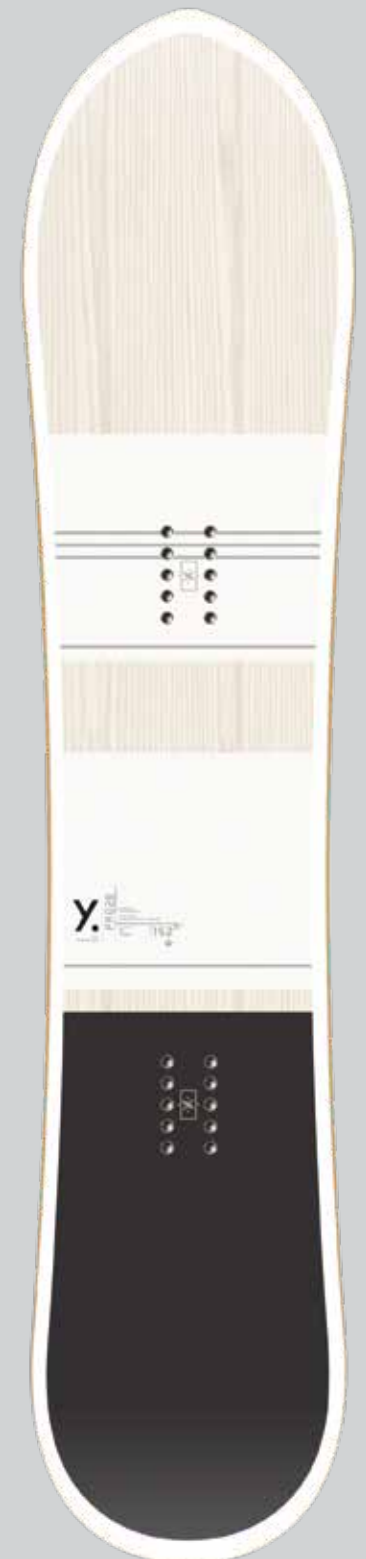
Riders David Pitschi and aggro surfers



152 / 44.3dm²

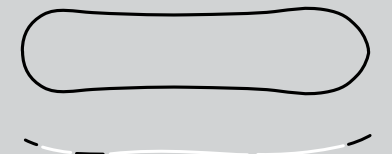
**Fueling your
desire to burn.**

The Pro20 is for those who appreciate the 420's surprising versatility and will use it for more than just epic powder days. More aggressive flex pattern and snap via the Poplar + Paulwnia core and carbon stringers, coupled with a high-speed Sintered True base and 4mm of camber underfoot means you can push it hard, in all conditions.



DW

Directional Weird



Blended Rocker + C.4

420PH

Shape Directional Weird

Core Weightless

Glass Triax

Base Material PH Sintered True

Flex 8/10

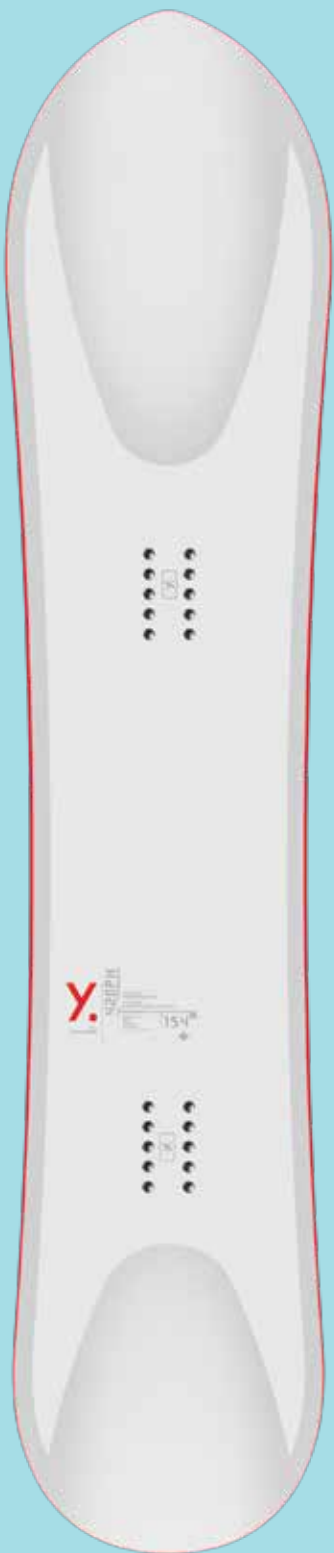
Outline Directional Weird

Base Profile PowderHull + Camber

Riders DCP, Todd Richards

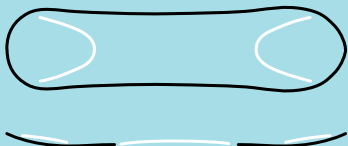


154 / 42.8dm²



PH

PowderHull



C4 + PH

The secret to riding powder without back leg burn.

The narrower outline of the 420 coupled with our PowderHull base allows extreme versatility for a wide range of riders with this single length offering. Refined waist width and sidecut make it more responsive than the 420, while the longer effective edge gets a little more bite into the hardpack. And the PowderHull makes it impossible to sink the nose.

20/20

Shape True Twin

Core Weightless

Glass Triax

Base Material PH Sintered True

Flex 7/10

Outline MidBite

Base Profile PowderHull 2.0 + Camber

Riders RDM, Derek Livingston



156 / 43.4dm²



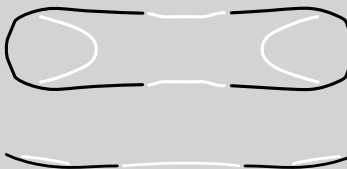
MB

PH

PowderHull + MidBite

The design that redefined.

Last year we came out with a significant redesign of the original PowderHull that only four years ago put a sizable dent in the shred universe. Refined bottom contours have maintained the magical float that sets this board apart from everything else on the snow while improving the pop and landings off natural and man-made features. The eye-catching coreless tech has made these more complex shapes possible while removing critical swing-weight from the board. And finally, MidBite has found its most effective home on twins so applying an aggressive version of this to the 20/20 has turned what was once a specialty board into a truly versatile ride.



C4 + PH



Shatter your own Glass Ceiling

An evolution that's been generations in the making.

Women have been a vital part of snowboarding's history since the earliest days. From the multi-disciplined pioneers like Amy Howatt, Shannon Dunn and Victoria Jealous, to modern freeriders like Marie-France Roy and Helen Schettini, to the future freaks like Juliet Pelchat and Briony May Johnson. Women have pushed the evolution of their equipment as thoroughly as they have their riding. We've been proud to have boards like the Hel and the Emoticon be so well received, but it was time to step up our own game and expand our offering to meet the need of our growing team/family. This year we've added an all-resort freeride board called the Hello, as well as expanded our beloved 420 series to include 2 new lengths, specifically designed to take advantage of the designs wider surface area, without overburdening women's boot sizes and leverage ratios.

YES. On Snowboarding



Emoticon



Hello



Hel YES.



420

Emoticon

Shape True Twin

Core Full Poplar

Glass Biax

Base Material Extruded

Flex 4/10

Outline UnderBite

Base Profile CamRock 3-3-3

Riders Juliet Pelchat, Raquel Iendrick



143 / 35.3dm²

146 / 36.3dm²

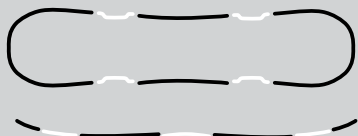
149 / 37.4dm²

152 / 38.5dm²



UB

UnderBite



R3.C3.R3

Basically, perfect.

The Emoticon takes the user-friendly performance of the Basic but in a tailored design specifically tailored for a woman's size and weight. Narrower, softer and with a more blended sidecut has made this board a multi-time TWS Good Wood Award winner since its release six years ago.

Hello

Shape Directional Twin

Core Full Poplar

Glass Biax

Base Material Sintered Spec

Flex 6/10

Outline UnderBite

Base Profile Directional CamRock 2-3-2

Riders Juliet Pelchat, Briony May Johnson



146 / 36.2dm²

149 / 37.3dm²

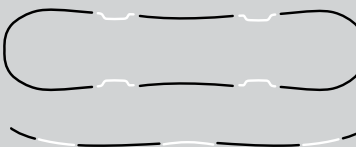
152 / 38.1dm²

155 / 39.3dm²



UB

UnderBite



R2.C3.R2

Delivers in all conditions.

The Hello was built in response to a growing demand for a true resort board. Using the same outline as the Hel YES. This new model shares the edge hold and carving ability of UnderBite to deliver performance on the groomers, side-hits and in the park. The directional twin shape allows it board to float shamelessly through powder and chatter, making it a true quiver-killer.

Hel YES.

Shape Directional Twin

Core Poplar/Paulownia/bamboo + Slambacks

Glass Biax

Base Material Sintered True

Flex 7/10

Outline UnderBite

Base Profile Directional CamRock 2-3-2

Riders Helen Schettini, Briony May Johnson



146 / 36.2dm²

149 / 37.3dm²

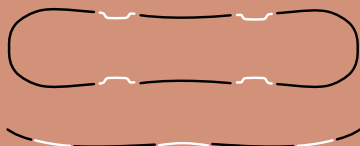
152 / 38.1dm²

155 / 39.3dm²



UB

UnderBite



R2.C3.R2

Always Best in Class.

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

420

Shape Directional Weird

Core Full Poplar

Glass Biax

Base Material Extruded

Flex 5/10

Outline Radial

Base Profile Blended Rocker

Riders Powder Lovers of all sizes



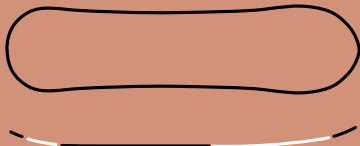
141 / 35.2dm²
(New Size)

145 / 38.4dm²



DW

Directional Weird



Blended Rocker

Trickle-down effect.

The now iconic 420 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.



The Gateway Drug

Parenting is all about leading by example.

How many times have we woken up, gotten the kids out of bed and driven up to the smallest hill we wouldn't even have looked at 12 years go. Only to do 2 runs before they are sick of it (and you). And we do it over and over because we remember how we felt the day it all made sens, when it clicked and all you could think of was the next snow day. And that ultimately snowboarding would shape our lives into what they are today. Kids are what we were (or still are, perhaps?) only now they have access to way better boards. Thanks to us :)

YES. on Groms.



FunInc.



PowInc.

FunInc.

Shape True Twin

Core Full Poplar

Glass Biax

Base Material Extruded

Flex 4/10

Outline Radial

Base Profile FlatRock

Riders The YES. Kids

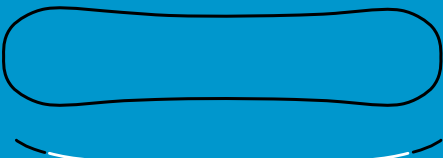


127 / 29.3dm²

133 / 31.6dm²

138 / 33.7dm²

142 / 35.9dm²



FlatRock

Serious Fun.

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

PowInc.

Shape Directional Weir

Core Full Poplar

Glass Biax

Base Material Extruded

Flex 4/10

Outline Directional Weir

Base Profile Blended Rocker

Riders The YES. Kids



125 / 30.6dm²

135 / 33.0dm²
(New Size)



Blended Rocker

The Gateway Drug.

Hey, what can we say. Our kids are growing up fast and we needed another length to feed the addiction. Offered now in a 135cm length for 8-12yr olds, and still scaled down from our beloved 420, the PowInc is the real deal.

DW

Directional Weir



Base Materials

Sin-ter Verb \ Sin-T r

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

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.

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.

Ex-trude Verb \Ik- Strüd

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

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.

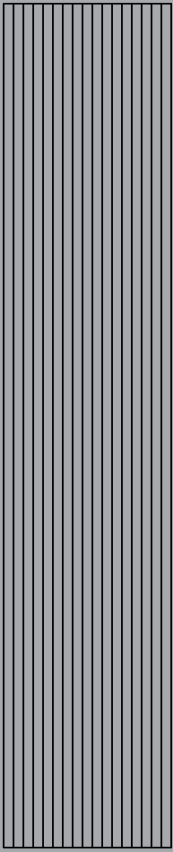
Forever Flex

Forever Flex is a new manufacturing process that helps stabilize the flex and rocker profile of a board for it's lifetime. Our boards now finish the first stages of production slightly overbuilt and then we "break them in" using specialized machinery that mimics extreme riding use. By flexing the fresh board fibers and epoxy at the factory the materials settle in to their final arrangement within the board layup much the same as if you rode the board for 20 days. This process helps us narrow our production tolerances so the board you buy has a more accurate specified flex and rocker profile that will change less as you ride it more.

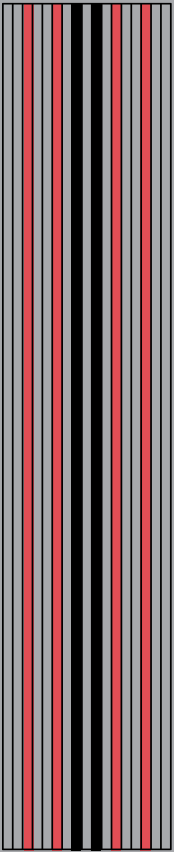


Sintered True

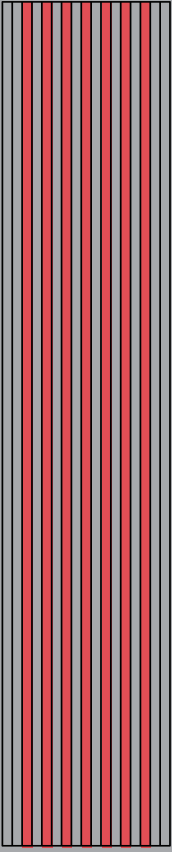
Just like it says. Pellets or course powder are pressed until they form a solid. There are several suppliers for our entire industry and each have different codes for them depending on the colour and transparency. These codes can make it seem like you're getting many different kinds and grades of sintered 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.



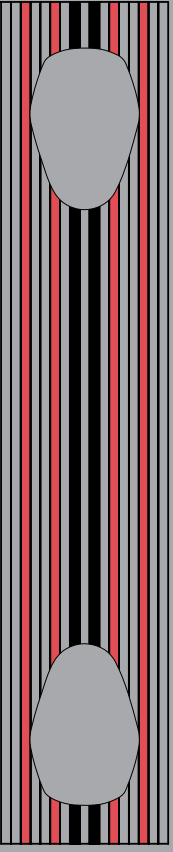
□ Poplar



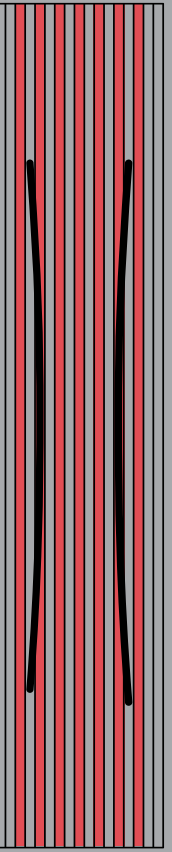
□ Poplar
■ Bamboo
■ Paulownia



□ Poplar
■ Paulownia



□ Poplar
■ Bamboo
■ Paulownia



□ Poplar
■ Paulownia
■ Powerdrive Rail

Core Profiles

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.

Dicey

Emoticon

Basic

Typo

The Y.

Jackpot

Clark

Pow Inc.

Poplar/Paulownia/Bamboo

Creates 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.

Hybrid

Optisplitstic

Weightless Core

Designed originally for the 420 and 20/20. The weightless core strikes a critical balance between light-weight 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 boards designed to surface-fly. This helps a board not only float, but "feel" floaty.

PYL

420

420 Ph

Coreless Tech

The challenge with removing areas of a wood core and replacing with foam or honey-comb materials is the fact that these materials often just fill up with resin. This defeats the purpose as resin is much heavier than wood. Removing the wood removed weight, but resin ratios also became more efficient netting us some weight savings there too. A few rounds of protos later and we had adjusted the surrounding core profile to structurally compensate and maintain optimal strength/flex ratios. Beyond weight, removing the core here was specifically an advantage developing the 20/20's new PowderHull design. Naturally it gave us a lighter swing weight but without the shaping/flex limitations of wood, we were able to create highly refined base contours and hit the performance targets we were after.

20/20

AFH

Carbon Powerdrive 2.0

Carbon PowerDrive performance is achieved by the strength and snap inherent in monocoque structures. Starting with the Poplar/Paulownia/Bamboo core, we then mill two custom programmed channels about 30mm in from the edge, running parallel to the sidecut. Inserted into this channel 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

Globe Traditionalist

Model	Area (dm²)	Tip Length (cm)	Tail Length (cm)	Effective Edge Length (cm)	Contact Length (cm)	Waist Width (cm)	Tip Width (cm)	Tail Width (cm)	Rocker / Camber (mm)	Sidecut (m)	Ref Point (cm)	Ref Point (in)	Ref Stance Setback (mm)	Min. Ref Stance Width (cm)	Min. Ref Stance Width (in)	Max. Ref Stance Width (cm)	Max. Ref Stance Width (in)	Rider Weight (lbs)	Rider Weight (kg)
JACKPOT 152	40.3	20.85	20.85	115.3	110.3	25.0	30.02	30.02	C4	6.9	55.9	22.0	0.0	51.9	20.4	59.9	23.6	110-150	50-68
JACKPOT 154	41.2	21.00	21.00	117.0	112.0	25.2	30.29	30.29	C4	7	57.2	22.5	0.0	53.2	20.9	61.2	24.1	120-160	54-73
JACKPOT 156	42.0	21.15	21.15	118.7	113.7	25.4	30.49	30.49	C4	7.2	58.4	23.0	0.0	54.4	21.4	62.4	24.6	140-190	64-86
JACKPOT 158	42.9	21.30	21.30	120.4	115.4	25.6	30.70	30.70	C4	7.4	59.7	23.5	0.0	55.7	21.9	63.7	25.1	150-200	68-91
DICEY 152	40.3	20.85	20.85	115.3	110.3	25.0	30.02	30.02	R2 / C4 / R2	6.9	55.9	22.0	0.0	51.9	20.4	59.9	23.6	110-150	50-68
DICEY 154	41.2	21.00	21.00	117.0	112.0	25.2	30.29	30.29	R2 / C4 / R2	7	57.2	22.5	0.0	53.2	20.9	61.2	24.1	120-160	54-73
DICEY 156	42.0	21.15	21.15	118.7	113.7	25.4	30.49	30.49	R2 / C4 / R2	7.2	58.4	23.0	0.0	54.4	21.4	62.4	24.6	140-190	64-86
DICEY 158	42.9	21.30	21.30	120.4	115.4	25.6	30.70	30.70	R2 / C4 / R2	7.4	59.7	23.5	0.0	55.7	21.9	63.7	25.1	150-200	68-91
UNINC. 151	39.9	20.00	20.00	116.4	111.0	25.3	30.49	30.49	R2 / C4 / R2	H5.9 / T6.4	53.3	21.0	0.0	47.3	18.6	59.3	23.4	140-190	64-86
UNINC. 154	41.7	20.15	20.15	119.1	113.7	25.6	30.88	30.88	R2 / C4 / R2	H6.1 / T6.6	55.9	22.0	0.0	49.9	19.6	61.9	24.4	150-200	68-91
UNINC. 156	42.6	20.30	20.30	120.8	115.4	25.9	31.15	31.15	R2 / C5 / R2	H6.3 / T6.8	55.9	22.0	0.0	49.9	19.6	61.9	24.4	160-220	73-100
UNINC. 159	43.9	20.45	20.45	123.5	118.1	26.2	31.54	31.54	R2 / C6 / R2	H6.5 / T7	58.4	23.0	0.0	52.4	20.6	64.4	25.4	170-250	77-113
BASIC 143	36.2	20.00	20.00	108.0	103.0	24.5	28.60	28.60	R3 / C3 / R3	7.3 / 6.6 / 7.3	48.3	19.0	0.0	44.3	17.4	52.3	20.6	100-130	45-59
BASIC 146	37.3	20.25	20.25	110.5	105.5	24.7	28.96	28.96	R3 / C3 / R3	7.5 / 6.8 / 7.5	49.5	19.5	0.0	45.5	17.9	53.5	21.1	110-140	50-64
BASIC 149	38.3	20.50	20.50	113.0	108.0	24.8	29.13	29.13	R3 / C3 / R3	7.7 / 7.7 / 7.7	52.1	20.5	0.0	48.1	18.9	56.1	22.1	110-150	50-68
BASIC 152	39.4	21.00	21.00	115.0	110.0	25.0	29.37	29.37	R4 / C4 / R4	7.9 / 7.2 / 7.9	53.3	21.0	0.0	49.3	19.4	57.3	22.6	110-150	50-68
BASIC 155	40.3	21.25	21.25	117.5	112.5	25.1	29.54	29.54	R4 / C4 / R4	8.1 / 7.4 / 8.1	55.9	22.0	0.0	51.9	20.4	59.9	23.6	120-160	54-73
BASIC 156W	41.8	21.25	21.25	118.5	113.5	25.9	30.29	30.29	R4 / C4 / R4	8.2 / 7.5 / 8.2	57.2	22.5	0.0	53.2	20.9	61.2	24.1	140-190	64-86
BASIC 158	41.5	21.50	21.50	120.0	115.0	25.3	29.81	29.81	R4 / C4 / R4	8.3 / 7.6 / 8.3	57.2	22.5	0.0	53.2	20.9	61.2	24.1	150-200	68-91
BASIC 159W	42.9	22.00	22.00	120.0	115.0	26.1	30.61	30.61	R4 / C4 / R4	8.3 / 7.6 / 8.3	58.4	23.0	0.0	54.4	21.4	62.4	24.6	160-210	73-95
BASIC 161	42.5	22.50	22.50	122.0	116.0	25.4	29.91	29.91	R4 / C4 / R4	8.5 / 7.8 / 8.5	59.7	23.5	0.0	55.7	21.9	63.7	25.1	170-220	77-100
BASIC 163W	44.3	23.00	23.00	123.0	117.0	26.3	30.77	30.77	R4 / C4 / R4	8.6 / 7.9 / 8.6	59.7	23.5	0.0	55.7	21.9	63.7	25.1	170-250	77-113
TYPO 149	38.3	20.50	20.50	113.0	108.0	24.8	29.13	29.13	R2 / C4 / R2	7.7 / 7.7 / 7.7	52.1	20.5	5.0	48.1	18.9	56.1	22.1	100-140	45-64
TYPO 152	39.4	21.00	21.00	115.0	110.0	25.0	29.37	29.37	R2 / C4 / R2	7.9 / 7.2 / 7.9	53.3	21.0	5.0	49.3	19.4	57.3	22.6	110-150	50-68
TYPO 155	40.3	21.25	21.25	117.5	112.5	25.1	29.54	29.54	R2 / C4 / R2	8.1 / 7.4 / 8.1	55.9	22.0	5.0	51.9	20.4	59.9	23.6	120-160	54-73
TYPO 156W	41.8	21.25	21.25	118.5	113.5	25.9	30.29	30.29	R2 / C4 / R2	8.2 / 7.5 / 8.2	57.2	22.5	5.0	53.2	20.9	61.2	24.1	140-190	64-86
TYPO 158	41.5	21.50	21.50	120.0	115.0	25.3	29.81	29.81	R2 / C4 / R2	8.3 / 7.6 / 8.3	57.2	22.5	5.0	53.2	20.9	61.2	24.1	150-200	68-91
TYPO 159W	42.9	22.00	22.00	120.0	115.0	26.1	30.61	30.61	R2 / C5 / R2	8.3 / 7.6 / 8.3	58.4	23.0	5.0	54.4	21.4	62.4	24.6	160-210	73-95
TYPO 161	42.5	22.50	22.50	122.0	116.0	25.4	29.91	29.91	R2 / C5 / R2	8.5 / 7.8 / 8.5	59.7	23.5	5.0	55.7	21.9	63.7	25.1	170-220	77-100
TYPO 163W	44.3	23.00	23.00	123.0	117.0	26.3	30.77	30.77	R2 / C6 / R2	8.6 / 7.9 / 8.6	59.7	23.5	5.0	55.7	21.9	63.7	25.1	170-250	77-113
GHOST 149	38.3	25.20	25.20	110.6	98.6	24.5	28.94	28.94	C4	7.15	49.5	19.5	0.0	45.5	17.9	53.5	21.1	110-150	50-68
GHOST 151	39.3	25.35	25.35	112.3	100.3	24.8	29.25	29.25	C4	7.35	50.8	20.0	0.0	46.8	18.4	54.8	21.6	120-160	54-73
GHOST 153	40.6	25.60	25.60	113.8	101.8	25.3	29.87	29.87	C4	7.35	52.1	20.5	0.0	48.1	18.9	56.1	22.1	140-190	64-86
GHOST 156	42.2	25.85	25.85	116.3	104.3	25.8	30.45	30.45	C4	7.55	54.6	21.5	0.0	50.6	19.9	58.6	23.1	150-200	68-91
GHOST 159	43.8	26.10	26.10	118.8	106.8	26.3	31.02	31.02	C5	7.75	57.2	22.5	0.0	53.2	20.9	61.2	24.1	160-210	73-95
GHOST 162	45.2	26.35	26.35	121.3	109.3	26.8	31.23	31.23	C6	7.95	58.4	23.0	0.0	54.4	21.4	62.4	24.6	170-220	77-100
GHOST 167	46.6	26.50	26.50	126.0	114.0	26.6	31.34	31.34	C7	8.2	59.7	23.5	0.0	55.7	21.9	63.7	25.1	170-250	77-113
STANDARD 149	38.3	25.20	25.20	110.6	98.6	24.5	28.94	28.94	R3 / C4 / R3	7.15	49.5	19.5	0.0	45.5	17.9	53.5	21.1	110-150	50-68
STANDARD 151	39.3	25.35	25.35	112.3	100.3	24.8	29.25	29.25	R3 / C4 / R3	7.35	50.8	20.0	0.0	46.8	18.4	54.8	21.6	120-160	54-73
STANDARD 153	40.6	25.60	25.60	113.8	101.8	25.3	29.87	29.87	R3 / C4 / R3	7.35	52.1	20.5	0.0	48.1	18.9	56.1	22.1	140-190	64-86
STANDARD 156	42.2	25.85	25.85	116.3	104.3	25.8	30.45	30.45	R3 / C4 / R3	7.55	54.6	21.5	0.0	50.6	19.9	58.6	23.1	150-200	68-91
STANDARD 159	43.8	26.10	26.10	118.8	106.8	26.3	31.02	31.02	R3 / C5 / R3	7.75	57.2	22.5	0.0	53.2	20.9	61.2	24.1	160-210	73-95
STANDARD 162	45.2	26.35	26.35	121.3	109.3	26.8	31.23	31.23	R3 / C6 / R3	7.95	58.4	23.0	0.0	54.4	21.4	62.4	24.6	170-220	77-100
STANDARD 167	46.6	26.50	26.50	126.0	114.0	26.6	31.34	31.34	R3 / C6 / R3	8.2	59.7	23.5	0.0	55.7	21.9	63.7	25.1	170-250	77-113
GLOBE 152	39.1	21.00	21.00	115.0	110.0	24.8	29.17	29.17	C4	7.2	50.8	20.0	0.0	46.8	18.4	54.8	21.6	120-160	54-73
GLOBE 154	39.9	21.00	21.00	117.0	112.0	24.9	29.36	29.36	C4	7.3	52.1	20.5	0.0	48.1	18.9	56.1	22.1	140-190	64-86
GLOBE 156	40.5	21.00	21.00	118.0	114.0	25.0	29.48	29.48	C4	7.4	54.6	21.5	0.0	50.6	19.9	58.6	23.1	150-200	68-91
GLOBE 156W	41.4	21.00	21.00	118.0	114.0	25.6	30.08	30.08	C6	7.4	57.2	22.5	0.0	53.2	20.9	61.2	24.1	160-210	73-95
GLOBE 158	41.3	21.00	21.00	120.0	116.0	25.2	29.72	29.72	C6	7.6	58.4	23.0	0.0	54.4					



YES. For Life

**No tricks. No gimmicks.
No small print.**

We cut and pasted the wording
from everyone else's warranty
policy and made it last as long
as you own the board.
Period.

YES. Soft Goods



MUZZLED PU grey



YES. ZIP HOODIE Black



YES. BEANIE Grey



YES. CAP Black



PIG TRUCKER Black



NECK WARMER Decade



NECK WARMER Basic



YES. TEE Black



YES. TEE Grey

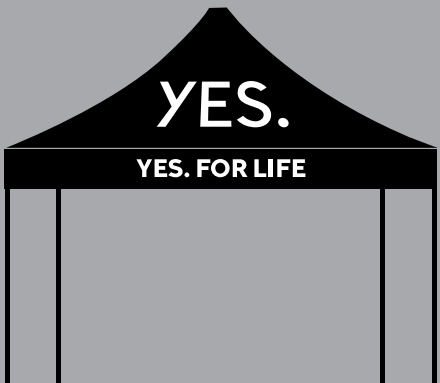


MUZZLED PIG TEE Black



YES. BOARDBAG Black

YES. P.O.P



YES. TENT 3M X 3M



YES. FLAG 3.3M X 0.8M



YES. BANNER 1M X 0.35M and 3M X 1M



THE 420 MAT



YES. FLAT-PACK BOARD STAND



NOK / YES. SKATE DECKS



POWDERHULL WAX SCRAPER



YES. TECH TAGS



YES. we can

David Carrier-Porcheron , Romain De Marchi, Jan Petter Solberg

Team.

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Jp Solberg	Helen Schettini	Juliette Pelchat	Derek Levingston
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XELC.

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YES. FOR LIFE
LIFETIME
WARRANTY
BUILT TO LAST