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Rene Rinnekangas

Freaker 156

390 Boss Bindings

photo: Tatu Toivanen



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Published by ESB  
22 Friars Street, Sudbury  
Suffolk, CO10 2AA. UK

Boardsport SOURCE  
is published bi-monthly  
© ESB. All Rights Reserved

**boardsportsource.com**

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**On the cover.** Rider: Zebbe Landmark, Co-Founder of Stuntwood Store in Stockholm, Sweden. **Photographer:** Alex Roberts



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# HELLO

## SOURCE#114

After a few slow news years between the GFC and Covid, I think we've seen more disruption and change to the boardsports business model in the past 3 years than we had in the previous 10.

It seems every issue I'm writing about some new seismic shift to the boardsports business model. This issue we look into snow products and after what sounds like a bumper pre-order season for most last winter, the rocketing cost of fuel and inflation levels means we need to brace ourselves for a reserved PO season. But what's the seismic shift? Pre-ordering deadlines. Snowsports have just one sell-in season, unlike surf and skate categories which have four. Trade shows have shifted forward trying their best to stay aligned with pre-order deadlines

shifting earlier and earlier, mainly driven by the longer lead times needed in Asian manufacturing facilities for the apparel business.

But now snowboarding (incl. bindings & boots) POs are following suit. With the nightmares that brands have faced at manufacturers due to the perfect storm (logistics nightmares, raw material shortages, price increases) we're hearing that snowboard companies are ordering next winter's production run along with their samples order.

That's right... pre-ordering based off forecasts from retailers as early as October, which are then shored up a couple of months later.

But these orders are still finalised much before March, where PO deadlines had sat historically for many years.

I must cite the line we've

heard from retailers for years, and I paraphrase: PO deadlines are getting earlier and earlier, often brands asking shops to place orders before they've even had a chance to start selling current season's products. Retailers left feeling overwhelmed, under supported and basically backed into a corner.

Alas, change is in the air. And it would seem an outdated March PO deadline is now redundant. I must say that I do like the sound of brands collecting provisional forecasted POs and then following up with a solid order in January. Necessity is the mother of invention...

**Always Sideways**

**Harry Mitchell Thompson**

**Ed-in-chief**



[o] Mason Mashon

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# NEWS

#114

## **New appointments at Elevate Outdoor Collective (Parent Co to Ride & k2)**

Elevate Outdoor Collective the Snow & Outdoor brand group has announced two new appointments: Andreas Threimer as Commercial Director EOC, Snowboard Brands and Max Anselstetter will take on the role of Director of Marketing for the entire Elevate Outdoor Collective brand portfolio in Europe.

## **Griffin Colapinto Moves From Billabong To Quiksilver**

The San Clemente, California-based professional surfer is currently ranked No. 7 in the world and is the leading American on the World Surf League (WSL) Men's Championship Tour. Quiksilver has entered into a multi-year contract with Colapinto, with the ultimate goal of supporting him on his quest to become a world champion.

## **Eric Jackson joins Nidecker Global Team**

Nidecker has announced a new team rider, Eric Jackson, who joins their Global Team riding Nidecker boots. Eric's from Bellingham, WA and a lifelong snowboarder famous for movies like Brothers On The Run, Alignment & The Fourth Phase.

## **Norwegian Brand Woolf Merino Launches Backed By Pro Snowboarder Ståle Sandbech**

Founded in Hemsedal, Norway by Tord Olsen (former distributor for the likes of Vans, Quiksilver and Dragon) and creative director Marco Cignini, Woolf launches in early November on WoolfMerino.com and selected retailers across Europe and North America. Pro snowboarder Ståle Sandbech is on board as an early investor, collaborator and ambassador. Woolf are manufacturing at the world's first Greenpeace certified production facility in Europe and they "aim to create a positive environmental and social impact on the planet, without the use of harmful chemicals and without draining natural resources."

## **Surf Cloud to Distribute NSP Surf, Foil, and SUP in The Netherlands and Belgium**

Primarily due to costs created by Brexit, NSP has switched distribution for the Netherlands and Belgium from Daniel Surf in the UK to Surf Cloud, based in mainland Europe. Daniel Surf will continue as NSP's UK distributor. Surf Cloud already distributes NSP in

Spain, Italy, Portugal, the Canarias, Germany, France and Austria.

## **Spanish Shop Venero crowned Vans Shop Riot Champions 2022**

They've retained their crown pipping Switzerland's Skate CH to the post at the finals in Berlin. Venero (ES), who overcame fierce competition from 13 of the best skate shop teams in Europe to be crowned Vans Shop Riot 2022 Champions. The finals saw a head-to-head between the 2019 Vans Shop Riot Champions, Venero and the Swiss crew from Skate CH. Skate CH smashed out amazing synchronized runs while Venero retorted with a technical masterclass.

## **Endeavor Snowboard Co becomes Certified B Corporation**

After achieving a score of 84.9, Endeavor Design Inc has been awarded B Corp Certification, evidencing their commitment to the continuously growing movement of doing business for good. A holistic approach to sustainability, B Corporations lead a global movement for an inclusive, equitable, and regenerative economy. Certified B Corporations are a new kind of business that balance purpose and profit.

## **Protect Our Winters & Outdoor Brands demand changes to climate policy**

The more progressive sections of The European outdoor industry have been taking steps to cut their impact, improve sustainability and do business differently, moving forward ahead of legislation. A group of these businesses have now worked with Protect Our Winters to formulate a list of demands, asking policy makers to catch up, to produce policies that support increased sustainability and penalise bad practices. These demands will be presented in an open letter to European policy makers ahead of COP27 and Protect Our Winters is calling for all heads of the outdoor industry, that care about the planet, the outdoor places that the outdoor community relies on, and the economic future of their sector, to sign the letter and join this movement for a better future.

## **The Snowboard Asylum acquires The Reason Snowboard Magazine and Snowboard Spring Break Event**

Ellis Brigham Mountain Sports and The Snowboard Asylum announced the acquisition of The Reason Snowboard Magazine and the Snowboard Spring Break event from Black Heart Limited, bringing both entities under the stewardship of the leading UK's snowboard retailer. The Reason's long serving

photographer James North will be promoted to Editor, while Ian Sansom remains as Managing Editor. The Reason will reinforce its position as a print magazine, with an enhanced push into the digital realm, while Snowboard Spring Break will return to the mountains with a renewed focus on product testing and maintaining solid relationships between brands, retailers, media and riders. The Reason Snowboard Annual 2023 will be released in November 2022 and will be available in newsagents for the first time as well as its traditional route to market through winter sports retailers. The first edition of the new look Snowboard Spring Break is set to take place in Austria in May 2023. A full range of merchandise will be launched to coincide with the mag drop, with a number of collaboration pieces already in the works.

#### **Alek Oestreg joins United Shapes**

Alek Oestreg is now part of United Shapes ambassador team. United Shapes recently moved its production to the European Union and will be dropping a limited release of new snowboards this December 2022, with a full new collection set to be unveiled in Fall 2023.

#### **Blue Tomato on expansion course in Norway**

The Austrian company recently moved into a new shop on Munkegata in Trondheim, Norway. In addition to Oslo, this is the second location in Norway, and the opening of another shop in Bergen is planned for the near future. The newest shop in Trondheim in the immediate vicinity of the Olav Tryggvason statue, has a retail area of almost 325 square meters.

#### **JD Sports partner with Nike on connected customer loyalty programme**

Nike's recent Connected Partnership loyalty programme has partnered with its first European retailer. Long-time Nike partner JD Sports has joined the programme which will allow members to link up their accounts and take advantage of exclusive products. The integrated rewards programme gives customers priority access to select Nike member-exclusive products, experiences and offers.

#### **Nidecker Partners With Layerise For Digital & Interactive User Guides**

Transforming the traditional user manual, Nidecker have partnered with Layerise to create a modern, digital user guide that provides customers with a more personal, interactive experience. Layerise is a customer excellence tool that enables consumer goods companies to retire the traditional user manual. A click to the product assistant yields useful TikTok-style set-up videos, product information, a registration option, an FAQ, a livechat and unbiased media reviews.

#### **Arbor Snowboards adds Pat Moore To Snow Team**

Regularly seen putting down tricks on film, the snowboarder, designer, and innovator that is Pat Moore has joined the Arbor team. The Northeast native is a steward of Snowboarding's culture, and he continues to encourage and inspire the next generation in his riding, events, and presence.

#### **Marcel Korner Appointed New CEO of TSG**

After many years of experience in marketing, sales, and management in the sports, consumer goods, and media industries, Marcel Korner joins TSG from the sporting goods manufacturer Amer Sports. At Amer he was most recently responsible for the global direct-to-consumer business of the winter sports brands Atomic, Armada, Salomon, and Volant. Prior to that, Korner spent five years as Head of Strategy & Business Development at Ringier and Ringier Axel Springer Media. And between 2002 and 2009 he worked at Swiss Snowsports, JTI, and NZZ, where he held positions in marketing, product, and project management. He succeeds Ruedi Herger, who died unexpectedly last February.

#### **Patagonia has new Owners**

Continuing their progressive sustainable business model, Patagonia has transferred ownership from the Chouinard family to the Patagonia Purpose Trust and the Holdfast Collective, where all dividends will now go towards preserving the Earth. The Patagonia Purpose Trust now owns all the voting stock of the company (two percent of the total stock) and exists to create a more permanent legal structure to enshrine Patagonia's purpose and values. It will help ensure that there is never deviation from the intent of the founder and to facilitate what the company continues to do best: demonstrate as a for-profit business that capitalism can work for the planet. The Holdfast Collective owns all the nonvoting stock (98 percent of the total stock), and it will use every dollar received from Patagonia to protect nature and biodiversity, support thriving communities and fight the environmental crisis. Each year, profits that are not reinvested back into the business will be distributed by Patagonia as a dividend to the Holdfast Collective to help fight the climate crisis. The company projects that it will pay out an annual dividend of roughly \$100 million, depending on the health of the business. Patagonia will remain a B Corp and continue to give one percent of sales each year to grassroots activists.

Photo: ©Tero Repo



ANOTHER BEST DAY

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## ESCAPER SPLITBOARD BINDINGS

A collaborative project between Rossignol's snowboard bureau and Austria's based snb bindings company SP that is based on Salt Lake City's Voilé slider track, the Escaper Splitboard Multientry bindings feature aluminum baseplates for lightness and durability, canted EVA footbeds that will provide comfort and stress relief, and offer dual entry capacity through easy in-easy out speed entry Highbacks or via the straps.

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# TRADE EVENTS PREVIEWS

## ISPO

MUNICH, GERMANY  
NOV 28-30, 2022

After a two year break, ISPO the big daddy of the world's winter sports shows is back.

ISPO was for many years the pre-eminent winter sports show globally. At the last show in 2020 nearly 3000 exhibitors and around 80,000 industry professionals attended the show. With international exhibitors accounting for around 90% per cent of all exhibitors. For 2022 there will be over 1500 exhibitors from 55 countries, from innovative newcomers to established market leaders, innovative award products and latest retail technology providers.

The biggest change for 2022 is that the show has been moved two months earlier to 28-30 November as the show organisers have adjusted to the change in product production schedules and ordering patterns. This permanent shift to an earlier date is a strategic decision due to the these far-reaching market changes of recent years. ISPO Munich now being near the start of the ordering season gives a transparency on new trends, innovative products and materials, solutions, and new brands. Products who will most benefit from this earlier date include the key textile and shoes categories.

The sports market is changing, and the industry and retailers need new perspectives - on the market mechanics, consumers, retailing and sport itself. More consumers are active, have discovered urban and outdoor sports, and are increasingly environmental conscious. ISPO Munich 2022 will take a new look at innovations, sustainability, diversity, and retail together with big players, thought leaders and experts from the industry, taking the entire sports value chain into account.

With this increased emphasis on sustainability, stand sizes have been limited to 200 sq metres for each exhibitor and the show has been shortened from 4 to 3 days. The new dates also means that 10 halls are available, as the rest of the site is occupied by another event. This year's show will focus on 5 key product groups: outdoor, snow sports, health & fitness, sports fashion and textrends/sourcing. With three halls, Outdoor is the largest area and shows a variety of international brands and newcomers. Look forward to the Scandinavian Outdoor Village or the joint booth of the Outdoor Sports Valley, as well as many other international top brands. Snow sports will be in halls A3 & B3 with suppliers of winter sports from textiles to helmets and protectors showing their latest products. Few hardgood brands are present but having spoken to boardsports brands,

many will be visiting the show to hook up with distributors and partners and to evaluate the show for a potential return next year.

As part of the 10 halls, the Future Lab is the perfect arena for innovations, megatrends, digital transformation, and connectivity. With its curated areas, it offers an overview of innovative products, new market players, sustainability concepts and solution providers for the sports business of the future with its Sustainability Hub, Retail & Digitize Hub, ISPO Brandnew Hub and ISPO Award Exhibition.

With all its different sports communities and nationalities congregated in one place, ISPO still uniquely offers opportunities and connections to develop retail and brand business and for retailers to find the products and brands of the future.

Visitors will benefit from market insights from companies like Deloitte and McKinsey and industry publications like Textilwirtschaft und SAZ presenting the latest market updates, a conference program around diversity, circular business models, sustainable solutions, athlete talks and community events such as the ISPO Cup night bringing experts, athletes, buyers and other industry insiders together around topics that will shape the future of the industry. On Monday and Tuesday, there will be a Party in the Future Lab you shouldn't miss.

Finally, don't forget the ISPO Munich App, it contains all the information about the trade fair in advance and enables industry participants to stay in touch before, during and after the trade fair. At ISPO Munich in November, the key sports players will finally meet again face-to-face to test, touch and feel the latest product innovations. It is the meeting place for the industry's top decision-makers and the ideal platform for brands to place the most important messages out in the market, but also the worldwide kick-off event for the winter season. This is where retailers get an overview of the season's new products and can then start the ordering season, where decisions of industry-wide significance are made, new partnerships formed and the community parties. If you want to succeed in today's tough environment, you need to be ahead of the curve, be informed and communicate with your community. ISPO Munich is the place, where the community meets and finds solutions, trends and inspiration. It is time efficient and fun. So action sports retailers, no matter what their specialization, should make the trip to Munich to keep themselves at the forefront of market developments.

**ISPO.COM**

# TRADE EVENTS PREVIEWS

## WINTERPRO

LA ROSIERE, FRANCE  
JAN 8-10, 2023

Following its successful launch last year WinterPro returns to La Rosiere with a bigger event. Organised by Act Media the show replaced the Rock On Snow Pro that was held annually in La Clusaz. The La Rosière resort, which is renowned for its snowfall, is ideally located in the middle of Haute-Tarentaise, just above Bourg Saint Maurice and offers a 2,000m vertical drop (850m - 2850m). It's part of the San Bernardo area with 170 km of slopes distributed between La Rosière in France and La Thuile in Italy. Like last year this will be the first on snow demo of the year, with retailers meeting up to test brand's 2023/24 range of snowboard products for the first time.

Last year 45 brands exhibited, 133 shops visited and 1623 tests were made. At time of going to press the returning brand list includes Amplid, Arbor, Bataleon, Rome, Salomon, Borealis, Capita, Union, ThirtyTwo, Lib-Tech, Gnu, Roxy Snowboards, Bent Metal, Nidecker, Jones, Yes, Northwave, Drake, Karakoram, Now, Flow, K2 Snowboarding, Ride, Nitro, Rossignol, Good Boards, Burton, Plum, Vans, 686, Volcom, Quiksilver, Roxy Outerwear, Dakine, PAG Neckwear, Saxx, Sun Bum, Mammut, Stance, Arcade, Spy, Dragon, Smith, Electric and VonZipper. Newcomers to the show include United Shapes, Oxbow, La Chaussette de France, Easy Snowboards, Deluxe Boots, DC Shoes, Coal.

WinterPro will be based like last year on three sites right next to the slopes. The 700 sq metre test village containing all the exhibiting hardgoods brands is located in front of the departure point

of the Roches Noires chairlift, 30m from the car park. Next to this, the 200 sq metre Salle Jean Arpin reception hall will be occupied by exhibiting accessory and textile brands and will also be the location of the receptions, breakfasts and conferences and is open from 7.30am to 7pm. The test village will be open from 8am to 4pm everyday with the Roches Brunes chairlift exclusively for WinterPro participants for the first hour of each day. And on top of the resort's terrain there will be a freestyle area built between the Antigél restaurant and the snow front (table, hip, rail, etc.). After the slopes close there will be DJ set & parties on Sunday and Monday nights and on Sunday at 4:30pm a Volcom apéro and film projection and on Monday at 4:30pm a Vans apéro and film projection.

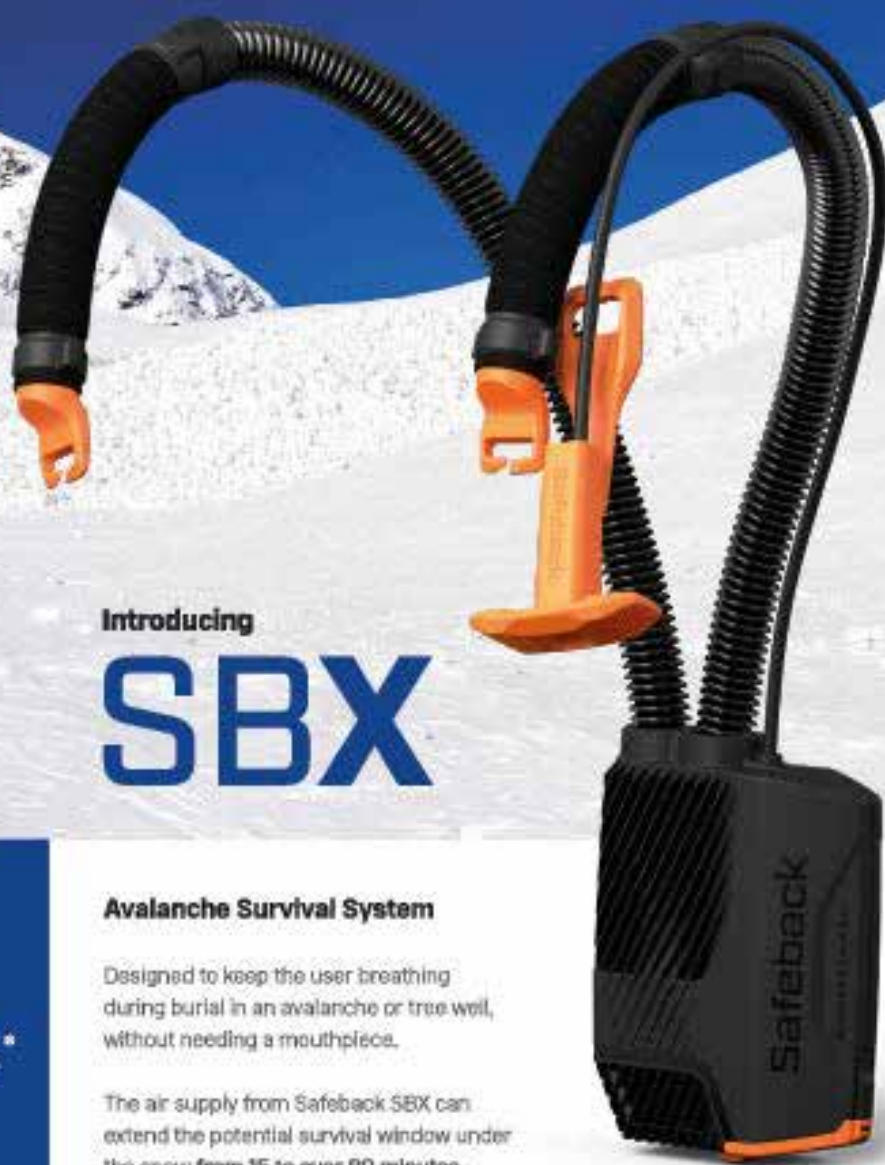
In the evenings the Le Boréal restaurant will be the place to be. Safety Shred Days will be held during the event with 25 pro riders invited by Victor Daviet and on Sunday Victor will hold the Atypic Banked Slalom Contest.

The event is now open to distributors and stores from all over Europe so expect an increase in overseas retailer attendance. There are regular shuttle buses between La Rosiere and the Bourg Saint Maurice station which is served by the TGV High Speed Trains direct to Paris, Marseille and Geneva. Nearest airports are Chambéry, Lyons, Grenoble and Geneva. Looking forward to seeing you there for the snowboard trade season opener.

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# TRADE EVENTS PREVIEWS

## SLIDE OTS

TELFORD, UK  
JAN 10-12, 2023

snow trade events to move to earlier dates more in keeping with order deadlines. The successful inaugural combination with OTS is continued with the joint show a must for all snow and outdoor industry participants.

As in previous years the show will be held at Telford and had by time of going to press attracted 92 exhibitors, an increase on the year before, with many of the major snowsports and outdoor brands represented. At time of going to press snowboard and outdoor brands included Db, Mons Royale, Sweet Protection, Artilect, Keen, Asolo, Barts, Berghaus, Black Diamond, Bollé, SPY+, Buff, Capita, Union Bindings, Crab Grab, Coal, Deeluxe, Colourwear, Craghoppers, Dakine, Dragon, Stance, Salewa, FW, Grangers, Head, Helly Hansen, Julbo Eyewear, K2, Ride, Kathmandu, Mammut UK, Mervin Manufacturing, 686, Nikwax Waterproofing, Noble Custom Ltd, Ortovox, Oakley, Odlo, Osprey, Páramo Clothing, Patagonia, Picture, POC Sports, Protest, Rab, Rossignol, Salomon, Saxx Underwear, Sun Bum, Ultra Sport, Volcom, Electric and Aphex.

Slide is the one opportunity for UK retailers to see so many brands under one roof, making it the key event in the UK snow industry calendar and an easy decision for specialist retailers. Slide is still very much an order writing show, with brands holding back-to-back meetings, so retailers should book ahead to make best use of their time at the show. This is the only opportunity for brands in the UK to showcase the latest product ranges and innovations and for snowsports and outdoor retailers to place forward orders to guarantee stock for delivery for the following season.

The Slide & OTS Awards will recognise the hottest, most talked-about products at the show, with the winners in each of the 6 categories; Snowsport Hardware, Outdoor Hardware, Software, Accessories, Fresh Brand and Eco all on display with the finalists in a dedicated area for the duration of the show. The fresh brand section is open only to new brands or first time exhibitors at the show and The Eco Award in partnership with POW UK

Slide OTS is back, a week earlier than last year. This is in line with a general move by other

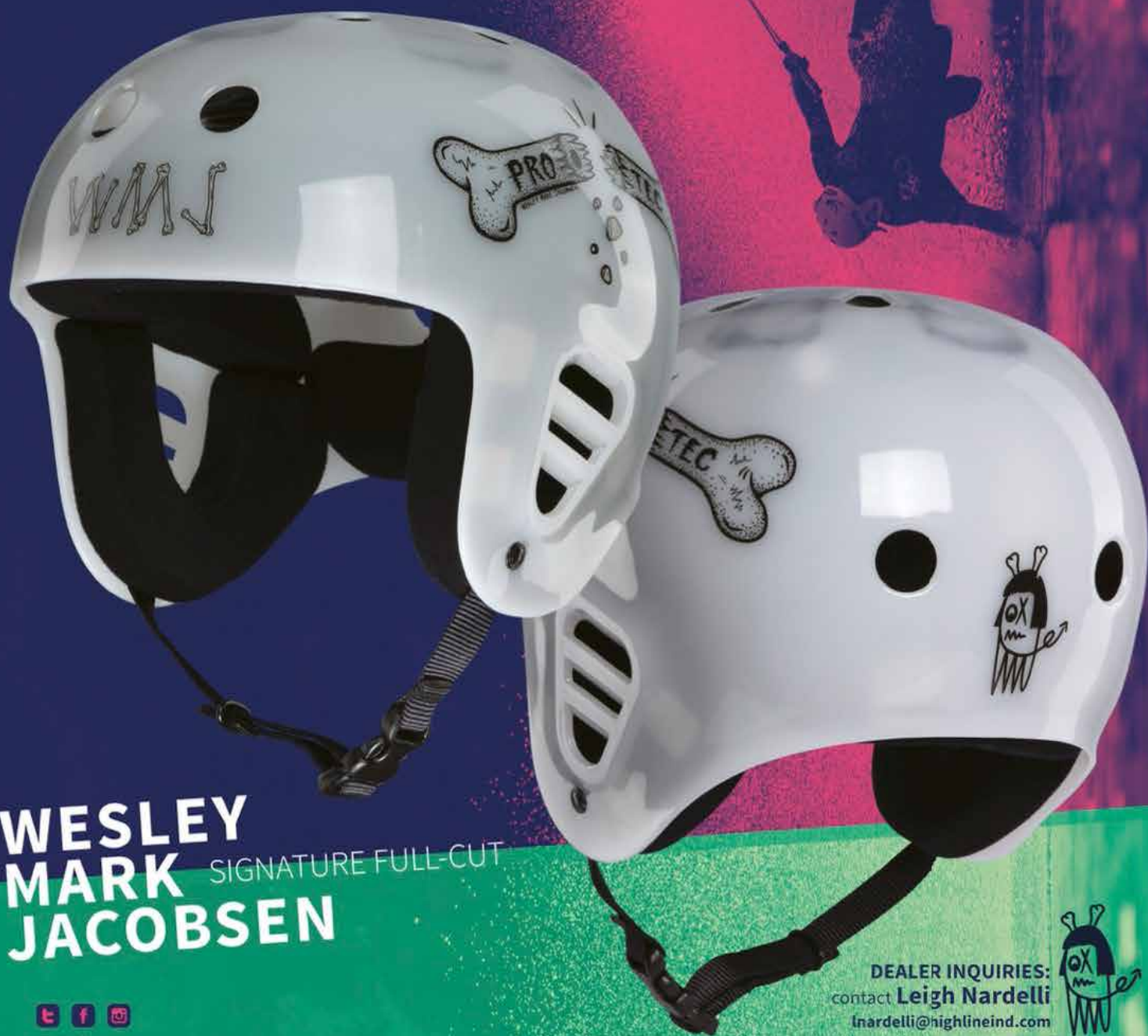
is for the brand that shows particularly environmentally friendly credentials. Snowsport and Outdoor industry member retailers, invited media and industry opinion leaders will judge most of the Awards on the opening day of the show, except the Eco Award. The Eco Award will be evaluated by POW UK, using their interpretation of its overall environmental impact. Winners will be announced at the SIGB Industry Open Forum after the show closes on Wednesday 11th January.

The following side events are scheduled at the show: Tuesday evening at 6pm the SIGB invites all exhibitors and visitors to join them in the show café for a relaxed drink and nibbles; Wednesday morning at 8am Rab & Lowe Alpine will host the Sustainability Breakfast during which a light buffet breakfast will be served, followed by key speakers on the subject of facing up to the challenges of declining world resources, global climate change and how our industry can make a difference and on Wednesday evening at 7pm at the close of the show SIGB will hold its annual general meeting, followed by the presentation of the Slide & OTS Awards and an Open Forum, where all aspects of the industry are up for discussion.

Telford is well served by the road and rail network. A free shuttle from the train station to the exhibition centre helps make the trip a seamless one and car drivers are offered free parking. On-site hotels offer reduced rates for visitors meaning you can easily walk from hotel to show and back. Doors open at 9am and close at 7pm on the first two days and at 4pm on the final day and the show is free to attend for all visitors. Visitors are reminded that everyone will need to register to gain entry to the show. So for all the key players in the UK snowsports market, Slide is still the place to be, see you in Telford.

Additionally one for your calendar, the SIGB Ski and Snowboard test is to be held at La Clusaz, France from 23-28 January, 2023, a couple of months earlier than last year. More info here: <https://sigb.org.uk/ski-snowboard-test/>

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# TRADE EVENTS REVIEWS

**THE PADDLE  
SPORTS SHOW**  
LYON, FRANCE  
SEP 28-OCT 01, 2022

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For the second year, the Paddle Sports Show, the international paddle

sports trade show, took place in Lyon from September 28th to October 2nd. The launch of the Paddle Sports Show in Lyon last year provided the European paddle industry with a new industry get together following the closure of Paddleexpo. This year Paddle Sports Show has cemented itself as the trade show for paddle sports in Europe. The location in Lyon at the Tony Garnier exhibition Hall in the centre of the city, right by the river, is a great spot for the paddle industry to congregate and show next season's products.

Last year 68 exhibitors exhibiting on 6500 m2, with a little under 800 trade visitors. This year the 10,000 sq m2 floor space was filled by 94 exhibitors coming from 27 countries and 1032 visitors from 29 countries. Of those visitors 60% were looking at SUP's and 46% came from France. Other countries with significant visitors included UK, Scandinavia, Switzerland and Germany and Austria. The usual key players such as Starboard, Fanatic, Indiana, Tahe, Aquamarina, Aztron, Aquadesign, Poolstar, Aquaglide, Naish and NRS etc. exhibited alongside smaller companies. Each day there were conferences and webinars covering topics such as how to reduce the environmental impact of the paddle sports products, the British Canoeing Delivery Partner Scheme, how to facilitate the entry into the market of

all newcomers, Tourism, Sustainable Development & Paddle Sports, Federations & the Paddle Sports Industry and Paddlesports Facing the Current World Situation. As always the highlight of the evening activities is the Paddle Sports Show Product of the Year Awards recognizing industry-leading design and innovation across 14 different categories. Any exhibitor at the Paddle Sports Show can submit their products. Winners are chosen by a panel of judges, and the only condition is that the product must be present at the show to win. Awards winners for SUP related products were as follows; the Accessories award for Sup Mover, the Foil award for the Fanatic Downwinder, the Inflatable award for the Bote Boards Lono, the Innovation award for the Secumar's Furio, the Sustainable award for Level 6's 100% sustainable dry gear line, the Special Jury award for Cafe Boards all wooden Doppio and SUP award for Outlaws 425 pro.

Friday afternoon was reserved for the industry to test product on water just 200 meters from exhibition centre. The next two days was a public Festival combining racing with testing. On the first day was the 200 meters Sprint SUP race, a Foil challenge and the Pink October on-water parade. On the Sunday the Paddle Show Race over a 12km distance attracted 200 racers. See you next year at the Paddle Sports Show 2023 from September 27th to the 29th.

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# TRADE EVENTS REVIEWS

## **EUROSIMA SURF SUMMIT**

HOSSEGOR, FRANCE  
OCT 13-14, 2022

This year's summit welcomed the action sports industry to the 21st edition of its annual conference at the Hossegor Sporting Casino. The two-day summit started at 10am with the opening address by Jean-Louis Rodrigues, Eurosima President. First up was Arthur Guerin-Boeri the most decorated French free-diver in the history of the sport, 5-time world champion with 8 world records. Next was Frederic Tain - Journalist, conference speaker & director of Sport-Guide.com with his annual update on Outdoor and Sports retail in Europe, giving all those attending an in depth view on the latest market developments and figures. The last presentation of the morning was on the economic value of the nautical industries in Southwest France by Marjory Gorge, Task Officer for Nautical & Boardsports, Naval industries and Maritime economics for the Nouvelle-Aquitaine Region. This was followed by an hour and half buffet lunch giving everyone a chance to stretch their legs and talk to colleagues. Straight after lunch there was an Open Stage for Industry questions with the EUROSIMA Board panel moderated by Fred Tain, as always it was interesting to hear the opinions of the Surf industry leaders particularly their views on business in the current complex environment. Then at 3pm Maurice Cole, legendary international surfer and shaper sat down to discuss his life and values with Dave Mailman, the summit moderator. This was a fascinating story of a roller coaster of a life with all its ups and downs, many of which were hard to believe that Maurice had survived, we were all left in awe and looking forward to the film. After a coffee break the stage filled up for the round table discussion on the UK market post Brexit with Tom Copsey of O'Neill Wetsuits (Europe Product manager) and Sean Harris, Rip Curl European Sales Manager and Richie Jones CEO of VVAST Europe and moderated by Wilco Prins. After last year's lively Portuguese debate everyone was

hoping for the same thing but fortunately none of those involved were pro-Brexit and all thought it had been a disaster for the UK and made business with Europe way more difficult. The day's conference was finished off with the presentation of a cheque to Sealocker the winner of the 2022 Eurosima call for innovation, for their board rental station. That evening everyone was invited and attended the Official Surf Summit evening with dinner and cocktails at the Hotel Les 70 hectares in Seignosse. A very pleasant evening was had by all.

Next day it was an early start at 8.30 am with a breathing workshop with diver Arthur Guerin-Boeri. The conference started with On the Bubble, a detailed analysis of wave energy and tube exit strategy with Mike Stewart, the legendary Bodyboarding and Bodysurfing World Champion. Using photographs and videos Mike unveiled the secret world of underwater tubes and air pockets. This was followed by The Climate Emergency with David Salas Y Melia Climatologist, meteorologist, Head of Research at CNRM & Météo France. David looked at the problems we are facing right now and showed us figures on man's impact on the weather. After lunch Aude Penouty of Entada textile with a paper titled Oikonomia, a shared history of Circularity, presented on circular apparel, operational and action focused intelligence, with solutions for action sports the final topic of the conference looking at a 360 degree approach to supply change, in this round table Aurélien Sylvestre, Sustainable Product Manager at Oxbow, Laurence Remy of Les Chanvres de l'Atlantique, Nunti Sunya of Nin Castle, Reverse Resource founder Ludovic Quinault of Hi-ex consulting, Operations Consultant, all moderated by Aude Penouty looked at circular solutions from raw materials to end of life stages. See you at the Summit next year.

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## FRANCE

GERMANY  
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Much like the almost summery October weather, and despite being handicapped by continually soaring prices, the French economy is refusing to go into winter.

Productivity in the third quarter slowed down, with gross domestic product up by just 0.2% after 0.5% in the previous quarter, but still on the up. So for 2022, the growth forecast was 2.5% at the end of September, a figure slightly below the President's forecast of 2.7%. Inflation, on the other hand, is much more rampant. In October, consumer prices in France rose at their fastest pace since 1985, driven by higher energy, food and manufactured goods prices. In October, the annual increase reached 6.2% in France compared to 5.6% in September 2022. Food prices lead this index, with an increase of 11.8%. Fresh produce even rose by 16.9% at the end of October, compared with 11.3% a month earlier. This has been a blow to poorer households who spend a larger proportion of their monthly budget in supermarkets.

Energy prices bounced back to a rise of 19.2% at the end of October despite government interventions to limit consumer bills, which kept overall inflation below the levels seen in neighbouring EU countries. Russia's war with Ukraine and the limitations on gas supplies to Europe have triggered an energy crisis on the continent, at a time when many of France's crucially important nuclear power plants are shut down for maintenance. We are faced with an economy that's battling through but slowing down. In the final three months of the year, we will have to deal with a gloomy international climate with energy supply problems, partners in difficulty, notably Germany, and the impact of tightening monetary policies. As a result, INSEE are at this stage maintaining their forecast of zero growth in the fourth quarter. If the situation of the French economy seems troubled, how

is it for retailers? How much actual traffic and consumption was there in shops in late summer and early autumn 2022?

It would seem that the situation depends on which region you are in. In Normandy at the Clinique de la Planche in Caen, shop Co-manager Pierre Adrien says: "Activity in the shop is much lower in Autumn 2022 than last year." He adds: "After the start of the new school year, footfall fell sharply, the effects of the crisis, buying power and media coverage are largely responsible". He also notes: "turnover is not too bad because of the price increases on premium products and some overstocks appearing in closeouts."

Further south in Pau, at Empire, Shop Manager Rémi Maurieres tells us: "whether it's activity in the shop, footfall or sales, the situation is pretty similar to last year", for him: "It's more the type of product sold that has changed, with more clothing than technical products".

On the Atlantic coast in Mimizan, the situation at Hawaii Surf is quite similar. Shop Manager Adrien Charlet tells us: "The September/October duo holds the same promises as last year with a surge in turnover in clothing and fewer technical purchases." He adds: "The number of visitors remains the same in the shop despite the fact that the seaside resort is less busy at weekends than last year". He also notes: "Although prices have been a hot topic throughout the summer, it is less noticeable this autumn. However, we have seen a strong increase in sales in our second-hand department, for both surfboards and wetsuits."

Further south in the Basque Country, at the Hawaii Surf shop in Saint Jean de Luz, the situation seems to be quite similar. Elodie Turana, Network Manager, confides to us that: "We had a very good off-season compared to the end of August when we saw a very sharp drop in traffic", she adds: "We didn't reach

the turnover of N-1 for the period, but we did have better margins thanks to rentals and the second-hand, depot/sales part that we are developing!” Elodie explains: “We really lacked traffic in the shop at the end of August and beginning of September compared to last year and this can be explained in part by the fact that the school year started earlier this year.” She adds: “However, the good weather and the great waves at the end of September and through October helped us get a really good start to Autumn, thanks in particular to the foreigners who once again turned out in numbers during this period”.

Although findings may differ from region to region in terms of traffic and sales, it's fairly unanimous when it comes to stock in shops. It appears that this year was pretty good for clothing, Adrien of Hawaii Surf Mimizan tells us: “Our clothing stock is more or less identical to last year,” he adds: “this season we have seen good performances from clothing and shoes. This is particularly true for brands such as Vans, Patagonia and Levi's, and in general those with an ecological approach or range.” The same rings true at Empire in Pau where Rémi explains: “sales were quite good on clothing, shoes and accessories.” He cites the brands Nike and Polar in particular. This trend is confirmed by Elodie from Hawaii Surf in Saint Jean de Luz: “Clothing is a product family that we always sell very well. But this has been especially the case this year.” She mentions the brands Rip Curl, Patagonia, Volcom, Vans and Rhythm in particular.

Although the clothing departments seem to have done well, the technical departments appear to have experienced a sharp drop in sales compared to last year. Elodie explains: “There are product families that tie up cash with a fairly high level of stock. This is the case for skateboards, for example. We had a shortage a year ago and we all went on a buying spree to avoid a repeat of that shortage. Today everyone has been delivered at the same time and our stock levels are substantial.” She adds: “This is a saturated sector for me and it will take some time to clear the stock.”

A similar story comes from Empire, where Rémi said: “Our hardware stock, particularly in skateboarding, is quite high. We are going to pre-order less for next year and sell our stock while using more restocks.” Pierre from the Clinique De La Planche confirms: “Our stocks are very high on certain product families that were out of stock a year ago” he adds: “We are currently destocking to bring in cash ahead of our pre-order deliveries in spring 2023. We ordered heavily in 2022 following shortages in 2021.”

Consumer buying behaviour seems to have really changed in the autumn of 2022. Adrien from LA Clinique De La Planche says: “Consumers are more resigned to impulse buying in view of soaring prices”, he adds: “Social and political tensions, rising prices and the uncertainty of the Ukraine/Russia conflict leave real uncertainty over the future”. Elodie from Hawaii Surf remarks: “this inflation generates a different kind of consumption in the shop, with more calculated purchases and less for pleasure” she notes: “sales of larger baskets are done in two stages, they try, they mull it over and then come back later to buy. So we have expanded the use of payments in fee-free instalments to trigger sales.” Adrien also notes: “Prices make customers think more than usual.” He adds: “People are more and more cautious even on products of undeniable quality, both in clothing and in technical products. People compare prices on the Internet a lot and no longer hesitate to negotiate.”

The crisis, even though it seems to be contained compared to our European neighbours, seems to be upon us. The French are wondering about their future and this can already be felt in shops with pleasure purchases slowing down. Black Friday and Christmas are two important upcoming periods and they will give a new insight on the state of in-shop sales for the year 2023, which is looking tough...

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## RETAIL BUYER'S GUIDE

**SNOWBOARD BOOTS 23/24**

It's no secret that 21/22 winter was a banger– tons of snow early in the season and customers excited to get back up on a lift or simply skinning up the mountain. Brands have delivered and adapted to the situation, retailers cleared up their inventory, and POs were up like nothing happened the past few years. But now, what's next? What's up? What's cooking? Ladies and gents, this is next winter's Snowboard Boots 23/24 Retail Buyer's Guide brought to you by **Matthieu Perez**.



Beyond the side effects of Covid, which we talked about last year, boot brands are now facing new issues. As Nitro's managing director, Andi Aurhammer, confirms: "the most relevant challenge for the 22/23 season was definitely the overall growth in sales, resulting in production and shipping bottlenecks." That being said, for this year's projection, everyone felt the effects of increased costs at every level and the battle started over again.

When asked about the current state of the snowboard market, Matt Stillman at ROME says: "it is certainly a curious one, global uncertainty and economic challenges loom around every corner but the optimism within the industry remains strong. As always, clear lines of communications between the retailers, reps, and distributors is a priority of ours, working to support players in this ecosystem is key."

"We're also aiming to set up a fresh looking and exciting boot collection every year to make snowboard boots ultimately become a more appealing part of every set up." Florian Heim, Deeluxe

Some brands are working to navigate the challenging market with robust yet flexible strategies. At Rossignol, Arnaud Repo, category manager, explains: "we developed a three-season inventory and sales management plan that is continuously updated according to the circumstances. Meaning optimized stock distribution across countries, reduced buying targets, minimized end-of-season discounts, anticipated product availability and rationalized production."

To overcome the situation, some brands are also sticking to their moto and focus. Deeluxe—whose product line is focused solely on snowboard boots—is one such example. According to Florian Heim, “we are not just trying to come up with the best and most comfortable snowboard boots in the game. We’re also aiming to set up a fresh looking and exciting boot collection every year to make snowboard boots ultimately become a more appealing part of every set up.” At the revered and family-owned Nidecker, footwear wizard Maurizio states: “as always, yeah, there are some clear leaders on the ‘cool’ side and on the ‘volume’ side. You’ll find us in the middle. We don’t follow trends, we keep our communication tight with our distributors, dealers and customers, then we get our heads down and do the best job we can making the best snowboard boots out there.”

### SHOP IT UP!

Communication is key between all partners. As the world returns to a new normal, brands anticipate a continued balance of EComm and physical retail. Katarina Acham from Head’s Marketing department, observes that “stationary retail is the backbone of our business, offering products online is needed and requested from a consumer perspective, but the main business remains stationary so far, therefore will be supported with all means.” And Emmanuel Labadie at DC adds: “the e-business activity has grown. However, at the same time, the relationship with our customers/stores must be maintained and strengthened. This is essential for a strong brand footprint in each local market.”

Further considering all channels and looking beyond the “bricks vs ecomm” approach, Nidecker’s Molin brings up that “market fragmentation and evolving consumer needs mean that there’s a patchwork now; brand ecommerce sits alongside dealer ecommerce, Amazon shops, the marketplace environments and all

“we invest in snowboarding. Honestly, if you are doing it right, you are just building boots that fit good and are good for snowboarding.”

Jim Linnberg, Ride

of this mixed up with social commerce. The art is now balancing availability and service levels to do it right, in the places where consumers want to be met.”

And when it comes to managing inventory, the carry-over topic, which was so hot during the pandemic winters, now has different faces. Pros and cons are emerging and shaping different approaches. Price point models can exist as carry-over products. For Rome, its Stomp boot family serves as carry-over products, while the brand’s higher-end models get updated colourways each season. Rossignol will carryover 100% of its 22/23 retail line into 23/24 but bring a new rental boot line in 23/24. Davide Smania



says: “it is not easy to be so optimistic considering the economic situation. We are worried the energy cost increases will affect the budget for tickets and gear.” This uncertainty obliges Northwave to carry-over part of its collection, but they will also introduce new colourways to bring some fresh air.

Talking about fresh air, Jim Linnberg at Ride claims: “carry-over is boring! We do it sometimes, but we like making new and exciting stuff.” In addition to Ride, Deeluxe, Nidecker, and Nitro are taking the approach of not carrying over too many products, keeping a fresh and exciting offer like they already did for 22/23. And K2 adds: “our R&D team is so productive that we want to bring out their masterminds’ outcome every season.”

### SUSTAIN YOUR FUTURE

For Ride, its collab with Akomplce last year, says it all: “we aren’t perfect but we are working on it and getting better every day.” For Rome, sustainability in the boot category focuses on making the highest quality product, meaning it will have many years on snow. Deeluxe continues to work on new solutions on how snowboard boots can be built – focusing on making

# northwave



The Decade Hybrid is a brand new boot that uses technologies like the heel locker, the SPIN system and the popcorn outsole. All these to make a beauty like the Decade Hybrid. This new edition is not as hard as the Domain but not as soft as the Edge. It's our team riders first choice due to its extremely secure yet comfortable fit. We can find the SPIN system which is great to close the upper part of the boot. It also gives you the opportunity to boost through the pistes much faster as this system is meant to reduce the time to close your boots. The popcorn outsole is made to absorb all shocks while riding and therefore gives your heels more protection.

## DECADE HYBRID

**IF IT**

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their products more durable and more sustainable. They plan to introduce Rise by Bloom more broadly in the collection throughout the years ahead and get rid of the industry standard EVA step by step.

Nitro uses 6P free reinforcements which meet international norms and recycled rubber for its outsoles wherever technically possible. Same for Flux, which is focused on reducing excessive packaging and selecting recycled materials. Companies like F2 and Nidecker are working on having zero emissions and self-sufficiency using solar panels, car pooling, and E-transport devices at offices.

At Head, sustainability became the top priority and they call it Rethink: “we address sustainability in every decision we are making and we keep improving year by year.”

### WHAT’S NEXT?

Rossignol is excited to introduce an industry first story that combines the precision fit of a liner that is inspired by ski-boot liners mixed with the comfort & style of a snowboard boot shell. Nitro continues partnering with Burton to expand the use of the StepOn system. Andi Aurhammer emphasizes: “we feel it is important for the market not to be split up into many systems, leaving the retailer alone in handling non-matching inventory.” F2 will present its new “recycling carbon” at the ISPO tradeshow in Munich and Deeluxe is introducing a completely new outsole on the all-new Kevin Backstrom signature boot that takes the brand’s patented Skateflex sole concept one step further. Head keeps using their revolutionary boot fitting system, Liquid Fit, in its pro boots for season 23/24. The brand claims it provides the most precise and quickest customization available by using a 100% flexible, paraffin-based material. K2 will have a new splitboard boot that will be “appealing to the wider splitboard community with all you need and nothing you don’t.” According to K2, the brand also wants “to show that our lacing and Boa boots rock.” Vans is introducing an updated and upgraded version of the men’s Verse snowboard boot for 23/24. Matt Patti, global snow category manager states: “The Verse has long been regarded as one of the most versatile technical terrain boots available today. And this next iteration brings generational advancements in both performance and protection.” ThirtyTwo will have collabs with Crab Grab, Santa Cruz, Spring Break, and Chris Christenson, creating a collection that overall mixes technical high performance with classic outdoor aesthetics. For Flux, the main development themes are “fitting, a sense of oneness with the body and matching, a sense of oneness with the gear,” explains Kyosuke Ogata.

### LACE YOUR STYLE

When it comes to lacing options, brands are usually pushing their own lacing combos and listening to what the customers and retailers need. F2 uses the

“TGS” lacing system that comes from Japan and claims it is one of the most modern and intuitive designs. Northwave has different closure systems, but does not use BOA since the brand has its own wire closure system. Deeluxe, despite the demand for the brand’s fast lacing system, further expands its collaboration with BOA.

Vans confirms that hybrid BOA models are booming and DC will be introducing the all-new premium hybrid boot, combining traditional lacing with the Boa Fit system and DC’s patent-pending superlock heel harness. Even ThirtyTwo—which is always focused on lace boots for core riders—sees a big demand for BOA, like the Diesel Hybrid, developed with Chris Grenier. It has the fit and feel of a standard lace boot, but with the added heel lock down from the BOA Hybrid Instep system.

When style comes into place, it serves boots’ purpose and program, merging aesthetic, design and functionality. Deeluxe’s all-terrain inspirations are high-tech outdoor gear and the more urban iteration of it—gorpcore. The brand’s freestyle series is also mainly inspired from skate shoe trends and sneaker culture in general. Northwave, together with Ethan Morgan, are bringing on the DIYX concept. The brand will feature his Decade boot with artists painting live during the up-and-coming STRT JAM event. Rome’s boot collection takes its visual cues from skate brands, hiking brands, and workwear brands, continuing to focus on the mantra of something for every riding style. Nidecker’s boot designer, Molin, likes the outdoor world and gets inspired by expedition products and trail running shoes. Yet he always likes to ensure that a few colourways or prints are inspired by fashion and art to make a colour palette that makes sense for the brand, market trends, and the function of the boots. As a skater-owned brand, ThirtyTwo is heavily influenced by skateboarding but the new line is also influenced by mountaineering, trail running, sportswear, and sneaker culture at large.

Yet beyond all of these latest developments, the foundation of success remains the same. As Linnberg at Ride concludes: “we invest in snowboarding. Honestly, if you are doing it right, you are just building boots that fit good and are good for snowboarding.” Word.



Visit our website to see in depth brand previews of this category.

**BOARDSPORTSOURCE.COM**

## HIGHLIGHTS

- 1 Uncertainty
- 2 Lace Boa Hybrid
- 3 Carry-over is boring
- 4 Snowboarding is strong



## RETAILER PROFILE

### THE SNOWBOARD SHOP, FLEET



The Snowboard Shop in Fleet, UK sits within an hour from the hustle and bustle of London, as an independently owned snowboard shop that is operated by and for snowboarders. With online commerce and fuel prices on the rise, we talked about the value of presence, and the way of human connection with Darren, the shop owner. The store also reveals what they are doing to keep things exciting for customers.

#### **What brands and products are selling well? How's stock looking?**

We sold through on most of our winter stock last year and we've taken more pre-orders from customers for 22/23 than ever before. We were sitting on a load of skate product, especially completes but we've managed to sell through most of these now. SUP was slower than we hoped in the spring but it picked up a little over the summer. Electric

sales have dropped off a cliff. Some of the e-products we buy in dollars so with the exchange rate being awful we've not ordered fresh stock for a while.

I think it's good to have some carry-over but it's important to keep it fresh, customers get bored seeing the same old stuff every year and don't get excited when we open the boxes either!

### **How do you predict price rises in fuel will impact boardsports in the next 12 months, and for The Snowboard Shop?**

It will have an impact without doubt. We currently get customers driving up to see us from all over the south and with UK fuel costs at an all-time high we may find fewer people are willing to make multiple store visits so they may buy online instead and with courier prices increasing we're going to get hit either way.

We are hoping that now the government has set a revised price cap on household energy, people will have the money to go on snowboard trips and buy some new kit too! (And hopefully we can afford to keep the lights and heating on this winter too!)

### **Have you experienced price rises from manufacturers, and what are you doing to create solutions for these challenges or buffer against them?**

Products have gone up for this season but at that moment of writing, not many have really gone up since we wrote our pre-orders. Suggested retail prices are obviously up too and I think customers are expecting this, but I'm sure we'll experience more people looking for deals this season. Being a small independent store it's easy for us to offer bespoke deals in store so we're not phased.

### **Talk to us about your online game has changed in the past 24 months?**

We're a real bricks & mortar store with a website that works in addition to the business. It's not our primary focus but serves a purpose. We probably need to spend more time on it as it's an area of growth but I prefer meeting people in the shop. It serves more as a 'look book' so people can see what we have in the shop and then drive over to see us.

### **How do you suggest brands work with retailers to ensure eCommerce assets are communicated efficiently from brands to your team?**

Most of the brands we work with have good online web-content that we can utilize but it's

important for us to get the brands down to visit us in the shop and provide staff training. It's even better when they bring donuts.

### **Are you doing anything innovative to give your consumers unique products/experiences?**

We focus on providing an experience that you can't get online, dedicated help and advice from someone who loves the products they sell and is super stoked that they have chosen them to spend their hard-earned cash with.

We run demos on our SUPs on the local canal and E-Skate demos in the local park so people can try before they buy. We are also currently working on a secret 'store-driver' idea that we hope to launch next month which will entice more people to come and visit us! We're fairly active on the normal social channels and we even tried TikTok a little but I'm too old for that shit and to be honest I don't really understand what's going on there.

### **How can physical retail overcome giant online retailers?**

There's got to be a point of difference. A lot of customers want the cheapest items as fast as they can possibly get them, that's where Amazon kills it. We aren't interested in stealing their business. We provide customers excellent customer service and have a sick shop that can't be faked. I love it when a new customer opens the front door, walks in, smiles and says 'wow' ... for me that's what it's all about.

### **Can you talk to us about any lessons learnt or thoughts on the future?**

I'm optimistic for winter. There are a lot of people in the UK who have missed the last few seasons due to the pandemic and who are desperate to get away, so we're expecting (hoping) for a decent winter. If our pre-orders are anything to go by, winter is going to be busy... we just hope all the stock turns up and turns up this side of Christmas!

## SPAIN

UK  
FRANCE  
GERMANY  
ITALY  
SWISS  
PORTUGAL

Boardsports remain popular. Consumers are saving some leisure budget for gear. With careful stock management, stores should come out of the current uncertain times unscathed.

Spain's economic outlook for 2022 is not bad. Personal debt, a good indicator in crises, remains historically low. This is thanks to the recuperation in employment. However, the IMF foresees an abrupt slow-down of Spain's economy in 2023. EU funds will stimulate activity, but the energy crisis will weigh heavily on GDP growth. Nevertheless, Spain, less exposed to Russian gas, will grow more than neighbouring EU countries.

Sales in the boardsports industry have slowed down but remain good enough. The main reason could be that consumers are well equipped and there is less need for kit. "After two years of unusual sales, some stabilisation was expected", says Milo Castelo from Mission Surf Shop in Pontevedra. The reopening of nightlife and cultural events has reclaimed some self-care budgets too. People still seem to have money in their pockets, but one should not underestimate the generalised uncertainty about the economy, which drives people to spend less.

Autumn sales reports are encouraging. Winter product has landed in snowboarding stores, and eager snowboarders are responding well. Last snowboarding season was one of the best in history. People took to the mountain with all the keenness bottled up over a missing season. Shops had bought cautiously due to the unsold stock they had from lockdown. "People were so eager to get back to the mountain, that we sold all our stock. If we had had more, we would have sold more", says Rafa Sanchez from Back in Black in Madrid. Good swells are encouraging sales of surfboards, and when temperatures drop to normal Autumn levels, wetsuits will follow.

The overall results for 2022 are a bit uncertain, though. Stock scarcity last year persuaded stores to buy largely for their SS22 campaign, counting on the

same level of demand. However, the unexpected war and the consequent price increases and uncertainty have slowed down sales. "Some FW21/22 product were delivered at the same time as SS22. This could result in excessive stock", explains Dani Garcia, sales agent and founder of Special Surf shop and school. Hardware remains the best-selling category. Shoes sales remain stable. Sales of textiles, however, are dropping. Online businesses have benefited from the validation they received during lockdown. They are still far from the sales figures of brick-and-mortar spaces, but their growth has remained steady. "The current lifestyle drives people to buy more from home, out of opening hours", explains Milo. Schools have many clients, although both Milo and Dani complain about the obstacles they face from government institutions. Far from stimulating this part of the business, they apply high taxation that eats into their profits. Schools are a good indicator of the popularity and growth of a sport. They secure new fans that will buy gear and hotel rooms to spend time in their favourite spots. It would be worth to protect and stimulate their activity.

Boardsports in Spain remain popular and people are keen to invest in gear. The immediate concern is to manage the bull whip effect of the optimistic orders placed last summer. Some brands have reduced their SKUs and added more carry-overs to their collections as a response. Trans-seasonality is a good solution, and it promotes sustainability. Brands and retailers are working together to navigate this new world order. Flexibility is key. Shops are ordering much more in advance, knowing that brands will allow amendments later, if needed. However, the biggest form of support is a long shelf life for products. End of season discounts and in-season online offers are hard obstacles to overcome. The model adopted from big textile corporations does not work in our highly specialised industry. "Growth is guaranteeing a future to the brand and investing in the boardsports community. This is perfectly compatible with making a profit", says Dani García.

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## RETAIL BUYER'S GUIDE

**BINDINGS 23/24**

Snowboarding wouldn't be what it is today without THE interface. It's the only purely mechanical piece of a set up yet it always deserves more attention than customers usually give it. Despite Covid side effects, the economy, power shortages, raw material costs, and shipping rates, brands are giving all they've got to engineer and produce the perfect "binders" and then seduce riders with them.

Therefore, let's see what the next season will bring us while we wait for the snow to cover the highest and coldest parts of Europe. Ladies and gents, welcome to next winter's Snowboard Bindings 23/24 Retail Buyer's Guide, brought to you by **Matthieu Perez**.



BATALEON

Given the current landscape, every brand has a strong perspective about what's in store. Head Marketing Manager, Katarina Acham sees a V-shaped recovery in the main markets. Consequently, the brand is staying the course with its current business model.

For other brands, the past few years have led to significant changes. At Arbor, Eddie Wall explains that "Covid also presented

"As a brand, we felt we must take responsibility to protect our sales channels and absorb most of these additional charges." Dominik Fleissner, Nitro

challenges with material, supply chains, increased costs, and congested ports. Actions we took were to move up our timelines and add substantial lead times to our planning to account for the delays. This resulted in, for the most part, on time

deliveries and contributed to our growth.” For many brands, such as NOW, opportunities showed up. JF Pelchat explains, “We’ve adjusted to a better development/production schedule with earlier pre-book dates and earlier POs sent to the factories. I think that our success is because we are able to adapt, react, and turn things around rapidly.” And Amplid’s guru, Peter Bauer, reveals that “from an Amplid point of view we have been going through a very good growth during the past 3 years.” Banger.

Brands have, in turn, worked to ensure that the changes they’ve made are translating into their sales channels and to their partners in order to protect them and ensure everyone overcomes struggles. While Nitro had to increase retail prices, it avoided any mid-season price adjustments or transportation surcharges for their distributors and shops. Dominik Fleissner confirms, “As a brand, we felt we must take responsibility to protect our sales channels and absorb most of these additional charges.”

Naturally, adapting and being reactive was the way to go for Karakoram who reinvested into a more local approach this year, helping nearby suppliers, controlling production, and staying away from global shipping challenges by building a new production line for their Continuum bindings. Kyle HansenKahn asserts, “We’re trying to focus on our core competencies through all that: designing innovative new gear that we enjoy riding on, and building it ourselves here in the new HQ, North Bend, Washington.”

Timelines play an important role as well. And some brands, such as Fix, have secured earlier shipping for their retailers. Fix is producing a lot more binding orders outside of the typical production cycles. Owner Jason Broz comments, “We’re getting big orders six months earlier than normal because the customers can’t afford to be at the mercy of forces that they can’t control like shipping issues. This is super smart and we don’t see that changing moving into 2023.”

“We would like to strengthen our communication as a Japanese brand and secure a unique position in the market.” Kyosuke Ogata, Flux

Flux, the binding brand out of Japan, has been pursuing strategies to match the needs of each region, including Europe. Kyosuke Ogata offers, “We would like to strengthen our communication as a Japanese brand and secure a unique position in the market.”

## RETAIL MY LOVE!

Carry-over was a major topic last year and remains a sensitive subject full of pros and cons. It’s emerged as a useful tool in order to clear inventory, support retailers, and potentially minimize short-term transportation challenges. Rossignol anticipates carrying over 40% of the 22/23 line to 23/24 if early season sales are not significantly different from last season. Drake is more or less adopting the same strategy. Davide Smania argues that “it is not easy to be so optimistic considering the economic situation. We are worried the energy cost increases will affect the budget for tickets and gears. For this reason, part of the collection is carryover, but we refreshed the mid-high end models with a brand-new component.” Nidecker will carry over where it makes sense while adding some new products to mix it up. For the brand, 23/24 will see more SuperMatic easy entry binding systems, two extra colourways, and the addition of the XL-size. Roxy’s binding line has had some carry over colorways in the past, but for 23/24 the only model that will be a carryover is its Poppy package model for youth.

Yet not every brand is carrying over models. Seth Lightcap of Jones explains, “We are significantly expanding our binding line for 23/24 with the addition of a new women’s biding collection and a youth binding. We will produce more bindings than ever in 23/24. None of our bindings in 23/24 are carry over from 22/23. Every model has been upgraded.” Balls to the wall!

And for some brands, deciding whether or not to carry over inventory is not just about sales, but also about their philosophy as a brand. Jim Linnberg at Ride claims, “Carryover is boring. We do it sometimes, but we like making new and exciting stuff. Our overall strategy, for sure, is to make really good stuff that people want then sell it all.” Sell out, not close out!

Brands seem to unanimously agree that physical retailers are the backbone of our industry. But what is the balance with E-comm post-Covid? According to Matt Stillman at Rome, as the world returns to a new normal, the brand anticipates a continued balance of Ecomm and physical retail. When it comes to production/inventory strategy, Rossignol is prioritizing flexibility with brick-and-mortar stores while making sure its products are available online while also ensuring that the digital customer experience is more at stake. For the release season of the SuperMatic, Nidecker prioritized brick and mortar over e-commerce to support the roots of the sport. Jason Broz at Fix explains the E-comm growth very explicitly, “People used e-commerce as a tool to get the things that they wanted because the stores were empty due to the logistics mess and surging demand. Now that there’s balance again, people want that experience of buying from a shop.”

And according to HansenKahn at Karakoram, brands that have strong design, tech stories, and communication behind every product will give on-floor staff plenty to educate customers about.

### **SUSTAIN IT BABY!**

There are different ways to implement a sustainable approach for binding brands—and whether they manufacture their products themselves or rely on a partner, everyone is pushing the envelope to do the best they can! Brands like Now, Flow, and Rossignol are rethinking their packaging through a variety of means, including shipping bindings in recycled cardboard boxes that have no coatings, using water-based single-color ink for prints, removing all single-use plastic bags from binding boxes, adding more bindings to their master cartons. Brands are pushing

themselves to look for more sustainable practices and finding ways to recycle or upcycle their products. Fix has an end-of-product-life buy-back program. The customer ships the bindings back to Fix and the brand disassembles and recycles each component properly. The customer, in turn, gets a discount code for the brand’s online store to purchase a new pair of bindings.

Others, like Arbor and K2, developed parts with new, less impactful materials, such as sugarcane and castor beans. This is the first sustainable initiative for Arbor’s bindings and the brand’s most important story for 23/24. K2’s goal is to reduce its emissions by 50% by 2030 and to be carbon neutral by 2050. These brands are on their way to being proud leaders in sustainably sourced binding materials! Local production plays an important role for Clew in its ability to reduce its impact. The brand produces its bindings in Germany, which shortens delivery distances to its retailers and customers in Europe. Everyone continues to evolve as they work to do their best.

### **QUICK ENTRY?**

Quick-entry bindings are an increasingly hot topic and brands eagerly point out both the pros and cons. We’ll start with the cons . . . and a solid joke from Linnberg at Ride, “Strap ons not step ons...but seriously, you need to bend over to get out of all of the systems out there. So, like, what’s the point, you have to bend over less? I mean if you are bending over to get out anyway, why not just bend over to strap in?” Jokes aside, there are numerous types of quick-entry binding systems on the market, including dual entry, rear entry, and step-on designs. SP has been doing the Fastec quick-entry for 15 years. According to Robert Longin, it is “the future in comfort and performance for all types of boots.” F2 has already been using Fastec in its product range for quite some time to round out its product range. Bent Metal Binding Works (BMBW) and Gnu believe their Speed-In line bindings featuring Fastec Technology cover all the performance requirements and features customers will want on speed entry models. “We currently see both traditional and speed entry systems being valued by substantial parts of the market



SP FASTEC MOUNTAIN



WINNER VERBIERE EXTREME 2022  
MANUELA MANDL, TEAM SP

PHOTO: @FWT, Jeremy Bernard

PHOTO: © Niels SAINT-VITEUX



and will adapt to wherever the market goes,” states Paul Ferrel, BMBW’s product manager.

K2 will still focus on its Clicker x HB bindings and continue developing them. “We see big potential in the market and will keep trying to convince people to take the convenient way,” explains Sebi Schmitz, marketing coordinator at K2 Europe.

Let’s not forget Flow, who is basically the inventor and market-leader of the modern-day easy-in easy-out binding solution. Lucien Vink, design and product manager, asserts, “Our Speed-Entry system has the perfect mix of convenience, comfort, and performance to suit everybody’s needs.”

Brands are meeting the growing demand for quick-entry bindings through partnerships, as well as ramping up production of their in-house designs. According to Nitro’s Dominik Fleissner, the brand’s partnership with Burton around the Step On system has gleaned great interest and is a viable alternative for those looking for a convenience-driven binding design. Following in these “steps,” Kyosuke Ogata proudly announces, “In collaboration with Burton, Flux is launching a Step On®

binding in order to respond to the diversifying needs of users.” Clew, the German quick-entry binding brand will significantly increase its production, as demand has increased significantly in the last two seasons.

Lucien Vink, product manager at Nidecker, states, “The SuperMatic is the future of quick-entry bindings, and I think it will be the future of bindings in general for 80% of the snowboarders out there. We know there will always be a core of die-hard conventional binding riders and loyalists to other quick-entry systems, but for the majority of the snowboarders out there, the SuperMatic just makes sense.” Now also agrees. According to Pelchat, for Now “speed entry [models] are not on the cards for 23/24, but, yes, there is a growing market out there, especially after seeing the success of the NDK Supermatic.”

Brands are both fueling and carefully watching the evolution of the quick-entry market. Matt Stillman at Rome notes, “It will be curious to see the future of quick-entry bindings continue to evolve. Any developments that make snowboarding easier and more accessible are undoubtedly good for snowboarding. Currently, we are evaluating all options and keeping open minds.” Interesting indeed.



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X



INTRODUCING THE NEW  
**NX2-241**



## WHAT'S IN VOGUE?

Brands are also driving innovation through their use of new materials and fresh designs. Throughout its collection, Amplid is using a new, lighter nylon that contains carbon fibres. "Light, responsive, simple, and durable – these are the key maxims we have been striving for!" hammers Peter Bauer. These reinforcing carbon fibres allow the nylon to be less dense, and therefore much lighter than standard nylon. F2 will be using a new recycled plastic that is 20% fiberglass. Nitro is introducing an all-new Phantom binding platform, which is a design-build around Nitro's unique AirDampening concept. Rome offers the new HeelWrap platform, which features an aluminum heelhoop with two points of attachment to a nylon baseplate that provides chatter-absorption while still complementing the overall feel of the bindings.

"Bent Metal Binding Works is a tool to get people on the snow, to help them escape whatever challenges they may have, and bring more smiles to people's faces." Paul Ferrel, BMW

Drake has a new toe strap that is double-injected. It features a minimal design and wraps the toe of the boot thanks to its adaptive shape. Head offers its new Suspension Straps technology. It is a relatively soft, molded TPU that is now used on entry price point models. It's light in weight and adds comfort while supporting the boot in the binding. Rome is proud to introduce the UltraFlex Pro and UltraFlex ankle straps. Both feature a 3D open-edge using an auxetic pattern that is designed to improve pressure distribution and dynamic responsiveness.

Now conducted a major overhaul of its line, developing two new ankle straps, four highbacks, a toe strap, and new mounting hardware. The brand also streamlined the collection so it is more coherent, easier to understand, and hopefully easier to sell. For Jones, 23/24 will be the debut of our two new women's bindings and a youth binding. Lightcap explains, "We are excited to now

produce high performance bindings for riders of all sizes and identities that are designed to work perfectly with our boards."

Bataleon will introduce a new price point binding as well as a new women's binding. According to Ferrel, "Bent Metal Binding Works is a tool to get people on the snow, to help them escape whatever challenges they may have, and bring more smiles to people's faces." Therefore, BMW continues to work with multi-talented rider-artists like Jamie Lynn from Lib Tech, Forest Bailey from GNU, and Sean Genovese of Dinosaurs Will Die to create special bindings with depth and a variety of styles for core riders while also broadening the brand's appeal and creating interest for all riders. New this year is an extra clean all-black model colorway inspired by GNU rider Blake Paul. Roxy is focused on developing a board and binding collection that merchandises with the Roxy outerwear line and meets the needs of the Roxy athletes and consumers.

Last but not least, Union's 23/24 binding collection is focused on Union's #1 selling binding - The Force. Riley Goodwin, Global Marketing Manager, announces, "The first generation of Force was originally launched in 2004 and is the binding that put Union on the map. The second generation of Force was born in 2013 and has been the most trusted binding in snowboarding for close to a decade. For the 23/24 collection, the Force has been fully redesigned while still paying homage to the model's 20 year history. The next generation of Force has arrived and is ready to push the best riders on earth to new heights." Happy riding guys and cheers to a successful winter this year and beyond! May your bindings only tweak and never break.



Visit our website to see in depth brand previews of this category.  
**BOARDSPORTSOURCE.COM**

## HIGHLIGHTS

- 1 Interface
- 2 Growth
- 3 Carry-over is boring
- 4 Quick Entry Bindings
- 5 Snowboarding is fun



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## GERMANY

ITALY  
SWISS  
PORTUGAL  
SPAIN  
UK  
FRANCE

Doors closed, heating down, lights off – and pin your hopes on the protective shield (energy and housing cost easing policy)... Keeping the doors closed is probably one of the most common measures retailers are resorting to right now in

order to save energy. But the staffing situation is also forcing some shops to introduce an additional closing day. And many retailers I have spoken to say that they currently have no idea whether the protective shield announced by Chancellor Scholz will apply to them at all. No One KNOWS... But the fact is that the federal government has to do something, because otherwise the lights might go out in many shops.

Of course, in our very positive industry, no one wants such a thing to happen. We embody a lifestyle, which we also convey to our customers, in which the FUN factor plays a major role. However, it is precisely this FUN factor that is very hard to convey right now.

There is a palpable sense of uncertainty in the industry, with no one knowing what the future holds. The turnover hit rock bottom in many places in October. This is almost certainly also due to the very warm temperatures in autumn. Winter or transitional jackets are still hanging on the racks as the demand was simply not there. As to the “real” winter products, let’s not even mention them yet, because at the moment people are still out on the lakes with their SUPs, or hiking or biking. And they’re doing it in shorts!

In this scenario of uncertainty, the SALE button also plays a major role. Retailers use sale campaigns in an attempt to generate cash flow or even to sell something at all.

Whether this is the right strategy is, of course, always THE question, because in this way retailers also get consumers into the habit of buying during sales. But then, at what point does anyone still make money, or at least have money left over?

But let’s now look ahead in a positive way to the upcoming winter season. Most of the supplies have been delivered to the shops, winter decorations have been unpacked and the shop displays have been rearranged. We asked Rene Dicke, German sales rep for Bateleon Snowboards about the delivery status and his forecast for the coming winter. “We delivered on time. The advance orders were 100% fulfilled. This was due to the fact that Bateleon had already placed its production order in October to ensure that the goods could be delivered on time,” Rene explains. When I asked if there was also stock, he replied: “Our stock level is looking very good right now. We actually have everything there that a snowboarder could wish for.” Except for the snow. Unfortunately, that’s out of our control... I was also interested in hearing about the current level of reorders placed by shops. “Of course, they are very restrained. On the one hand, that’s due to the weather, and on the other hand, it is certainly due to the general situation in our country. The reorders that are coming in are items that for the most part have been stocked up by the shops, or items that other companies have not delivered so far. Simply targeted customer orders.” Finally, I asked Rene for a forecast for the coming winter: “We are approaching the winter in a very positive way. We have goods available and are ready to step on the gas. We are really looking forward to the winter.”

We also have a very positive feeling about the winter. The first glacier events attracted plenty of visitors and, fortunately, Old Mother Frost also brought some snow. All the leading manufacturers were on site, which meant that the latest equipment could be extensively tested. The first season passes have been sold and, depending on the region, have sold very well. Of course there have been price increases here and there. However, these are very moderate and not as high as initially feared.

But time and again I also hear the sceptical customer voices: “What about snowmaking and the high cost of energy involved?” This is a question that even the lift operators are not yet able to answer in detail. When I asked

Jörn Homburg at Ok Bergbahnen, he said that preparations are proceeding as usual, just like every winter. Because as mentioned at the beginning: NO ONE KNOWS... Gas cap, electricity cap... we'll see.

And now for very pleasant news: a shop opening. Yes, you read that right. Besides his distribution business, Rene has started a new project in Cologne together with Benni and Flo of Wasserski Langenfeld and Johannes of Unit Parktech: the BOARDROOM shop in Cologne.

How did you come up with the crazy idea of opening a snowboard shop at this time?

"Because of our business, we were constantly asked where you can buy boards here in Cologne. We now want to close this gap on the map. Cologne is a city with over a million inhabitants and a sports university. In addition to selling boards, we also want to offer a high level of service. Because there is simply hardly any place here where you can bring your boards for maintenance. With the new equipment, this is no longer a problem for us. Small sports shops in the area will also be able to have their boards serviced here. In the outerwear sector, we offer exclusively selected premium goods: Gore-Tex products from a variety of manufacturers. The shop has been well received, with a great opening event on 22 Oct. Over 500 visitors enjoyed the inauguration with beer, music and a Burton Riglet Park.

Let's now move on to the surf business. We spoke to one of the biggest surf shops in Europe, 'Frittboard', in Cologne and asked how the summer went. "The summer was quite mixed, started slowly, then picked up really well at the end. It wasn't a disaster, but the trend from last year has definitely come to a halt. Of course, there are several reasons for that, because many other shops now also offer surf hardware, people are again able to travel more and make purchases at their destination when needed."

What is your plan with prebooks for next year? "Given the current general situation, we have also had to adjust them downwards. We will just continue to monitor the development and then take action accordingly." Wetsuits are also a big

topic. Last year we all reported a shortage of goods, but what is the situation like for you now in view of the winter? "So far we have received the deliveries just as ordered. If it turns out to be a normal winter, we are very optimistic about that, because if people stay here and Covid does not force us to a complete stop, we are in a very good position."

On the subject of surf pre-books, we also talked briefly with Freddy Kortenhaus from Nordshore Products. The agency works not only with Firewire and Indio (Olatu), but also with Ocean and Earth. How was the surf pre-order season? "The shops are very cautious when it comes to surfboards. They still have enough stock as they bought more last year due to the high demand. However, I do expect some growth when it comes to surfboard accessories, because these are low-priced items and, moreover, items that you use on a daily basis." Our surf school business has remained stable and has seen some growth. The surf school industry has benefited from the fact that people are travelling." Further, I was interested to hear which category showed the strongest performance in his view. "Indio grew the most for us. The brand offers modern stylish shapes with cool designs, in the entry-level price range. Their boards are popular with both beginners and experienced surfers. I notice that the interest in surf products is growing more and more."

Unfortunately, not much is happening in skateboarding in Germany at the moment. Of course, decks, sneakers, etc. are still selling. However, the level of demand is very modest. The shops and distributors' warehouses are well stocked. Thus, the level goes back to the pre-pandemic era. Which was not bad.

At this point, we wish everyone a good season of sales and look forward to the winter. We are tired of bad news and hope that the government will support us.

Ride on  
**TOBY HAMMER**

## RETAIL BUYER'S GUIDE

**SKATE CRUISERS 2023**

With the winter drawing in and the days getting shorter, we're already looking forward to spring and the drier, lighter days on the horizon. Cruiser boards are a big hit right now, both for commuting and the avid beginner wanting a more stable entry into the world of skateboarding, so let's take a look at what cruiser brands will be offering next season with our Cruiser Retail Buyer's Guide by Source Skateboard Editor, Dave Morgan.

**MARKET**

In a similar fashion to a lot of the hardgoods market, cruiser overstock is still a very present thing, however it seems to be thawing out as shops are managing to now shift more of their overbought stock and gradually bring in the new goods. Pablo Castro, Director at Loaded Boards said: "It's still an issue and one we all need to address carefully and intelligently, but it's not all doom and gloom."

With the constant concern of inflation pressing against the wallets of the world, prudent

"The current situation has been heavily effected by inflation and the cost of living and most key retailers are overstocked but are slowly moving through their inventory."

**Kris O'Brian, OBfive**

spending is a much more common practice. When comparing the European market to that of the US, Prism Skate Co's CEO Liam Morgan said: "Distributors in Europe seem to be stuck with more hard-to-move, low quality products. The state of the economy also seems

to be hitting them harder.” Kris O’Brian, Brand Director at OBfive said: “The current situation has been heavily effected by inflation and the cost of living and most key retailers are overstocked but are slowly moving through their inventory.” This doesn’t mean however that the market is necessarily struggling. On the contrary, it seems the cruiser market is still pushing along, albeit slowly for some, with a quiet summer predicted by certain brands. Interestingly, it seems like the cruiser market is bettering its hard-wheeled counterpart on occasion, with Ivan Garcia Arozamena, Product Manager at Miller Division actually saying “we notice that cruisers and surfskates are selling more than skateboards”. This isn’t surprising, as for a beginner, the notion of a larger, more stable board with softer wheels is much more appealing as a first base.

### CRUISER/SURFSKATE CROSSOVERS?

The majority of cruiser brands are now also catering to the surf-skate boom that has spawned from the corona skateboarding influx we’re all still riding out. Pablo from Loaded said, “there does seem to be a continuum between skateboards, surfskate, cruisers and longboards with more inclusion and overlap than we’ve ever seen before.” With many brands offering either surfskates as a complete option, or modifications to adapt their current cruiser boards into surfskates, it’s great to see these two similar, yet very different worlds colliding.” Timothy Mackey, General Manager at DB Longboards noted that, “you see more and more brands with high angle RKP trucks that provide a surf feel but not truly a surfskate.”

On the subject of adapting one’s cruiser board, Madrid Skateboards have recently partnered with surfskate adapter company Waterborne as Shane Maloney, Director at Madrid explained: “Our customers can use any of our boards as surfskates.” I guess the similarities between cruisers and surfskates are many, and a lot of brands are beginning to combine the two into the same bracket, or at least giving customers the option to do so. Brands like Mindless have always supplied both styles of board, as they pride themselves on aiming to “cater for every niche of the ‘longboard’ scene” as Andy King, Brand Manager / Design at Mindless explained.

### COMMUTING AND/OR CRUISING?

Something that has always intrigued me coming from a skateboarding background is how people use their cruiser boards and how brands cater to these needs. Be it commuting to work or cruising the park - as shapes and sizes differ for each - how are brands choosing to focus their energy?

Loaded say their boards are designed to push the boundaries of what a skateboard can be - from dancing to downhill and so on. Pablo said however “we are putting a lot more effort into commuting as we do think cruisers/longboards are important parts of the solution.” Loaded will be releasing their biggest wheel yet - the ‘Dad Bod’ - coming in at 105mm and created to make every push go that much further. This is sure to be a game changer. Kris from OBfive agreed saying “Our Cruisers and Longboards are mainly designed for the daily commuter in mind.” The idea of getting rid of the car for your daily commute is fantastic in my opinion, and as Timothy from DB said: ““We’re most proud of our large line of commuter boards with large wheels that will get you A to B fast and comfortably,” which I think addressed this perfectly.

“Old school shapes and surfskate shapes are the basis of our Cruiser Collections. They offer a retro look that is very appreciated by older skaters.” **Jordi Quinto, Hydroponic**

Bustin Boards out of the US have been focused on all styles of skate - recently including e-boards too - for 20+ years now and as Ian Paugh- Shop Manager stated: “Cruising, downhill, park, street, pump track, commuting 10 miles to work; it’s all skating to us.”

### COLLECTION THEMES & STORIES

Mindless will be releasing a new SKP truck series, the ‘Gen X’. Andy from Mindless explained that “these trucks have been a massive investment, allowing us to reduce the amount of ‘off the shelf’ trucks used in our cruisers.” It’s good to hear brands are aiming to provide all levels of skater with top quality products, as we all know that starting on low

standard gear is detrimental to progression. Kris from OBfive spoke of several bold new prints coming in for SS23, most notably the 'Mullet' - pulling inspiration from 80's culture: "From Atari style video graphics and colour schemes to one of the most prevalent looks rocked by the cool kids today."

## SHAPES & SIZES

On the subject of shapes, it sounds like a lot of brands are favouring smaller, wider boards that give beginners more room for stability & advanced riders that bit more to play around with for aggressive carves. Ian from Bustin Boards said "I see a lot of people riding old school shaped boards again - they have a lot

"Cruising, downhill, park, street, pump track, commuting 10 miles to work; it's all skating to us." **Ian Paugh Bustin Boards**

of character and a lot of feel. They're just fun." With the resurgence of 80's shapes throughout skateboarding, it's only logical that cruisers will follow suit and start to play with wider, wackier shapes. Shane from Madrid agreed, saying, "turning retro boards into cruisers is what we're seeing most from our customers."

## COMPLETES OR...

Cruiser boards are usually bought as a complete set up, as Liam from Prism explained: "The average cruiser buyer wants to have everything set-up the right way for them." Ivan from Miller Division furthered this point, saying "since it is not a board that has to be very technical, the best choice is a complete as the price is always going to be much better and the configurations are already well-proven for their correct use." There will always be those who choose to build their own cruisers from old skateboard parts, so there will always be a need for individual parts as well, however it does seem to remain that complete cruisers are the biggest in demand.

## SUSTAINABILITY

An ever-pressing matter in the industry is the constant strive to be more eco-conscious and it's good to hear that brands are trying to

implement new ways to produce and package their products. Ivan from Miller explained that "we continue with our treatments of using wood from sustainable forests, as well as the treatment in the assembly line and in the papers of the labels, catalogues, etc." Ian



from Bustin Boards said perfectly, "if we can experiment with new construction elements and designs, and that ends up saving a few trees, I'm down."

With all being said, it looks like SS23 will be a thriving season for the cruiser market. The overstocking issues seem to be easing off, and with some wild new innovations and adaptations to the already solid products brands are putting out there, things can only go up from here.



Visit our website to see in depth brand previews of this category.

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## HIGHLIGHTS

- 1 Bigger wheels
- 2 Old school shapes
- 3 Surf skate truck adapters
- 4 Downhill boards are back
- 5 Compact commuter set-ups



# puravida

LIVE  FREE

Born in Costa Rica, developed rapidly in the USA and now making waves in Europe, Pura Vida is the jewellery brands taking the action sports accessories market by storm.

## What is the story behind the creation of Pura Vida?

Established in Costa Rica in 2010, Pura Vida was born to provide sustainable jobs to artisans worldwide and raise awareness for charities with products that give back. The story began when two Southern Californian friends took a college graduation trip down to Costa Rica and it didn't take long for them to fall in love with the laid-back lifestyle. One day, after catching some waves they came across two artisans, whose colourful handcrafted bracelets captured the simple beauty of Costa Rica. Desperate to find a way to help them, they asked the artisans to make 400 bracelets to take home with them. Back in San Diego, the friends put the bracelets on display in a local boutique, selling out completely within just a few

days. And it hit them: These pieces were more than just simple friendship bracelets, they were a movement that celebrated the simple things in life - or "Pura Vida," as Costa Ricans would call it. Translating to "pure life" in Spanish, "pura vida" is more than just a saying; it's a lifestyle all about enjoying life's little pleasures, slowing things down and living life to the fullest. The four teamed up and what started out as selling just a few bracelets a week has grown into a worldwide movement with millions of bracelets sold each year.

## How does Pura Vida lessen its impact on the planet and its people?

Pura Vida is a certified B-Corporation business which means as a brand, we meet high standards of social and environmental



performance, transparency, and accountability. Giving back is fundamental to Pura Vida as a brand now working with over 800 artisans worldwide. We are committed to positively impacting all workers, communities, customers, and our planet. We are proud to have donated over \$4.3M to more than 200 charity partners and it's important to us that this is messaged to customers as key brand messaging. All give-back information is outlined on our website and on the packaging for charity products.

## What has been the most popular product in the whole line and why?



Known for its original 'string bracelets', the Pura Vida range now expands into an array of metal jewellery and accessories. It's inspiring to see that our Boarding for Breast Cancer Charity string bracelet is amongst those of our most popular products here in Europe. Giving back and doing good is the foundation of the brand, where the Pura Vida movement began, therefore it's important to us that the Charity collection is always forefront and driven by customer feedback. Listening to our audience and remaining reactive is a central part of our evolution. Our product range is led by our community, and we are

dynamic in creating products which give our customers the opportunity to feel heard and support causes that matter to them.

### **Who is your target customer?**

Pura Vida is on a mission to build the most powerful and socially conscious gen-z community which includes over 2.1M social media followers. Through our 'pop-cult' status, the brand has inspired its younger consumers to stand for a cause they believe in. In 2019, Pura Vida was the #1 most engaged jewellery brand on Instagram. More recently, Pura Vida have reached over 500K followers on TikTok, and our socially active fanbase have enabled us to collaborate with influential individuals to share our brand philosophy further. Recently, we have teamed up with US TikTok star, Charli D'Amelio (148M followers), to create a bespoke collection which encouraged her highly engaged following to be positive and openly discuss their mental health.

### **How do you support retailers who carry your brand?**

We benefit greatly from the huge success of Pura Vida in North America which gives us the platform and budget to significantly support our retail accounts across Europe. Brand education is our focus, and we work closely with our retailers to ensure they have the necessary tools for enhancing how the brand shows up in their stores and how customers interact with our product. Recently we have rolled out our pop-up store events which allow us to connect with local influencers and like-minded local businesses to celebrate the Pura Vida movement and bring the brand story to life.

Since arriving in Europe in late 2020, Pura Vida has grown rapidly. We are excited by the potential the brand has to offer and to explore the huge range of opportunities available. We are committed to building a thriving, multi-channel distribution for this dynamic and disruptive brand. The future of Pura Vida in Europe is bright!

## RETAIL BUYER'S GUIDE

**GOGGLES 2023/24**

Educated users are demanding optimal vision clarity paired with ease of use, all while respecting the environment. The challenge has been accepted by goggle brands who are delivering and even rising above these demands. By **Rocio Enriquez**.



Lens technology is the key trend in snow vision. Customers want optical clarity even in the worst conditions. Easy and quick lens changing systems are high on demand. Fit is also important. We see variety in frame sizes to adjust to all faces. Wider straps improve the hold of the goggle. Most brands report their most technologically advanced lenses as their bestsellers. It is the case of Giro's Expansion View Technology (EXV+) and Vivid contrast enhancing and infrared lenses. Sinner's Sintrast offers high contrast. Zeal has done well with their Observation Deck Technology (ODT) and Automatic+ lenses. Spy+ did best with the Marauder series, featuring Happy Lens and Happy Boost technology. Smith's best-selling styles featured their ChromaPopTM lens technology. Red

"There is Back to Roots, MX inspired kind of trend like the ones seen on early days' core freestylers"  
Darius Heristchian, Giro

Bull Spect did good business with their pano tech styles and their iBoost lens technology. Melon's models with Zeiss Sonar lenses did best. Out Of capitalised on their Electra electronic goggles with their award-winning Irid lenses. Magnetic lens changing systems have offered great sales too. It is the case for Rossignol's MagneLens, Dragon's RVX Mag OTG, Melon's Akira, Quiksilver's Switchback, Zeal's Lookout, Sinner's Avon, and Giro's Contour. Aphex counts five goggles with this technology as their bestsellers. Smith has had good momentum with their MAG family too.

In terms of style, we see the return of cylindrical lenses. Frames are popular, after a few years or rimless styles. Many frame designs go back to the noughties. “There is a Back to Roots, MX inspired kind of trend like the ones seen on early days’ core freestylers”, says Darius Heristchian from Giro.

Sustainability stays high on demand. Customers want long-lasting materials, ideally biobased. They expect that every aspect of the production factors in care for the environment.

Magnetic lens changing systems and high-end lenses will drive growth. However, some brands expect some growth in entry and mid-price styles, due to the economic challenges looming. Goggles that don’t blow the budget, but still offer plenty of features. TSG already reports their best sales in their Goggle Four and Four S. “They offer the right design, fit, performance and ease of use at an attractive price”, says Nadja Herger-Bogdarenko. “We are introducing our proprietary Prizm Lens Technology to our entry goggle, Target Line”, announces David Muir from Oakley. Easy has kicked off their goggle collection with two affordable models packed with technological features.

## TECHNOLOGY

Lenses get a lot of R&D attention. Some brands opt for well-proven brands. Such is the case of Melon, Rossignol and Spektrum, use Zeiss Sonar lenses, and Spektrum. Roxy and Quiksilver use Zeiss’ Fusion lens mixed with Colour Luxe tints, which will expand their anti-fog range to >120s. We can find it in the all-new Webb goggle next winter. Inspired by their iconic Hubble, and in collaboration with Travis Rice, it features a new toric shape with very wide vision.

“We are introducing our Prizm Lens Technology to our entry goggle, Target Line” David Muir, Oakley

Roxy also uses Essilor’s NXT® photochromic lenses. Other brands offer their own in-house solutions. Dragon will use the IR lens technology in their NFX Mag, RXV Mag, PXV and R1 models. They increase sharpness and clarity by reducing infrared radiation from UV light. Oakley releases the new Prizm Argon. It is built for specific wavelengths of light that reflect from the snow, enhancing contrast. Out Of uses their patented, award-winning Irid lens. Smith relies on their ChromaPop™ to enhance

contrast, and the BirdsEye Vision™ to increase the field of view. We can find these in their 4D Mag and 4D Mag S goggles. Spy+ pushes their Happy Boost lens that redefines the view of the terrain while boosting your mood. Head chooses Laminated Double Lenses. The inner lens is laminated directly onto the outer one. The lack of space between the lenses increases the field of vision by 15%. They are proud of their 5K lens technology. It filters the incoming, visible light, optimising colour and contrast. Depending on purpose, the filters are set differently to focus on a specific wavelength of light. Spektrum keeps pushing their BIOptic lenses. “A three-layer sandwich made of two crystal-clear cellulose acetate with a polarised sheet in between” describes Robert Olsson. They keep using Kyoto inner lenses for fog management. Dirty Dog features polycarbonate lenses treated with a special anti-fog coating. They are paired with their Custom Venting Airflow Technology (CVAFT), which uses selected areas for the intake and exhaust of cooling air. Zeal releases the Cloudfall, the first spherical goggle featuring their Observation Deck Technology. ODT creates an angle that increases vertical peripheral vision without distortion. Bollé uses their own high contrast lens Volt in the Eco Torus M and Eco Blanca styles. For their Nevada goggles signed by Alexis Pinturault they choose the Phantom photochromic lens. Sinner introduces the new photochromic, high contrast Sintrast Trans+ lens. “All conditions and all lights covered in one lens”, explains Kevin Whitehouse. Giro relies on the peripheral vision of their EXV+ technology and the contrast enhancing of their Vivid lens. Bliz offers three variants of their Nano Optics lenses: Nano Optics, Nano Optics Nordic Light, and Nano Optics Photochromic. Aphex offers frame and lens packages. “We will also offer new special packages of Photochromic, Black Edition, Clear and QView high contrast lenses”, says Maarten van der Laan. TSG offers contrast enhancing lenses with blue filter for a sharper view. POC keeps pushing their Clarity lens. Rossignol’s new Toric Jr. brings the wide field of view and optical clarity of a toric double lens to a kids goggle. “A high-end goggle for Juniors was a need for us”, says Marine Cessans.

Lens changing systems are omnipresent. Dragon presents the ground-breaking Swiftlock 2.0, found in the RVX Mag and the NFX Mag. It has more magnetic contact points, coupled with a one-sided release lever to create a secure and quick lens change. Quiksilver and Roxy present the new Speed Connect press sealed system without magnets. Look for it on the Roxy Rosewood style. Smith keeps



pushing their MAG technology, using magnetic contact points and a patent pending dual locking mechanism. Zeal's new Cloudfall will feature their Rail Lock System. TSG features their magnetic quick lens change technology in their Goggle Four and Goggle Two lines.

### CONSTRUCTION AND MATERIALS

Venting, fit, and helmet integration are key factors in goggle construction. Dirty Dog releases a new super soft, open cell, technical foam designed to maximise comfort. POC's new Nexal has a completely new design. "We have added a new design element that protects the zygomatic bones, which has comfort and safety advantages", says Damian Phillips. Head's Contex goggles will be offered in an added small size, to make sure they fit different facial proportions. They also feature optimised traction straps. The outlets are placed on the front, assuming a snug and secure fit when worn with a helmet. Smith has developed their Precise Fit Integration of goggles and helmets. The curve of the goggle's frame corresponds to their helmets design. This enables precise alignment and eliminates gaps. The vent foam on the goggles aligns with the helmet's AirEvac ventilation system, minimising fogging.

New frame designs aim to optimise ventilation. Smith's new Blazer and Rally have updated the venting. The new lattice design on the top of the goggle helps to vent hot air, while adding some rigidity to the frame. Head works with their Dynamic Ventilation System designed to allow air to enter the goggle from three sides. Bollé's Eco Torus M has a toric shape that eliminates distortion while optimising airflow. Their cylindrical Nevada style signed by Alexis Pinturault features a triple density foam and vented lenses. Other design innovations are found in Red Bull Spect and Smith's collections. "We are introducing the Reign, a single frame that holds spherical and cylindrical lenses", announces Marius Cadalbert from Red Bull Spect. Smith's new Blazer and Rally feature a unique micro-frame design with solid lens retention.

Talking about materials is talking about sustainability. Bio-based frames and lenses and recycled fabrics for straps are widespread. Quiksilver's new Webb goggle is made in Italy. It uses Bio TPU frame injection and recycled nylon fibre for the strap, with no varnish. Roxy uses the same materials in their Colour Luxe range. Out Of keeps pushing their Bio Project line, using the most bio-based or recycled options available. Spektrum sticks to their bio-based materials derived from castor beans, as well as recycled

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straps, for the bulk of their styles. They also feature hemp straps in their RAW and BIO+ lines, as well as cellulose acetate in the BIOptic lenses. Zeal uses Sorona® instead of nylon on their straps. Sorona® is a renewably sourced bio-based yarn that uses fermentation instead of chemical synthesis in its bonding. It requires 40% less energy and reduces greenhouse gas emissions by 56%. The straps on Bollé's Eco Torus M and Eco Blanca are made with 65% recycled polyester and integrate 100% recycled patches. Both frame and adjusters are bio-based. Aphex also works with bio-based materials. POC's new Nexal goggle has a bio-based plastic frame.

## LOOKS

Goggles are a great product to feature collaborations, so it's no surprise that most brands offer a few. Dragon creates custom graphics and colours in collaboration with many of their athletes. Melon continues to work with Eivy for some women's styles. They keep offering a special edition Alleycat in collaboration with Tomorrowland Winter Music festival. More limited editions are lined up, but we'll have to wait to see those. Oakley offers some athlete signature goggles, some of them part of a head-to-toe collection. Out Of chooses their goggle The Void to release a Fabian Boesch pro model. Roxy brings back their famous collaboration with Cynthis Rowley three years after the success of its first release. Smith offers two collaborations this season. One with the brand Oyuki showcases the Japanese big snow culture. Another one with The North Face features gender-free goggles aimed at young snowboarders. This collaboration features the Squad XL worn by Jess Kimura and the Squad worn by Eric Leon. Spy+ has goggles signed by their team athletes and artist collaborations with Célia Petrig and JuneShine. Spektrum announces new collaborations for 23/24, although we'll have to wait to know more. For now, they have confirmed one with P.O.W. Zeal will present their Haa Aani collaboration. Giro will tweak their collaboration with Fender. POC will release a signature Fovea goggle with Jeremy Jones and P.O.W., a signature Zonula with Marco Odermatt, and an Orb signed by freeride star Hedvig Wessel.

Cross merchandising is important. Oakley works closely with the apparel team for the signature collections. Roxy's Rosewood model will be part of a flowery capsule collection with snow outfits and accessories. Head has created a new colour coding for their helmet and goggle programme called the Intermix Design. It allows to match any helmet with any goggle. TSG also focuses efforts on goggle and helmet matching.

## SUSTAINABILITY

Most efforts in sustainability are focused on bio-based and recycled materials. Other efforts are found in packaging and production processes.

Windows are disappearing from goggle boxes as part of the war on plastic. Smith, Head, Zeal and TSG confirm they have ditched them. Alternative materials are being used for boxes and pouches. Melon uses recycled microfibre soft bags. Oakley packs all their Prizm lenses goggles in a soft case covered by a cardboard sleeve made of post-consumer recycled materials. Smith has partnered with GoggleSoc™ for their MAG models and select capsule collections. They have removed all polybags and all retail boxes are made with recycled cardboard. Head only uses certified cardboard boxes, and they only print with water-based ink. Spektrum ships their Östra RAW goggle with a case made of recycled wool. Zeal uses rPET goggle bags. TSG adds a pocket to their goggle bag to carry the interchangeable lens.

Production processes are monitored. Quiksilver and Roxy work with partners who reuse water and function on solar energy. Out Of is in the process of becoming a certified B Corp. Head has rethought the athlete supply, now offering bulk packs of goggles and lenses. This way, they save on add-ons such as printed manuals, hangtags, stickers and cases. Spektrum injects their dye into the raw materials rather than paint it, saving workers and the environment from harmful chemicals. Dirty Dog has all their factories monitored by Bureau Veritas.

## RETAILER SUPPORT

Brands will make noise about their technological innovations, as this is what consumers most want to hear about. There is a focus on education. Oakley has a training platform called Leonardo that features training modules with HQ videos. Out Of offers clinics with explanation videos. Smith invests in staff training through several programmes, including a collaboration with the ENDVR app. Head produces high quality info videos about products and their technology, fit and use. Dirty Dog and Sinner offer in-store staff training plans. Bliz produces specific sales material that explains the lens technology in a simple way.

POS materials remain relevant. Red Bull Spect is introducing new premium displays. Quiksilver and Roxy provide POS materials for stores, and for any

 GIRO



# REVOLT GOGGLE



"We will also offer new special packages of Photochromic, Black Edition, Clear and QView high contrast lenses" Maarten van der Laan, Aphex

event retailer gets involved in. Smith has added resources to their trade marketing division to create new displays, graphics and POP materials. Head produces high quality POS pieces such as branded goggle holders or counter displays. Giro enables the cross merchandising of their goggles and helmets. Sinner, Zeal and Dirty Dog also offer a display programme to tell their stories at retail level.

Support with stock management is highly appreciated in these times, and brands are reacting. Melon does not push for minimum orders, they let shops have full flexibility to choose what they think they can sell. That way they minimise the risk and optimise the margin. Head has increased the number of carry-overs and multi seasonal colours, eliminating the pressure to sell within one season. Spektrum points all their social media and digital presence to their retailers for purchase, rather than driving traffic to their eCommerce site.

Supply has been challenging. Factory shutdowns and raw material scarcity resulted in longer

lead times. Transportation costs have increased dramatically. Most brands have worked hard with their vendors to avoid drastic price increases, while keeping the quality of the product intact. However, we'll find some goggles mildly more expensive. Melon says they are keeping their eyes open for production facilities closer to home, as they have lost confidence in China. Smith, who produces in North America, has not suffered such an impact. Quiksilver and Roxy are reducing their SKU count and offering less colours, to simplify production on assembly lines. The key to secure well-timed deliveries has been to bring forward buying cycles. This is a common effort that requires retailers forecasting blindly and brands showing flexibility if later amendments are needed.



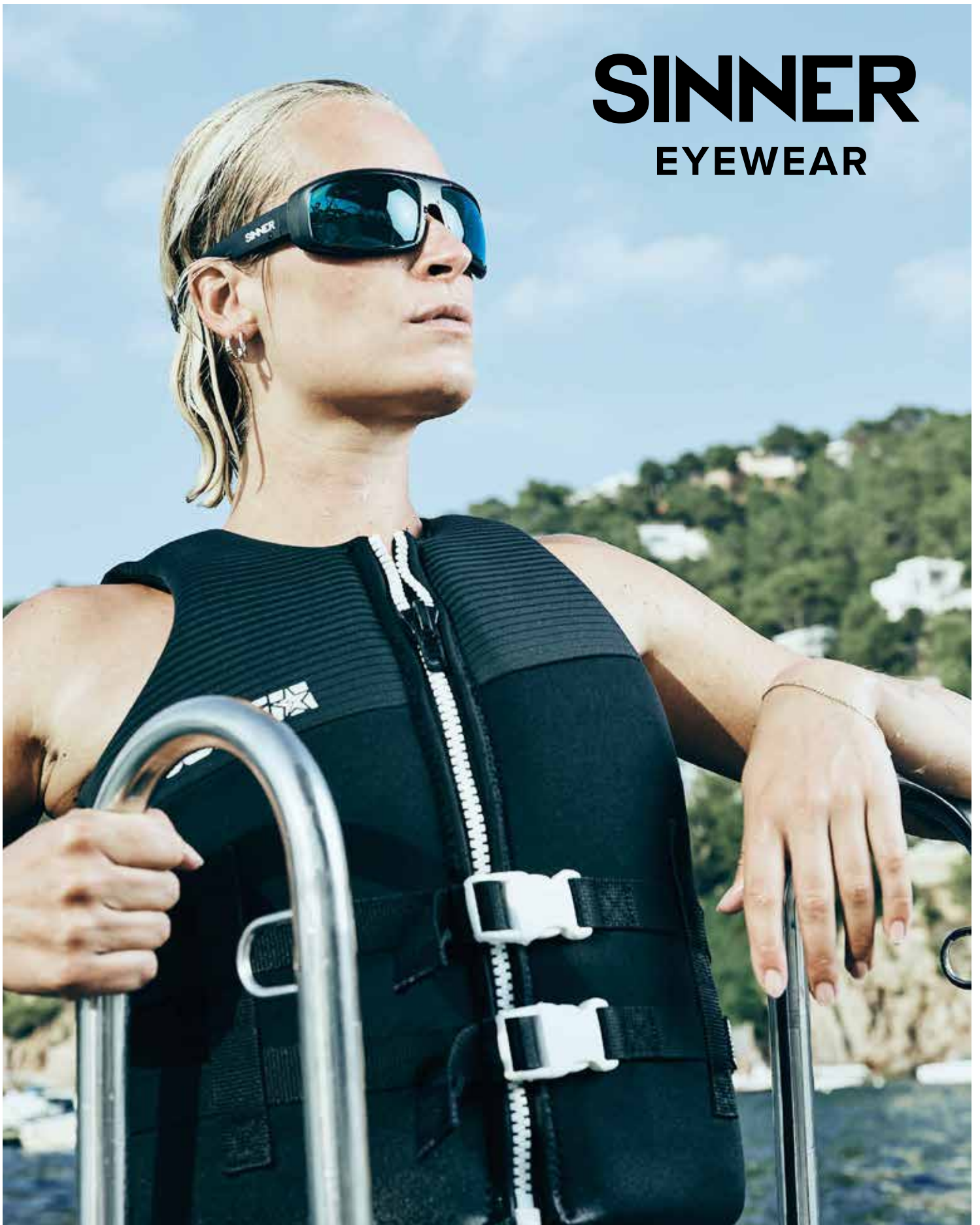
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#### HIGHLIGHTS

- 1 Lens technology key trend
- 2 Demand of easy lens changing systems
- 3 Use of bio-based and recycled materials widespread
- 4 Earlier purchasing cycles to suit longer lead times

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Aphex - Styxr



Aphex - XPR



Bliz - Nova



Bliz - Rave



Bliz - Split



Bolle - Eco Blanca



Bolle - Eco Torus



Bolle - Nevada



Dirty Dog - Bullet



Dirty Dog - Mutant Oracle



Dirty Dog - Omen



Dragon - DX3 L OTG



Dragon - NFX MAG OTG



Dragon - PXV - DRG



Easy - Cham Army



Easy - Valdez



Easy - Valdez



Giro - Article II



Giro - Method



Giro - Revolt



Head - Contex



Head - F-Lyt



Head - Magnify

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Melon - Akira



Melon - Human



Melon - Parker



Oakley - Line Miner  
Jamie Anderson



Oakley - Line Miner Sage



Oakley - Line Miner  
Stale Sandbech



Out Of - Bio Project



Out Of - Electra 2.0



Out Of - Katana



POC - Fovea



POC - Orb Clarity



POC - Zonula



Quiksilver - Browdy



Quiksilver - QSRC



Quiksilver - Switchback



Red Bull Spect - Sight



Red Bull Spect - Soar



Red Bull Spect - Solo



Rossignol - Magne'Lens



Rossignol - Magne'Lens



Rossignol - Sonar



Roxy - Feelin



Roxy - Rosewood



Roxy - Stormwomen

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# GOGGLES

## 2023/24

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Salomon - Sentry Prime



Salomon - Sentry Pro Ltd



Salomon - Sentry Pro



Sinner - Avon



Sinner - Olympia



Sinner - SinValley



Smith - 4D Mag



Smith - Blazer



Smith - Snowday



Spektrum - Bio Ostra



Spektrum - Ostra



Spektrum - Sylarna



Spy+ - Marauder



Spy+ - Marshall



Spa+ - Megalith



TSG - Expect Mini



TSG - Goggle Four



TSG - Goggle Four



VZ - Capsule



VZ - Cleaver



VZ - Mach



Zeal - Haa Aani Lookout



Zeal - Cloudfall



Zeal - Highmark



## BIG WIG INTERVIEW

### JOHN COLONNA, ELEVATE OUTDOOR COLLECTIVE

K2 & Ride Snowboards now sit under a newly formed umbrella company called Elevate Outdoor Collective and this issue's Big Wig is CEO of that group, John Colonna. Having spent time at Burton, Rusty, Nike, Levi's and Converse, John gives us some stellar insight on the company's business, the strength in snowboarding and explains how they've used disadvantages to their advantage. Interview by SOURCE Publisher, Clive Riply.

**Please tell us about your history in action sports and your current position at Elevate Outdoor Collective.**

This is an interesting story as I have gone completely full circle. I was going to school in the Midwest, went skiing for the first time, fell in love with snowboarding, and ended up standing at the counter of a ski shop for a couple hours talking to the owner until he gave me a job. I was a store manager and buyer for almost eight years. My career went on and I held various positions at Burton, Rusty, Nike, Levi's and then Converse. After this roller coaster, I got the chance to take the role of President at K2 Sports. I always wanted to get back into the snowsports industry so I took the chance. We went through some heavy restructuring including the merge of

We have an amazing brand in RIDE which has a great consumer connection and grows every single year and K2 is more and more becoming a performance brand. As I look at the whole portfolio snowboarding is one of our higher growth categories with 25- 30% increases.

K2 Sports and MDV Sports. Today I am the CEO of the newly founded Elevate Outdoor Collective, umbrella company of the iconic brands K2, RIDE, BCA, LINE, Madshus, Atlas, Tubbs, Völkl, Marker and Dalbello.

We moved our investment in raw materials from 3-5 months out to 9-12 months and increase our up-front raw material purchases from 30% to 70%. Having materials on hand enables us to prioritize the production of goods that are most in demand. So we need to make sure that we make really smart decisions on production so we don't get left with too much inventory that we need to discount.

#### **Please take us through the new set up in Europe.**

In Europe, we have a commercial team, led by the GM Peter Kuba. Each of our brands belongs to one of EOC's three pillars, Ski brands, Snowboard brands and Outdoor brands. A respective Commercial Director oversees each of these categories, for Snowboarding it's Andreas Threimer. Our European marketing team is led by Max Anselstetter who takes care of strategy while having some creative freedom in how his team does it as long as it is in line with our global GTM goals. There is currently a lot of change management happening in Europe in order to strengthen the distribution, find synergies and create the best service for our retailers. We are here to win and I have to remind everybody that the seven most deadly words in business are "we've always done things this way" and that's when you know that you're not going to win. If you love what you do in sports it's your responsibility to help unlock and change it.

Personally, I don't wake up and think about a European strategy or North American strategy, I've been trained to operate in a global mindset which gives you a lot more levers and diversity. When the pandemic hit we had the luxury of a diverse portfolio and then we were very fortunate that in North America they kept the lifts running. In Europe when the pandemic hit backcountry went off because the lifts weren't running whilst in North America the lifts were running but backcountry was still going off, so you really have to understand the macro trends that are going on. Building

If we ever get to a point where DTC is becoming too disruptive and takes business off our retailers we would then make adjustments to our plans as that's not our goal.

strategies around a global mindset is I think the smartest way to balance your portfolio and your strategy and most importantly make sure that regions can counterbalance each other. At K2 the solution was to really blow up our freeride segment to drive the business forward.

Our first strategic point is to focus on K2 the brand not skiing or snowboarding, K2 is a skiing snowboard brand and I think if we look at our industry right now, I would say 100% of the top 50 shops driving the business globally sell both products. I think there's plenty of crossover going on again and we're all just enjoying snow. I don't believe people are getting stuck in a segment it's that whole quiver conversation. I ride a lot of different shaped snowboards and splitboards depending on conditions and terrain. The ski and snowboard division is starting to fade dramatically, 100% that's a big unlock for K2.

#### **How's snowboarding performing?**

Snowboarding probably has a little bit higher growth percentage right now than skiing as there is a resurgence

in snowboarding as a result of the crossover influence of skateboarding and new shapes capturing a larger consumer audience. Snowboarding is always going to have a place within youth culture. It has a really tight connection with street culture, it's cool and it's definitely got a lot of energy. There's a lot of movement in a positive direction with females and a lot of unisex products being produced. We have an amazing brand in RIDE which has a great consumer connection and grows every single year and K2 is more and more becoming a performance brand. As I look at the whole portfolio snowboarding is one of our higher growth categories with 25- 30% increases. How long it will last I don't know but it looks good and the sport has a bright future ahead.

#### **So how do you feel consumers needs have changed as a result of Covid?**

I'd have to say on a macro level the outdoor movement is definitely something that Covid accelerated. The dynamics of consumers' habits has changed with many more people now aware of the backcountry, having backcountry equipment and going out in the backcountry a lot more than they have in the past. Many of them are also aware from a quiver standpoint of the need for diverse product for diverse conditions. The flexibility of being able to go snowboarding more frequently than just on the weekends because of the remote working and flexi hours has created a lot of opportunities for the consumer. For a start, there's more purchasing power and more demand for product from someone who now goes 20 days a year rather than a few weekends a year, this drives a lot of repeat purchases.

#### **With ISPO moving earlier what's your view on trade shows?**

The biggest need is regional demos as I don't really see a future for trade shows at the same level as there has been in the past. We've just figured out how to do business without trade shows for two years. On snow demos are very important and they need to take place at multiple times. As much as there is a movement to digital, the importance of being on snow is not going away, it's actually being amplified. When I go to an on snow demo I'm able to sit down have a conversation, maybe do it on chairlift, maybe do it over product, it's just richer real human engagement. I think we're able to drive a richer connection and a faster conversation when on snow.

#### **How was prebook around the globe?**

Pre-book for every brand that has a strong global business is probably the best pre-book that they have ever experienced. With that delivery becomes a challenge. Our industry traditionally has always discounted products in January but we haven't done it for a couple years, it's a really exciting time. We have new participants with multiple different conversations going on and ski and snowboard is strong. In North America it's probably one of the strongest years we've ever had and we are starting to beat pre-pandemic budgeted expectations and are already better than what we forecasted



for 2022. Same for Europe. We are beating 2019 numbers nevertheless I think Europe is still in a bit of a recovery. Snowboarding is doing very well and probably a little bit better than ski in Europe. Japan is stable, driven by more indigenous growth because of the restrictions on travel. China is doing well but definitely not as well as we were talking three years ago when we forecast 300 million participants and the impact of the Olympics. In Asia we haven't seen a full recovery, I think that's next year, but the culture's healthy. Globally I'd say the markets up over 20% globally and we've sold out of a lot of product that was discounted in the past. We all know there's going to be a little bit of a slow down soon, growth might go to 12% but I do not expect it to go down to 3-5%. We are investing now.

#### **How are you dealing with the increased importance of DTC in the market?**

DTC for us is something we've been focusing on but it will never replace retail. We don't have goals to be 40-50% DTC but what we're really focused on is consumer experience. Our product creation process is about 14 months long and by having DTC insights injected during the process we were able to speed up some decision making by 6-9 months. The consumer has already proven that they prefer a shopping experience with multiple different brands in multiple different categories over a single brand experience so regardless of how much a brand wants to grow their DTC a retailer with a strong e-comm business will always outpace the brand. The one challenge retail is going to have is not DTC brands but it's the ecomm business at retailers as we see a massive shift into the digital purchasing of product. If we ever get to a point where DTC is becoming too disruptive and takes business off our retailers we would then make adjustments to our plans as that's not our goal. When the pandemic hit and most retailers reduced orders 20-30% we had to leverage DTC in order to survive, as we still had to go and

spend millions of dollars on innovating and ordering product a year and a half in advance. My goal is for the consumer to arrive at the retailer already asking for the product, giving the shop an easier sell, that's why we amplify digital. DTC is mostly important for us from a consumer experience standpoint, to bring that data into our processes to better understand the marketplace and how consumer engagements are working, so to drive faster sell through for our retailers. All of our brands are going direct in North America and probably by 2024 all our brands will be direct in the Europe region, in parallel with most of the industry. The retailer is still going to be our primary focus strategically.

#### **What's been your biggest challenge over the last few years?**

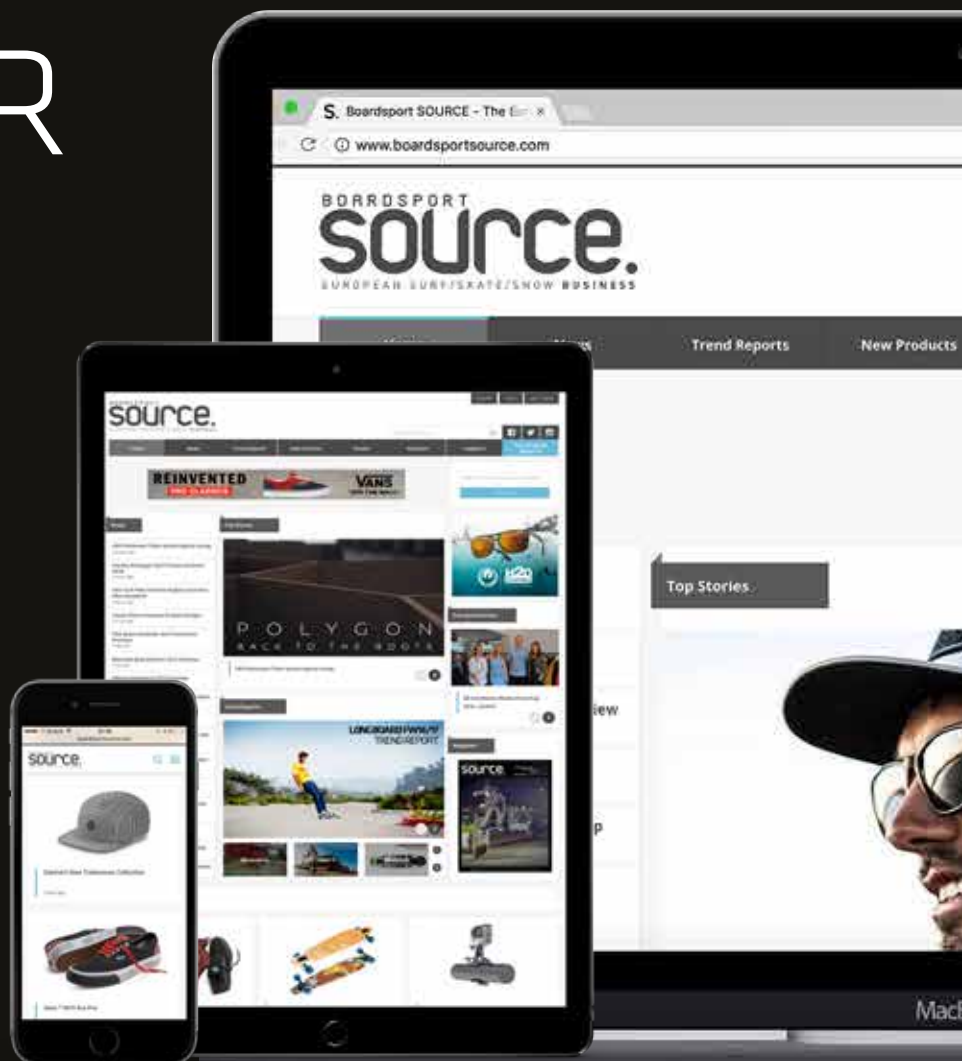
Our biggest challenge like everyone else has been production and logistics, procurement and supply chain. Typically, my role is to spend 25% of my time in this space but now I am spending upwards of 40% just making sure that we're able to service the consumer. We've made a lot of process changes as you have to look at everything a little bit differently and ironically sometimes your biggest disadvantage becomes your biggest advantage. I think our biggest disadvantage was having five manufacturing plants, that's a lot to manage. The first thing we did was to move our investment in raw materials from 3-5 months out to 9-12 months and increase our up-front raw material purchases from 30% to 70%. Having materials on hand enables us to prioritize the production of goods that are most in demand. So we need to make sure that we make really smart decisions on production so we don't get left with too much inventory that we need to discount.

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Portugal's economic situation is getting harder everyday with inflation rate reaching 10.2%, something that hasn't happened since 1992. Retailers, brands and customers are dealing with a new reality trying to fight the 'perfect storm'. Despite all

of this, there's also good news in October with the latest Statistics Portugal report pointing out that the economy grew by 0.4% in the third quarter compared to the previous one and the GDP registered a year-on-year rate of change of 4.9%. With the interest rates reaching 2% the government approved a move that forces banks to renegotiate real estate credit agreements with clients when they reach the effort rate limit.

Retailers are concerned because of the inflation rise and the international economic crisis due to war in Europe. With customers purchase power increasingly reduced they fear a decrease in Fall/Winter sales. Stores located in Portugal's coastal areas where tourism is stronger manage to maintain a positive average of sales, unlike those located in more remote spots that depend only on Portuguese customers are having more difficulties facing this scenario.

This season collection has a similar situation to what happened in Spring 22. Due to production and transport issues late order deliveries slowed down the consumption because summer stock had already run out which harmed sales. There were stores that didn't have stock to make the usual sales season in early September. Another reason is that we had summer time in Portugal until October 15th with temperatures around 28 degrees which slowed down the demand for warmer clothing. As we use to say in Portugal, sometimes there are bad things that come for the good and while some retailers complained about the Fall 22 order delivery delays, those who still had Spring stock took the opportunity to get rid of the last items before the new apparel collection hit the store.

In the surf market at the end of October there are stores with full stock of wetsuits that haven't felt the Fall demand yet. The water temperature is still cool so they're not certain if that's the reason or if it's because of economic issues that makes surfers

## MARKET INSIGHT

have a second thought before buying a new one or maybe keep the one from previous Winter. In terms of skateboarding there are stores with excess stock of hardgoods due to sales slowdown. Apparel has registered positive sales compared to technical gear. In both markets stores and customers feel the rising prices in several products and also on apparel.

ManelSport is a surf/skate shop that opened its doors in 1990 in Santa Cruz beach located between Ericeira and Peniche being one of the first stores of its kind in Portugal. They have footwear, apparel and surf/skate hardgoods from brands such as Volcom, Carhartt, Dickies, Billabong, Rip Curl, Element, Vissla, Vans, Globe, Santa Cruz, Independent, Cariuma, Etnies, Fallen and Vonzipper. Between the end of summer and beginning of autumn the reality was different. "We had a positive end of summer, there was an increase in surfwear sales and given the location we have close to the beach we ended up having that point in our favour", said the store owner, Carlos Dias. However, at the beginning of autumn the scenario changed. "We felt a certain sales stagnation. We already had polar jackets on display and people were still walking around in their boardshorts and bikinis. Now everything is back on track and sales are close to those we had one year ago", he assured. Demand for skateboarding products also had a break over the past couple of months in this store.

Although they did not have serious problems with order delivery delays they felt that some brands had trouble following the plan. And the product price increase is something to always take into account. "There was an increase of approximately 10% we observed at the national level. But perhaps because customers are also aware of the situation the demand keeps going and is understood by most of them."

For this Fall/Winter ManelSport are giving priority to skateboard hardgoods, street and work wear brands to complement surfwear. Despite the difficult scenario in the country and internationally, Carlos keeps a positive thought. "We already count that inflation will affect all businesses but even so I think the surf/skate industry is solid and will continue moving forward", he concluded.

**NUNO PRINCIPE**



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## RETAIL BUYER'S GUIDE

**TECHNICAL SNOWPACKS 23/24**

Savvy customers expect to be safe on the mountain at no cost to the environment. Brands are responding with technical, high quality and sustainably produced snowpacks. By Rocio Enriquez.



Technical Snowpack users prioritise high quality and sustainability in their choices. Only long-lasting products can be sustainable. New sustainable materials are highly appreciated but need to be carefully tested. Quality must not be compromised for the sake of carbon footprint reduction. Technical features are very important. Accessibility, safety and fit make a big difference to your day on the mountain. All brands focus their design on user-friendliness, easy carrying solutions, and wearing comfort. Versatility is a bonus.

Freeriding, descent packs topped the bestseller charts. Bags that offer the essential features for a safe

"Great examples of accessibility are our big front or back opening and the fast ski attachment on the Aenergy ST20-25" Elias Wehrlin, Mammut

day on the mountain. It is the case of Picture's BP18 and BP22 and Mammut's Nirvana 35 and Nirvana 35 Women. Dakine's iconic Heli Series in various volumes remains a top seller 27 years after its first version. Backpacks for Splitboarding and Ski Touring adventures sold very well too. Such is the case of Evoc's Line and Line Pro, Nitro's Splitpack 30, and Mammut's newly launched Aenergy ST collection.

Travel and gear bags have increased their sales. Norrona, who got into luggage recently, reports top sales of their Norrona 120L Trolley Bag. DB's best-selling models are their Hugger and Ski Roller. Evoc has seen their best numbers on their Gear Bag and Gear Backpack.

### NEW FOR 23/24

User-friendliness is at the forefront of developers' minds. Carrying a lot of safety gear only helps if you can access it quickly and easily when you need it. "Great examples of accessibility are our big front or back opening and the fast ski attachment on the Aenergy ST20-25", says Elias Wehrlin from Mammut. Ortovox highlights their fast ski fix, extra bottom compartment, rope exit and ice axe fixation. Rémi Chaussemiche from Dakine says: "We present a huge number of technical features to enhance ergonomic fit, storage organisation and user-friendly specs." They have redesigned their popular Mission Pro backpack to offer plenty of technical details in a pure street fashion. DB has redesigned their Fjäll touring backpack, to produce the new Snow Pro 32L. They stripped out unnecessary features and added a roll top that enables volume adjustment. The result is improved functionality in a cleaner and lighter design. Prism Off Road relies on modularity to offer customisable backpacks, perfect for every occasion. All their packs come with removable back protection. Spinal protection is particularly observed. Evoc keeps pushing their LiteShield protector. It offers the best degree of spinal protection with excellent impact protection. The segmented design allows flexibility in all directions, and it is very light. Dakine also offers spine protector inserts. DB's biggest innovation for 23/24 is their Snow Pro Vest 8L in combination with Safeback SBX. This is an active breathing assistance device to use in case of avalanche burial. "Significantly lighter-weight and half the price of electric airbags, having the SBX in your quiver is a no-brainer", says Hunter Nordhauser. Since this is an extra layer, they add breathable mesh panels to allow cooling. Amplifi aims for carrying comfort with the auto-compression hip belt on the BC. It eliminates all swing weight and optimises weight distribution by tightly wrapping around the user's body. Mammut pays special attention to women's comfort. Their dedicated Women's Fit narrows down and shortens the shoulder straps to sit perfectly on the female anatomy. Nitro has a new adjustable waist belt and shoulder straps, and they have added loops for skis. Picture launches a new product. "We have completely redesigned our snow segment with our brand new Komit range", says Maxime Lemaitre. The Komit.tr 26 has a crampon and ski pocket. They have added a helmet holder (which used to be sold separately) on all the Komit products. A specific tough lining prevents scratches

on the bottom of the pack. Other noteworthy efforts in quality are Amplifi's high quality clasps and zips. Norrona presents their new Norrona XL Ski Bag. It features water-resistant zips, a U-shaped zipped main compartment and smaller organisation pockets. The top and side handles and large wheels allow it to easily cope with uneven terrains, snow or mud.

Research in recycled nylon has produced an array of high-quality alternative fabrics. There is widespread use of recycled fabrics in the backpack category. Amplifi's whole range is made with MIPAN Regen®, which uses 100% reclaimed waste and a PFC free water repellent coating. Each kg of this recycled yarn saves up to 7 kg of CO2, compared to standard nylon. This material provides excellent tenacity and high resistance to tear and abrasion. Picture, who uses recycled nylon since day 1, introduces a new fabric on the Kommit range. The 210D Diamond Ripstop is a light yet strong fabric made with 100% recycled polyester from plastic bottles. The diamond ripstop weaving gives it a very technical look. Norrona builds all their technical packs with Econyl. This is a 100% closed loop regenerated and recycled nylon yarn from pre- and post-consumer waste. Prism Off Road and Dakine also use recycled nylon. DB is updating their pinnacle Ski backpack and vest with a recycled 420D ripstop which is PFC free. It also offers high abrasion resistance while being very lightweight. Mammut continues to use sustainable fabrics which are PFC free and Bluesign approved. Wherever possible and not impairing durability, they choose recycled fabrics. Nitro uses 420D recycled polyester dobby, Big Diamond ripstop, Green PVC, Coal PU and other Bluesign approved materials. Ortovox uses recycled polyester and polyamide, plus aluminium for trims such as carabiners or hooks. Evoc's focus is on longevity. "We focus on light but durable and abrasion-resistant materials", says Alexandra Hlawitschka.

Everything in technical snowpacks is designed with safety in mind, even the looks. Standing out from the white background is important. Neutral colours tend to be dark, accents tend to pop out and prints are popular. Amplifi sticks to their stealth "dark black". DB introduces a "Blackout" colour in their standard powder vest and in the new fabric of the Snow Pro pack. Norrona replaces black for "indigo" and "olive night". Nitro sticks to solid colours with nice details. Dakine's palette is inspired by nature colours. Evoc also features some timeless yet modern, earthy tones with details and accents on contrasting colours. They also offer their "Multicolour" edition, developed every two or three years. The current one features their "World Networking" pattern with grey, black and purple rose. Prints are an important part of Picture's collections.

For 23/24 they offer two new prints. The “Mood” print takes inspiration from the Alpine landscape. The “Freeze” print is inspired by the Greenlandic landscapes of ice-covered surfaces. DB offers a vintage Norwegian anorak inspired red called “Falu Red”. In the Snow Pro Vest 8l, they are offering an undyed “Whiteout” colour.

## SUSTAINABILITY

Reading about materials we get an idea of how important sustainability is. Another trending practice we have noticed is the offer of repair services. Amplifi, Mammut and Picture offer this. To avoid huge transport costs, Picture relies on a network of 42 repair centres globally. Prism Off Road practices a similar philosophy with their modular designs. If a user damages one element of the bag, they can buy that specific element only. There are other approaches to sustainability. Norrona has created a roadmap with a zero-waste goal which all designers are developing are working around. DB's black colours use dope dying to reduce carbon footprint in the process. Their Whiteout Snow Pro Vest will use as many undyed fabrics and textiles as possible. Ortovox confirms that their whole 23/24 collection is carbon neutral and PFC-free. Mammut and Amplifi ensure social responsibility towards factory employees.

## RETAILER SUPPORT

Safety and sustainability drive most marketing stories. Mammut shows how their athletes practice rescue protocols and assess the snow. DB will focus on their Safeback collaboration story. Picture keeps pushing their Upcycling story introduced one year ago. The consumer can create a new accessory just by following the dotted lines inside the backpack. They provide video content to help with the process. Norrona communicates about their use of Econyl and other recycled materials. They aim to drive the whole industry into using more closed loop materials and production processes. Nitro keeps pushing the “Get Out” campaign they kicked off after the pandemic, supported by their Adventure line. Dakine focuses on their renewed Mission backpack.

Brands will support these stories online and in-store. Picture offers POP to support their Upcycling story. Evoc offers modular display systems, with a large assortment of graphics, pictures and product

“We don't want retailers to have a large inventory, we take the risk for them” Ludwig Hargasser, Nitro

information. They also offer soft tools such as 3D logo blocks, mats, and airbag fillers. As for digital, Evoc has redesigned their B2B download centre to make it more intuitive. Picture offers a package of content for every backpack, with images and videos to emphasise their



features. A code in the hangtag directs consumers to those videos. Nitro is constantly improving their media server to provide the best content. They are also mindful about stock, allowing small pre-orders and enabling re-orders throughout the season. “We don't want retailers to have a large inventory, we take the risk for them”, says Ludwig Hargasser. Prism Off Road adopts the same stance. They support their retailer by making sure they keep their margin. Mammut focuses on avalanche education. They have organised courses in collaboration with their retailers throughout Germany and Switzerland.

All brands have felt the impact of costs increase and higher time leads. Some price increase is inevitable, especially if brands want to keep the quality intact. Some practices have helped moderate this price hike. Reserving material earlier, carrying over colourways and absorbing some costs are amongst them. On the other hand, where prices have increased, brands have pushed for an increase in quality and features. Customers might be paying a bit more, but their product is more technical and sustainable than before.



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## HIGHLIGHTS

- 1 Sustainability and quality biggest demands
- 2 Design focus on accessibility
- 3 Widespread use of recycled nylon
- 4 Repair services

# RIDE, PROTECT & SHARE

«Ride, Protect & Share, these three words represent the essence of who we are: a snowboard, ski, surf, and outdoor clothing brand who, while not taking ourselves too seriously, still want to effect change»



## Functional

Highly technical backpack with outstanding features for touring & splitboarding: Back-panel opening, Crampion & skin pockets, Quick access safety gear pocket, Roll-top opening, ski & snowboard stick-in carrying systems

## Comfy & Ergonomic

Enhanced ergonomics thanks to the heat-formed back-panel, PE board & aluminium bar, Ergonomic shoulder straps with stretchy sternum straps

## Eco-engineered

Made with 100% recycled fabric for both shell & lining, recycled buckles, coated with a PFC free DWR finish, this bag also offers too many upcycling options to count when (if ever) it completely wears out.



[www.picture-organic-clothing.com](http://www.picture-organic-clothing.com)

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## **ECOLOGIC: END OF USE RECYCLING**



In France, the recycling system for sports equipment is being steadily put in place. As of 1 January 2022, manufacturers, importers and distributors are all implicated in it. New challenges are to be met by sports industry players who are often already acutely aware of, and engaged in, environmental issues.

France's AGEC law (anti-waste law for a circular economy) has laid the framework for a new "Extended Manufacturer Responsibility" (EMR) system for sports and leisure equipment. So whoever puts the item on the market (manufacturers, importers, distributors), they are responsible for the proper management of the product's end-of-life. This is the "polluter-payer" principle. As with the vast majority of sectors (electrical and electronic equipment, packaging, etc.), the producer can pass on this responsibility to a government-approved eco-organisation. This is where Ecologic come in; the only eco-organisation in France to be approved for this type of product (Ecologic is also approved for the end-of-life management of electrical, electronic goods as well as power tools, etc), putting the system into effect on a financial, operational as well as a technical level.

### **A bit of background**

Ecologic is an eco-organisation set up in 2006. It is a private, non-profit company that has been operating since its inception in the EEE sector (electrical and electronic equipment), gaining considerable experience in the field.

The 'Extended Manufacturer Responsibility' that binds manufacturers and importers of sports equipment is a regulatory mechanism that makes the producer responsible for the proper management of their products' end-of-life. The manufacturer pays an eco-contribution to an eco-organisation (Ecologic) to provide for the collection and recycling of the equipment and accessories concerned (boards, wetsuits, masts, sails, surfboards, windsurfing boards, etc.)

It also provides support for the repair and reuse of products, as well as communication drives and R&D projects which are led by Ecologic.

### **And on the ground, how is it collected?**

Containers will be placed at distributors as well as waste collection centres. Different types of containers are put at collection points to receive and store equipment brought in by the public.

Ecologic is currently setting up a whole network to be able to cover the whole of France in the long term. Similarly, event-style collections will be carried out to create a kind of national grid throughout the country.



## Some figures

The ADEME (ecological transition agency) estimates that nearly 70,000 tonnes of sports equipment (excluding bicycles) are thrown away each year! The first objective is to establish 1,000 collection points by the end of 2022 - this figure should be easily reached. Then, in 2024, 2000 collection points will be placed at distribution centres and 2,500 points in waste collection centres, enabling the eco-organisation to meet its regulatory goals on collecting sports and leisure items, as set out in its mission statement (13,800 tonnes of bicycles collected in 2027, 40,500 tonnes of other equipment).

In addition to collecting and recycling, results are expected from the drives on repair and reuse. In a constantly evolving world, in the face of structural changes to our society and our habits, new behaviours are emerging.

In the same way as for “eco-design”, which remains a major challenge for manufacturers, Ecologic is supporting industry players in their products’ eco-recyclability, in using recycled materials from old sports products for new sports products and in sustainability in general.

With the launch of the Repair Fund, many small and medium-sized businesses will be able to position themselves throughout the country. When it comes to reuse, Ecologic is working with players from the social solidarity economy. Finally, as Public Affairs Manager Quentin Bellet states: “Unlike in other fields for whom recycling and other issues may be new, the world of sport has been engaged in these environmental and climate change issues for a long time, probably more than other sectors.” A positive point that will only help Ecologic to achieve its goals.

## Why and how to comply with regulatory obligations?

In order to comply, you have to join Ecologic. In the long run, manufacturers and importers who do not fulfil their obligations will be liable to criminal prosecution. If you join today, equipment put on the market in 2022 will be retroactively taken care of. This obligation also represents the commitment of an entire industry towards protecting the environment.

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### SWISS

PORTUGAL  
SPAIN  
UK  
FRANCE  
GERMANY  
ITALY

As I write these words, here we are at the end of October, a period that is sadly historic as the hottest October since records began according to météo suisse. Of course, this makes you stop and think at a time when some

people are turning on the coal-fired power stations for fear of electricity shortages, the summer has never seemed so long and the glaciers have certainly never melted so much. Zermatt had to cancel its World Cup ski race on October 30 due to a lack of snow in the finish area, which for information, is at an altitude of 2800m!

Such abnormal weather conditions are really worrying, especially at our latitude. The late arrival of the rain, fog and cold might suit the boardies and flip flop brigade and although it is kind of pleasant, a large part of the population feel guilty about enjoying such comfort. Having said that, we make do with what we have and this extraordinary Indian summer has allowed summer's outdoors and water sports enthusiasts to enjoy their favourite pastimes to the fullest before reaching for their winter gear or buying a new blanket to hibernate in until going out again in spring.

If we look at consumption and visitation numbers in shops in Switzerland, the results are mixed. On one hand, the worryingly gloomy economic situation is being widely felt with a real drop in consumption, while on the other hand, the beautiful autumn has helped to make up for the often tricky summer for our retailers. This small boost from the weather made it possible to make space and a little turnover before the winter deliveries. This is the case for Yan Bosson of SB Sport in Gland, for whom the month of October was better than expected, enabling him to tackle the winter season with composure.

Julien Ayraud, Area Manager at Doodah in the French-speaking part of Switzerland has, like many others, noticed that the skateboard market has dropped off very sharply and that there are now a lot of skateboards in stock, whereas until recently they were selling like hotcakes. Streetwear and accessories sold very well, which means a positive result from the summer/autumn 2022.

The delayed start of winter might coincide nicely with a slight delay to deliveries of winter equipment and although it is much less problematic than in previous seasons, most brands seem to deliver with a few weeks worth of delay, which is good news because we were still swimming in the lake at the end of October. And as Yan from SB Sport says, it's better to be warm in October than to have 15 degrees in December. For the moment, apart from a few exceptions on certain products like some boots and outerwear, the rest seems to have arrived at just the right time to start the season on favourable footing.

Economically, although purchasing power is falling and inflation is lurking, the situation in Switzerland is not (yet) as strained as in our neighbouring EU countries. For the moment, the signs are not that alarming, consumers are showing interest in winter equipment and the buying process does not seem to be compromised, but it does not take much for this to change. As explained in the previous article, the Euro is still weak against the Franc, which is not helping our retailers who are facing serious European competition on prices. Many Swiss shops are saying that they will not hesitate to lower prices from the very start if needs be. While 10% discounts used to be commonplace, even at the start of the season, this time we might see 20% all over the place and right away.

**FABIEN GRISEL**



British brand OOSC are one of the loudest looking brands on the market and we speak with Co-Founder to hear about the brand's origin story.

### **Who are the people behind the brand?**

The brand was launched in 2015, myself and Nick whom I met at university shared the same passion for Après and skiing, turning it into an old school project – the ski suit. What started off as a project, is now an iconic style statement across the world with our retro inspired, epic designs fused with recycled, waterproof & breathable technical fabrics. We are now a team of 9 snowsport loving members who all share the same passion for the brand, our products and everything we stand for.

### **What was the thinking behind the launch of OOSC Clothing?**

We want to bring fun and colour back to the mountains in a sustainable and eco-friendly way. After countless trips across the best resorts in Europe, Nick and I realized the

lack of colour and bold designs across outerwear. Nothing was standing out, making you look twice or asking “where did you get that from?” We wanted to be that brand and it's safe to say we succeeded. Our range of outerwear, especially our ski suits are famous for going bigger, brighter and bolder than anyone else. Designed to make you look good on and off the mountains.

Since our initial idea was born back in 2015, with new developments, updates and designs, we have now sold over 40,000 suits to 110 countries.

Who is your target customer? Our target customer is 18-35 but longer term we are looking to transcend ages and sports as we want to be accessible for snowsport lovers at all ages, levels and skills. OOSC provide statement pieces for



the flamboyant mountain lovers, but we also offer more laid back, stylish looks with jacket and pants in a variety of colour block combinations.

### **What actions have you taken to raise sustainability at the brand?**

All of our suits are made from recycled polyester made from plastic bottles as are half of our jackets and pants. The remainder of our outerwear collection is made from 100% recycled nylon from sea waste predominantly made up of fishing nets. We understand that we need to do our bit to protect our winters and the world for future generations to enjoy as much as we do.



### How is OOSC distributed in Europe?

We have warehouses across Europe to minimize carbon footprint and remove any import fees to end customers. We sell to multiple retailers across Europe already and have several containers that enter the EU via the Netherlands.

### Why should retailers carry OOSC Clothing?

- Sustainability is core to our brand.
- We offer a genuinely unique product, that causes a stir and creates a talking point.
- Our products may look fun but they are packed with

serious tech from ykk zippers to taped seams, top quality membranes and much more.

- Our products are made and tested by riders for riders.
- We offer a large range of products with varied price points to accommodate as many customers as possible.

### Please tell us about your 23/24 line

We pride ourselves in delivering an excellent value for money, quality product to our customers, we listen to feedback and strive to improve all the little details year on year. We improve the technical elements as well durability of our products each year. Our Yeh Man jackets have a 20,000mm waterproof rating and a 20,000mg2 breathability rating as well as a zero carbon durable water repellent. The jacket has a YKK zip covered by a flap held down with magnet snappers for the ultimate protection on snow days, as well as half hand wrist gaitors to keep

your hands warm under your gloves. It also has a removeable powder skirt for deep pow days.

50% of our 23/24 line showcases earthy tones and pastel colour. 50% takes inspiration from retro neon and colour block/contrast styles – truly fitting to OOSC's nature. The brighter statement pieces are inspired by the early days of snowboarding and snurfing. Get ready for what's to come!

We have some real retro inspired jackets in our After Party range and our super popular Snowpark jackets are back again!

We are bringing out 6 new colourways of suits as well as reproducing 12 of our best sellers.

We also have a female fit bib that has been worked on over several years in order to get the perfect fit for the female rider! ☺

## RETAIL BUYER'S GUIDE

**SPLITBOARDS 23/24**

Undoubtedly, the pandemic fuelled significant growth in the splitboard market throughout the past two seasons. Now, as an energy shortage stands to increase the price of lift tickets – and simply getting to the mountain – will splitboarding continue to blossom and benefit from a market free of excess inventory? While waiting for the white gold and answers to our questions, let's get a preview of what the industry will bring to the table for next season. Ladies and gents, welcome to next winter's Snowboard Splitboard Hardware 23/24 Retail Buyer's Guide, brought to you by **Matthieu Perez**.



When it comes to the stability and continuity of its business, 23/24 is shaping up to be another strong year for Rome, who isn't making any major changes in its approach to the splitboard market for this season. Matt Stillman confirms that the brand continues to offer just one board, the Uprise split. It features the same carry over graphic it did when it first came to market.

West is remaining true to the approach it has benefited from in the past. The brand has enjoyed success in this segment of the industry, thanks, in part, to the high mountains and alpine market that shape its surroundings. David Lambert states, "We increased and renewed our range for the current season and will consolidate the existing products."

"We have created a focused supply chain team to manage through the constant changes and obstacles brought on by the pandemic. All the attention to detail in our process and factory environment has improved our efficiency and the quality of our boards...so there is a silver lining to all hell breaking loose on the daily." **Pete Saari, LibTech**

Dupraz remains true to its original approach of being produced in a country committed to democratic values and a respect for the workers producing the brand's boards in its European factories. Serge Dupraz, legendary snowboard wizard, adds, "Social rights means something to us. Cultural knowledge of

what these workers are producing is also key for us, as resorts are less than one hour from the factories. We are very proud and happy to have made these choices in the past and when we are now entering our twentieth winter!”

At Slash Gigi Rűf has been tinkering with his splitboards, but has dialled the Brainstorm & Vertical splits to his likings, so retailers can expect the same premium boards made with high-end beech and poplar wood cores plus ice-slicing Traction Bump, but with updated graphics for some freshness in 23/24.

Given the overall context and increasing prices for lift passes, Amplid believes splitboarding will continue the same growth it's enjoyed the past few seasons. According to the brand's founder, Peter Bauer – who has led the charge the past decade in developing some of the most advanced snowboard technology and designs – the brand will add a few lengths and new models to its existing line-up to meet this ongoing demand.

Brands that are newcomers to the splitboard scene, such as Nidecker, are also hyped. As Antoine Floquet says, “Winter 23-24 looks very promising! We just introduced our first splitboard in the Nidecker line this season (22-23) and pre-orders went very well. And by the way, our Escape Split just won Whitelines Best Splitboard Award. We're so stoked, so grateful for a first year launch and the first split in our line!” What a start!

“When I launched the now mythical D1 in 2003, I directly chose the carryover approach. No one was doing that.” Serge Dupraz, Dupraz Snowboards

For many others, an ongoing dedication to a model or trend has been the way to go. Both global snowboard manufacturers and split nerds keep pushing the envelope by simply supporting the cause. Mervin Manufacturing – the parent company of Gnu and Lib-Tech – is part of this crew. Gnu's head designer and spirit animal, Shawn Bishop, loves to earn his turns in the terrain near the Mervin factory. Undoubtedly, this passion helps shape how the brand approaches the splitboard scene. And thanks to this passion and lessons learned from the pandemic, Mervin claims it's stronger than ever. According to Mervin Founder and VP of Creativity Pete Saari, “We have created a focused supply chain team to manage through the constant changes and obstacles brought on by the pandemic. All the attention to detail in our process and factory environment has improved our efficiency and the quality of our boards...so there is a silver lining to all hell breaking loose on the daily.”



Brands that are more splitboard-specific and specialized have been especially grateful for the ability to do their own manufacturing in order to quickly adapt to new challenges and be flexible in an ever-evolving market. According to Spark R&D, this approach has proven critical, allowing the brand to continually problem solve. Karakoram shares this sentiment and envisions 23/24 to be the first year the brand can feel settled into its new headquarters. Kyle HansenKahn can finally see all of the production improvements and product developments the brand has been working on come into play. Game on! Chamonix-based Plum – another member of the community of brands that focus on making bindings for the splitboard community – also firmly believes in the value of controlling its own manufacturing. The brand proudly asserts, “Our products are locally made, most of the parts are made in-house, which allow us to be flexible and reactive.”

True to its name, Easy Snowboards aims to keep things simple with an approach guided by the belief that the product should do the marketing. It aims to keep its products intuitive and affordable, which the brand believes can help it better adjust when the shit hits the fan.

### SMART OR DIE!

If there is a single product category in snowboarding where developing carryover models was more than a trend or a temporary solution, it is undoubtedly splitboard hardgoods. While sales went through the roof in Europe during the pandemic, brands were still able to smartly manage their collections and inventory by simply keeping products and pricing in place in order to enjoy the momentum.

Pioneers like Serge Dupraz states, “When I launched the now mythical D1 in 2003, I directly chose the carryover approach. No one was doing that.” This



approach must be working, as Dupraz notes, “We’re sold out on our carbon splits. Facts speak louder than words.” For Capita, Mark Dangler explains, “There was no carry over in our solid board collection besides our Neo Slasher splitboard. We feel this has been a successful approach for us over the past two years, but we will bring a new split this year!”

“We’ve decided to make a statement and say that some carry over is here to stay. The industry has long been dominated by this churn and burn of topsheet graphics that obsolete the previous season’s boards and destroy margins while driving unnecessary consumerism and impact on our planet.” **Sean Eno, Weston**

West’s range was fully renewed for 22/23, so its splitboard range will be carried over in its entirety for the 23-24 season. Stranda is also firmly committed to carryover products, believing that aesthetic updates should simply be tied to technological advancements. According to the brand, it believes in “Changing topsheet designs if there is a big change in construction. [Any changes in construction] need to be reflected in a new design.” Amplid takes a similar approach. Approximately 50% of its boards are two-season models. The brand was already using this approach prior to Covid. It helps retailers keep the value of their inventory and avoid a price deathmatch right after Christmas. Endeavor’s Patrol Splitboard has

been a carryover model for three seasons now and continues to be a mainstay in the brand’s timeless Legacy collection. Lib-Tech has always been a build-to-order company, but it has a few carryover products, primarily in the splitboard category. Rome aims to offer the best possible split it can at an affordable price. The brand determined the best way to do this is by creating a carryover model that attempts to be timeless with regards to its graphic, shape, tech, and price. For 23/24, Borealis will continue the same carryover strategy it’s been following for the past ten years, except it will now set a two-season lifespan for each graphic.

For 23/24, Never Summer is carrying forward many of the splitboard shapes it offered last season. It is also currently testing a triple camber Proto FR splitboard and will soon make the final decision on its production.

Easy is also committed to offering carryover models as a way to help retailers maintain healthy margins. The brand ensures its splitboard models are in the line for a minimum of two or three years. Similarly, Spark R & D aims to play things safe. The brand anticipates that 23/24 will be an equalizing year after the sharp increase in demand for splitboard gear during the past couple of seasons. Spark expects splitboarding’s rate of growth will slow so the brand’s upcoming 23/24 collection will be based around carryover products. After making its debut this season, Nidecker’s Escape



**SPARK & D**  
The splitboard binding company.

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Split will be a carryover model for 23/24. Yet the brand is currently working on technical advancements and weight reductions for 24/25.

Sean Eno at Weston offers a strong summary of how carryover products are redefining the industry. He asserts, “We’ve decided to make a statement and say that some carryover is here to stay. The industry has long been dominated by this churn and burn of topsheet graphics that obsolete the previous season’s boards and destroy margins while driving unnecessary consumerism and impact on our planet.”

Yet not all brands are firm believers in carryover products. As Ride’s Linnberg states, “If you sell out, you don’t have to carry over. New split pig graphic this year!”

When discussing the state of the industry, many brands are quick to emphasize the importance of brick-and-mortar retailers—and their growing commitment to support these shops. According to Gnu, there is nothing like the cultural experience and fun of going to your local shop to talk with the crew, touch the latest toys, and determine what products are right for you.

For a premium product like the splitboards made by Telos, brick-and-mortar retailers are especially important. Jones feels the same way. According to Seth Lightcap, “As we know, our customers look to

our dealers for expert product info specific to the local terrain and snow conditions.” However, the brand’s e-commerce business continues to grow, and especially in Europe where it started selling direct in 2022. For Enfuse, it is crucial for customers to see the brand’s binding in person. Consequently, it’s trying to find more customers from brick-and-mortar retailers, even if most of its sales are currently via e-commerce.

Stranda is also quick to emphasize the importance of brick-and-mortar retailers. It has observed that shops with passionate owners and staff who carry all sorts of backcountry equipment are by far the best way to grow splitboarding and sales. But it also realizes that direct-to-consumer sales are just getting stronger. And one of the reasons for the sustained growth of ecommerce, according to Gnu, is that some of the best retailers do both brick-and-mortar and online sales.

Still, Gara suggests that traditional board shops are not ideal for selling splitboards. Ota Tyl argues, “Our partners are primarily specialized in splitboarding and dedicated to its development. A splitboard is a complex and more complicated product than a snowboard. The mix of components and the final setup is the basis of customer satisfaction. The next direction for us is to work with partners who have their own market and their own vision of splitboarding.”

### **GREENER THAN EVER?**

On the sustainability side of things, diverse approaches continue to emerge. First and foremost, “The best rubbish is the one we do not produce,” hammers Serge Dupraz. “Our choice of making super-long lasting boards is also part of our environmental approach and commitment towards our customers.” David Lambert at West builds on these sentiments, offering “100% sourced and produced within EU may be the best you can do in terms of [reducing the splitboard industry’s] carbon footprint – High standard product with the best quality raw materials for the longest-lasting boards... consume better and for longer. To be explained to the green washers please!”

Spark R&D is constantly evaluating its manufacturing processes to lessen its environmental impacts. Marketing Manager Dan Ventura explains, “Approximately 12% of our electricity use comes through our solar array. For the remaining energy, we purchase carbon credits equivalent to our use, to fund the Northern Great Plains Regenerative Grazing Project.” Nitro is calculating its current CO2 output with Climate Partner to inform changes to its material choices, production processes, and shipping. Nitro’s goal is to reduce its CO2 footprint even more and compensate for the rest by supporting Climate Partner projects.

FLUM  
splitboard

RIDING,  
FREE-MINDED..



For Head, every step counts and sustainability now plays a role in every decision the brand makes. It is also working on making these steps more transparent for its business partners and consumers.

At Jones, Lightcap offers, "Our commitment to producing the most responsibly made splitboards we possibly can only grows stronger for 23/24. We will introduce several new sustainably-made materials in 23-24, including a revolutionary new snowboard recycling process that allows us to use materials from old snowboards to make new splitboards."

Many movers and shakers are zeroing in on the details, carefully considering the impact of each material they use. Rossignol has transitioned 80% of its splitboard woodcores to FSC-certified production. The brand is also working to reduce the impact of its topsheets, bases, and artwork, eliminating the traditional processes that typically take a heavy toll on the earth. Instead, it is using treatments that rely on DDP, sublimated designs, or diecut bases. Rossignol is also using a 33% bio-based epoxy and its boards feature sidewalls produced from the factory's scraps. According to Rossignol Snowboard Product Manager Arnaud Repo, the next frontier for the brand is rooted in "Resin, inks, bases, and, most importantly, the analysis of the contribution of our product life cycle stages to the overall environmental load." According to Borealis Founder and Owner Ben Hall, sustainability is a core component of the brand's identity. He offers, "At Borealis, that's what we specialise in: offering high-performance, ultra-resilient splitboards made as sustainably as possible using any alternative material at our disposal, from bio-based topsheets to biodegradable organic wax." Gnu uses low VOC plant-based bio resins and water-based sublimation inks and recycles all of its wood dust into compost.

Brands are also asserting the importance of products that are manufactured locally and that are easily repairable. Enfuse tries to produce most of its binding parts locally to reduce its impact, and makes its bindings from high-grade materials so they last as long as possible. Most of the brand's parts are interchangeable so customers can repair their bindings instead of buying new ones. Plum is also committed to creating bindings that can readily be repaired. Jérémy Deya, sales manager, explains, "We definitely want to reinforce the repairability of our equipment [by offering] all the spare parts necessary to fix the bindings, which is the priority when it comes to sustainability. For the rest, we will stick to our DNA and philosophy of producing locally in France but still try to find new opportunities."

Last but not least, production facilities themselves play a crucial role in reducing the industry's impact. "Talking about sustainability in snowboard production

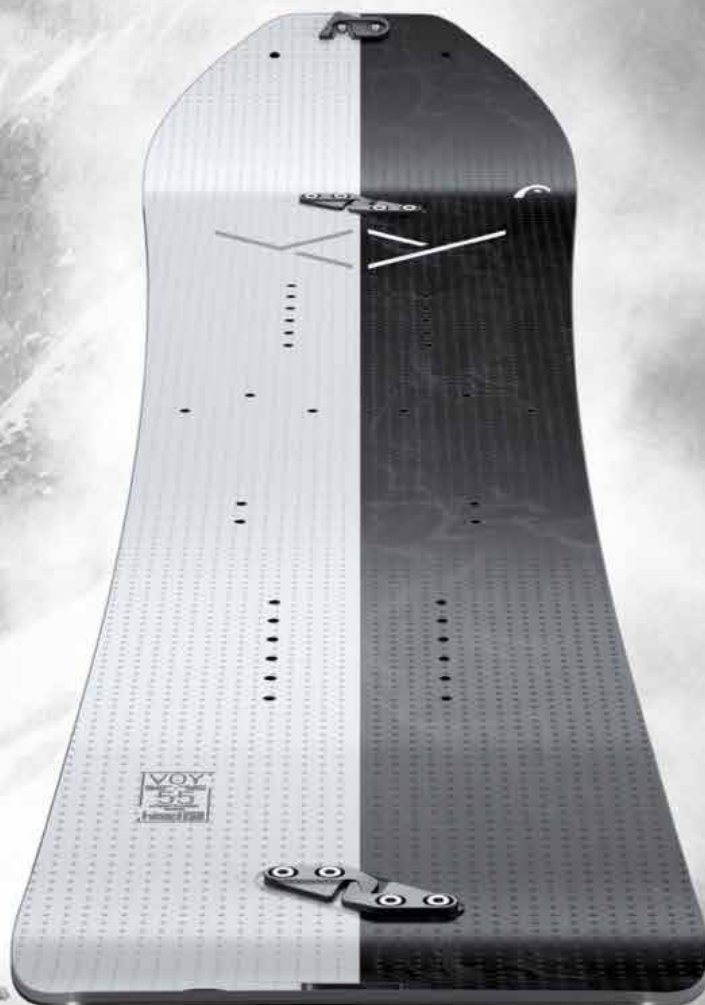
is a dangerous terrain and as a Chinese production facility [in existence for] 35 years, we're always trying to optimize our environmental footprint," offers Kolja Grischa Keetman, Telos European sales manager. Capita continues to reinforce its deep commitment to reducing its impact. "Our commitment to clean-energy-powered manufacturing at The Mothership remains as strong as ever," explains Dangler. "Last year we implemented a significant solar install on the roof to improve the efficiency of the building's ability to self-generate the energy needed in production. We are expanding on certain sustainable materials used in our collection and we are also finalizing the process to be a certified B-corp." Pedal to the metal!

## WHAT'S HOT?

Despite the abundance of carryover products, there's no shortage of new developments and emerging trends within the industry. According to Lightcap, "23-24 is shaping up to be a huge year for the Jones splitboard line. We will introduce two brand-new split models, two completely redesigned split models, and significant new performance and sustainability focused tech." Amplid is continuing its quest for the lightest splitboard on the market. Its carbon construction in combination with the brand's patented Stratospheric Topsheet make Amplid splitboards some of the lightest on the market. For Head, lighter boards is the name of the game in 23-24 so the brand is using its LYT Board Architecture in the VOY splitboard, which includes a new lightweight poplar wood core design. "This weight reduction transfers into boards that are light, yet long-lasting and full of power," affirms Katharina Acham. Nitro has worked on both ends of the price spectrum with its splitboard line. "The Vertical, our super lightweight splitboard designed for the high alpine explorer, just won the award of Best Skinning Splitboard. On the other end of the offering, the NOMAD and VOLTA both set the mark for being one of the most—if not the most—affordable splitboards in the market," explains Product Manager Florian Lang. Korua will be introducing the new Pro clips and hooks from Union bindings, which allow for finer adjustments. Korua's Plus line splitboards now feature a snow repellent topsheet but still stick to the brand's well-known colours and designs.

Weston is stoked to drop the Carbon Riva Splitboard, as it will fill a void in the market for riders of smaller stature or with smaller feet. "This is a category of rider that is predominantly populated by our female shredders out there who are underserved when it comes to ripping gear. We will be releasing one the first, if not the first, mass-produced carbon splitboards for smaller and female riders with the size range dropping to a 150," says Marketing Manager Sean Eno.

VOY



## EASY SPLITBOARDING.

An outdoor experience is never just black or white - once you set up your gear, it doesn't matter if you go for the descent of your life or simply enjoy nature while hiking up a rolling hill after work.



head 



Splitboard bindings – and how brands are approaching their production and distribution – are also continuing to evolve. Last season, Rossignol created the Escaper Splitboard Multientry and will continue to offer it for 23/24. The Escaper is a more affordable splitboard binding and stems from a collaborative effort with SP – the Austrian-based binding company – and Salt Lake City's Voilé. Enfuse's strategy places a strong emphasis on selling pre-orders and using them to inform production, ensuring they have little excess inventory. Currently, Enfuse is working on two new bindings, one of which will debut in 2024 while the other will arrive in 2025. Both are now in their testing phase. In the meantime, the brand has developed new lightweight straps, upgraded its orbital locking system, created new designs for its heel risers and hexagon highback angle adjuster. Plum developed a new "WOR" (walk or ride) system for the Eterlou's highbacks. This system allows you to better adjust the angle of the bindings and is tailored to the unique needs of splitboarding. Karakoram is introducing its new Wayfinder binding, which is specifically designed so that riders with smaller feet don't feel like an afterthought. The brand is also benefiting from new materials. Karakoram explains, "Carbon Nyolite has allowed us to make big strides with weight savings that don't sacrifice performance. It is incredibly light without making big compromises on stiffness."

Gara has spent quite some time working on a new splitboard binding design, the Solo. According to Ota Tyl, "The Solo binding effectively transfers the force from the binding to the splitboard and prevents the ski from moving. The base plate and parts are CNC machined so they are solid. The straps are from a quality supplier, super light, and comfortable. We are very happy with the result."

And another band joins the gig, Ride has made a whole new splitboard binding. Linnberg affirms, "It's AWESOME. A-BC. It will work perfect on your split pig. Or other boards if you are still saving up to get a split pig."

Nitro and K2 are also debuting two boots that stand to be of interest to splitboarders. Nitro's popular Skylab TLS boot has received a women's counterpart: the Ronda TLS. According to Nitro, it's the brand's most anticipated new boot model. With a focus on adventure and versatility, it offers all-mountain, resort-driven comfort and fit, as well as all of the features needed for weekend splitboard adventures to escape the crowds at the resorts. K2's new Waive Boot features a walk mode supported by BOA that can enhance efficiency when skinning.

Now that you've peered into splitboarding's crystal ball for 2023/2024, it's time to get outside and explore everything Mother Nature has to offer. Cheers to a great season and stay safe.



Visit our website to see in depth brand previews of this category.

**BOARDSPORTSOURCE.COM**

## HIGHLIGHTS

- 1 Carry-over key
- 2 Freshness from some
- 3 Eco where possible
- 4 Durability is key



Victor de Le Rue  Jerome Tanon

## Equipment you can trust

We make gear you can trust when pushing the limits. Jones gear is high performance, responsibly made equipment built for chasing dream lines.



# THE SUCCESS OF THE SURF INDUSTRY IN THE FRENCH BASQUE COUNTRY



Surf is a Basque Country heritage, having attracted for many years both surfers and the surf industry to the region.

What does the Basque Country offer that other destinations don't?

When surfing was first introduced to the region in 1957 in Biarritz, it was by Hollywood film producers. Then the first Australian brands set up offices in the late 70's, because their brand's leaders appreciated Basque waves such as Lafitenia and Parlementia. The brands have developed their Basque dream, a local way of life. The surfing lifestyle was for years the main axis of communication for these brands and helped them to attract very talented people. Since the 80's Most of the skilled people who arrived in the Basque Country have come because of the waves and to live in houses next to famous surf spots. It makes the Basque Country the most concentrated place in the world for surf industry talent. In California, the workforce are spread along the coast from San Diego to Santa Cruz and in Australia, from Perth to Torquay, to the Gold Coast. Here in the Basque Country, brands take fill the 30 kilometres between Hossegor and Hendaye.

**We know surf and surf tourism is a big industry in the Basque Country. Can you share some facts and figures please?**

In 2022 tourists spent approximately five million nights in the Basque Country and tourism is still growing very fast. Most people come for surf (surf tourism, surf lessons, work seminars with surf

sessions). B2B tourism is also growing fast with seminars and sales meetings organized in Biarritz for big companies from USA, England, Germany, Italy and Spain. Each year fewer are coming for golf and more and more for surf. Many companies have discovered the Basque Country through sales meetings or business holidays. And then through Basque Invest, we explain how it is possible to set up an office and employ local people.

The face of tourism changed dramatically since the pandemic. With More Air BNB's we have more digital nomads coming to Biarritz to work as remote consultants or employees. They stay for longer and rent for longer.

**How have surfers coming to the Basque Country changed over time?**

We have three different categories of surfers coming to the region; the employees of the surf industry, surf tourists and digital nomads staying for months. The last category is very new and has changed the face of tourism dramatically since the pandemic began. As most of the countries have been locked down, digital surfers came to enjoy surf spots and live next to the beaches during the pandemic. Increased numbers of Air BNB's have allowed more and more digital nomads to come Biarritz to work as remote consultants or employees. They also stay for longer and rent for longer.

**And what are the needs of today's surfer?**

Good transport and information networks for work, empty clean surf spots, good availability of

[BASQUE-INVEST.COM](https://www.basque-invest.com)



technical products from surf shops and last but not least, a great life balance.

**There is more competition for the global surf business than ever before. What does the Basque Country need to do to keep its leading edge?**

From the late 70's until 2008 the Basque Country had been the easiest place to set up a business for surf brands. Since then other locations have become competitors for fiscal or logistical reasons. We are now working on programmes that will assist decision makers in choosing to keep coming to the area. The concentration of surf industry workforce is still the best reason for brands to come to the Basque Country.

**How do you see the surf industry adapting to meet the sustainability business challenges?**

It is becoming increasingly important for surf brands to be more sustainable, as end customers are asking for more sustainable products. New regulations are coming from the European commission covering product recycling and end of life. And brands need to design products that have less impact, particularly if production remains in China. But we see more and more young entrepreneurs solving these problems and innovating in particular, in wetsuits and board production. This will provide some opportunities for

local production and create more jobs in Europe. It will push heritage brands to innovate every day and to follow the trends of a more circular economy, rethinking their distribution processes and the end-of-life requirements for their products.

**How can you work with other surfing destinations to ensure a stronger surf business?**

I personally took part in the first Taghazout Surf Expo in early November to meet Moroccan brands and examine with the local government how brands could collaborate to produce for local markets and how to create and bring together more sustainable surf destinations. In the past, big mistakes have been made and we now need to share best practices. We had an incredible time there and hope to see this event grow. We are going to ISPO Munich to meet European suppliers and start-up companies from Germany, UK, Italy and Eastern European countries to discuss innovation and sustainable development in the action sports industry.



# SAXX

## SAXX



SAXX launched in North America in 2006 and now available in Europe we caught up with International Sales Director, Tom Helleberg to find out more about their BallPark Pouch™ technology and how the brand is gaining serious momentum globally.

**Please tell us some facts and figures on SAXX since its foundation.**

Founded in 2006, SAXX has revolutionized men's premium underwear with our patented BallPark Pouch™ technology – a hammock-shaped pouch built into each pair which our customers refer to as “life changing.” SAXX product designs have since expanded to include comfortable, premium, high-performance men's apparel tailored to support an active lifestyle.

With over 5,800 retailer partner doors across North America, UK, Europe, Japan, and Australia, SAXX is actively extending its brand reach globally.

**Why has the brand been so successful?**

It all started with a founder who was an entrepreneur, an avid outdoorsman, and college

baseball player. He was simply tired of having his underwear be a constant source of discomfort in challenging outdoor conditions and when playing sports. While on an extended fishing trip in Alaska he developed the concept of a product feature that could solve this discomfort. He took inspiration from his passion for baseball and the design of a catcher's mitt to develop the unique feature that would become the BallPark Pouch™ and the eventual foundation of the SAXX brand.

At SAXX, we are obsessed with the comfort of manhood that is revolutionizing the men's underwear industry. SAXX underwear keeps guys comfortable, confident, and ready for action in any situation, thanks in part to its BallPark Pouch™. The brand is one of the fastest-growing men's underwear

companies and is poised for growth beyond the underwear market, as we incorporate our BallPark Pouch™ technology into other categories such as activewear, sleepwear, and swimwear.

**What has been the best-selling product in the line over the last few years and why?**

We develop products with specific use in mind and as a result we have several consistent winners.

The VIBE SUPER SOFT - For everyday use, this style features a super soft viscose fabric with just the right amount of Elasthane to provide subtle compression and support. You can wear



the VIBE to the office or the gym after and you'll be comfortable in both situations.

The KINETIC LIGHT-COMPRESSION MESH – Designed to provide added compression around specific muscle groups, the KINETIC is constructed with additional panels, slightly more Elasthane, anti-odour fabrication, and the BallPark Pouch has a slightly modified design to provide additional support for high intensity sport usage.

The QUEST QUICK DRY MESH – This style has become the go to favourite for the outdoor and travel user. The QUEST is constructed with an exceptionally comfortable nylon and polyester blend



mesh fabric that is moisture wicking, quick drying, cooling, and odour resistant. This design allows you to pack light and wash and dry on the go.

All of our underwear also features our unique Flatout Seams, and 3-D Fit design for minimum friction and maximum comfort.

### **What technology are you most proud of introducing?**

The BallPark Pouch is our single most important differentiator and is definitely the most compelling reason for a new customer to try SAXX. The experience is truly "life changing". Having said that, we have several new innovations to announce in the coming months.

### **How do you market your brand in Europe?**

We market SAXX in Europe through events, PR agencies, selective print and digital advertising, social media, strategic partnerships with key retailers, product seeding, consumer and trade events, and artist and athlete



collaborations. Occasionally we get a little extra help and media coverage from celebrity fans such as Jaime Oliver (thank you, Jamie!).

Word of mouth has been one of our most powerful marketing tools and ultimately our goal is just to get a potential customer to try the product. At the end of the day the BallPark Pouch from SAXX provides such a unique experience that users are compelled to return to buy more and love to share their experience with family and friends.

### **Why should retailers carry your brand?**

SAXX delivers a unique and extraordinary product experience to consumers while simultaneously solving many of their comfort related problems. Our research shows that most first time SAXX purchasers will return to buy additional pairs and typically convert their entire underwear drawers to SAXX within a short time. ©

## UK

FRANCE  
GERMANY  
ITALY  
SWISS  
PORTUGAL  
SPAIN

“The last hurrah”

Well – that did not last long, did it? The Prime Minister I mean... in the last issue I mentioned that we have a new PM. Now I am writing this article and it seems that we

another new PM... and a new Chancellor, and a new... I wonder what the next issue will bring? Looking at politics in the UK you could not write a better plot for a Disney cartoon.

“Inflation is too high. High energy, food and other bills are hitting people hard. If high inflation continues, it will hurt everybody.” This is the Governor of the Bank Of England stating the bleedin’ obvious! He goes on to predict that the longest and deepest recession for 30 years looks likely. The pound is in the toilet – expect price rises.

The Brits are a stoic lot but there is only so much we can take. Whilst winter business looks good there are early signs of people tightening their belts. As the owner of a Pub/Restaurant we can see the early indications of inflation and belt tightening – beer is going up and sales are going down. The consumer is scared - they simply do not know what is around the corner and the lack of predictability, lack of stability are the curses of every business and every household.

The war in Ukraine continues (F Putin), energy giants continue to profit, food price rises are rampant, mortgage rates on the rise... nothing feels stable right now.

But let’s hope that the winter enthusiast, many of whom have not had their ‘snow fix’

for a few years, will flood back to the slopes. At the time of writing this (November) the snow Gods have just started to deliver some tempting signs but the unseasonably warm start to winter will not have helped get the consumer mindset in the right gear.

Warm or not, in the UK there are still winter enthusiasts gagging to get it early. “Customer footfall is good.” This is Darren at The Snowboard Shop, Fleet. “It really picked up towards the end of October and is continuing to be good in November – both instore and online are good so we’re definitely not complaining.”

Are people put off by the price rises? “Honestly the price hikes affect me more in the way that I buy. Right now, customers appear to be in a grab-it-while-they-can mode. And they’re not asking for deals which is great. Our old customers know how we operate and new customers are just happy to find a real snowboard shop.”

The historical dreads for independent bricks + mortar stores are showrooming, discounting and Black Friday. “Well, actually it’s pretty good at the moment. Showrooming has all but stopped, people asking for a discount is diminishing and whilst we do not participate in Black Friday it does bring people into the store... and once they’re in the store it’s up to us to do our bit.”

So your optimistic then? “Yeah – I really am – for this season anyway. People are booking longer holidays, they’re fed up and feel that they deserve it, and they’re buying new kit to enjoy. It’s going to be a good season. Honestly my biggest concern is for the following season – I’ve seen some of the price rises and I am not sure it’s sustainable.”

And the summer season... how was that? "Oh – that's another story. Pretty bad on skate – we've basically been just running the stock down. We were so over-stocked but hopefully have resolved most of that now. Orders with suppliers for next year will be really low. It's slow, very slow. And SUP did not really happen how we wanted it – all in all, a pretty crap summer."

We can't have everything and by now we all know that the summer was not what we wanted – but at least there is some real optimism for the coming winter.

Matt from Absolute was also glad to be heading to the winter season and with a slightly different view of the summer: "It was OK and we were surprised in some areas but come August it fell off a cliff. It stopped."

And now we are heading to winter? "It's been a slow start, but I am really optimistic. Hopefully this will finally be the return of a real winter season for us all. I certainly hope so. The early signs would probably be a lot better if deliveries were not so sporadic. The supply chain seems to be fractured with so much kit arriving in dribs and drabs. At the same time brands are asking us to place pre-orders for next season! When we've not sold anything from this season that's a tall order and a recipe for disaster." (Interestingly Darren had exactly the same observations to make). Matt continued "We've not had a 'normal' winter for years so we have no recent knowledge of the new post-covid winter. It's certainly not going to be easy to buy with any degree of certainty."

Any other pressures? "Recruitment. We simply cannot get the staff – that's the biggest single issue. Finding enthusiastic, knowledgeable, passionate people seems to be impossible. Anyone want a job?"

There's something Matt said that I have not quoted above because the next phone call was to Angelo at S2AS in Poole who had exactly the same thing to say – almost word for word. "I think this winter season is the last hurrah. People are fed up. They know that crap is around the corner. They've not been boarding for a couple of years and they're just saying 'fkit' it's time to go and enjoy."

Is it sustainable? "No it's not and the following season is going to be bad. That's my view but right now we need to make hay." Any particular kit selling well? "Mid and upmarket stuff is moving but we don't have the newbies – that could be the time of year rather than anything indicative. We're ever hopeful."

And your summer? How was it? "Simple. Wake was great, kite is dying and SUP is well and truly dead." Succinct as ever.

So two retailers believe that this winter will have a 'last hurrah' flavour to it with a poor follow-on season. Angelo concludes: "Don't get me wrong – I'm happy to get the money in the till now, but caution will be my watchword when it comes to buying for 23/24."

Given the state of the British economy, the state of British Politics and the state of the planet I do wonder if we are going to experience our 'last hurrah' in many different ways. Let's hope that these guys are right and wrong... right that we are going to have a great winter season and wrong about the follow-on season.

Could we possibly hope that Putin has his last hurrah sooner rather than later? F Putin.

**GORDON WAY**

# NEW PRODUCTS

## 01 / ORAGE ALTITUDE GILLTEK™ JACKET

This versatile insulator is designed to be worn all day during stop-and-go activities without overheating or freezing. Combining ultralight Primaloft Active Gold and Gilltek baffles filled with recycled Thermoplume, the result is a game changer: optimized breathability with the best warmth-to-weight ratio of any jacket we've created. Plus, it's highly compressible and comes with a stuff sack to pack away small for trips, trail and travel.

**ORAGE.COM**

01



## 02 / STANCE BLUE THE GREAT MUMMY WRAP WINTER SOCK

Blue the Great is a Los Angeles-based artist whose colourful, clever, hip hop inspired paintings have caught the eye of such notable tastemakers as Jordan and Top Dawg Entertainment. For his first collection with Stance, Blue took shades of his iconic "unFun" Mummy Wrap and put 'em to work on a pair of exclusive premium Snow performance knits. Featuring our all-new FreshTek™ technology to keep you moving in comfort.

**STANCE.EU.COM**

02



## 03 / POC ALPRIDE E2 ELECTRONIC AIRBAG SYSTEM

The new Alpride E2 Supercapacitor System stores the energy released when the airbag is deployed. When the supercapacitor system is triggered, it drives a fan to inflate the airbag. Storage and release of energy happens based on an electromechanical process rather than a chemical reaction as occurs in rechargeable batteries. The new unit is 40% smaller and 25% lighter than the existing system.

**POCSPORTS.COM**

03



04



#### 04 / DUPRAZ D1 5'5 SNOWBOARD

At Dupraz they have been snowsurfing since '83, (and invented carving along the way) so you could say they know a few things about shaping game-changing snowboards. This is the D1 5'5+, their best-selling board since 2003. It's a top tier all-rounder board that will unlock a new dimension for you in all conditions, on-piste & off!

**DUPRAZ.FR**

05



#### 05 / GIRO OWEN HELMET

The Owen spherical features a minimalist styling married to Giro premium innovations like their spherical technology™, powered by mips® and their newly developed stealth adjustable venting system that lets you control air flow, but puts the control inside to keep the aesthetics intact. The in form 2 fit system adjusts sizing and fine-tunes the vertical fit of the helmet on the go.

**GIRO.COM**

06



#### 06 / POW VERSA INFINIUM FLIP MITT

If you've ever suffered from cold, wet hands because you had to take your gloves off to do literally anything, then the Versa Infinium™ Flip Mitt is exactly what you need. Featuring Gore-Tex Infinium™ fabrics, Amara palm overlay, grip print and premium Sherpa style fleece lining, the Versa's fold over flip mitt is not only lofted (insulated) for extra warmth, but also tucks into its own pocket. To top it off, they made the thumb accessible with its own convertible top for even more dexterity when needed.

**POWGLOVES.COM**

## ITALY

SWISS  
PORTUGAL  
SPAIN  
UK  
FRANCE  
GERMANY

Let's start with a political and economic update. The elections are behind us and as expected the right-leaning party Fratelli d'Italia headed up by Mrs. Meloni won the elections and is now the first female

Prime Minister in our history. A PM from the far right who is now in charge and there will be some significant changes regarding refugees, rights for homosexuals etc. Also the payment limit in cash has again been raised to 10k, which for a long time was at 3k or even 1k to fight corruption. Let's see how the collaboration with the EU will evolve in the future as this will also be crucial for the future growth of our economy. Covid has no effect on our daily life and business anymore but the high energy and living costs mean we remain worried. Spending power is dropping and this makes retailers worried about the near future. Also snow retailers fear less business as a day on the slopes will be way more expensive than last year and could keep people away from the slopes. Deliveries also come in late which gives them less time to sell as different retailers confirm. Also ISPO being so early with no sales data makes forecasting more difficult than usual but retailers understand that it's crucial to get deliveries on time. Unfortunately not many core snowboard retailers are left as the business has become very unpredictable and high stock level from previous seasons makes it very hard for a small core shop to remain competitive. Many small core stores now concentrate on a few brands and try to offer a unique selection rather than trying to offer many brands. Hardgoods and outerwear snow business has become very online-driven, as customers get the full selection and often special deals early in the season which led many smaller stores to give up. Skateboarding hardgoods sales are still slow and inventory levels struggle to

reduce. Dropping temperatures right now don't help and Gio from AcriminalG skate shop from Arona says: "We still sell quite well but the over saturation of the market is still a problem."

Alex from Action Sport Agency confirms, not only are skate hardgoods suffering from high stock levels but surf wetsuits are also moving slowly and stores have started to discount more than usual. These factors of course have led to conservative Spring / Summer 2023 bookings and the outlook is not very bright. Stores are also not willing to introduce a lot of new brands, they prefer to try and focus on brands that have proven to be safe sellers and where margin is good as the increased costs cut the profit. It's now crucial that we have a solid Winter season to bring cashflow back. It's positive that October started well even if the temperatures were higher than in previous years but people were in a good mood and that helped more than low temperatures. The latest shop news is that Blue Tomato are opening and expanding now in Italy with their first store opening in Merano later this year. This is one of the few openings this year as the opening of new businesses in general is quite slow this year because circumstances are not easy.

Specializing and selling what you love is now key as customers really appreciate good customer service and concept stores are more and more becoming a hot trend also in Italy. The switch to sustainable products and production is also becoming more popular season after season, but the younger customers in general still tend to buy what's trending rather than paying attention to sustainability, although the topic is becoming more and more prevalent.

**FRANZ JOSEF HOLLER**

# SHOPS 1ST TRY 2023

RETAILERS ONLY  
Jan. 22/23/24  
2023

NEXT SEASON SNOWBOARD TEST  
→ Ski Juwel Alpbachtal Wildschönau (AUT)

- AIRHOLE amplitud ampur anon ARBOR Asma Bataleon BENT METAL BOOVING borealis  
BURTON CAPITAL CLEW DAKINE DB DEELUXE DRAGON DRIFT  
einy ELECTRIC ENDEAVOR EVOC FIX FLOW FLUX FUNNY FIVE  
GNU good head HANSEATHEN ICEPEOPLE JONES K2 KRONEN LIL LITON LITON LITON LITON  
NIDECKER NITRO NW NOW OAKLEY OES OUTDOOR PALLAS PLUM PROTEC PROTECTOR  
RIDE ROXY SALOMON sandbox SMITH SPARK SPARK SPARK SPARK SPARK SPARK SPARK SPARK  
thirtytwo transform TSG UNION United Shapes VANS VANS VANS VANS VANS VANS VANS VANS  
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# EVENTS #114

surf snow street/outdoor SUP/optics/kite

surf	TUDOR NAZARÉ TOW SURFING CHALLENGE	Nazaré, Portugal   1-31 Nov 22	worldsurfleague.com
surf	QUIKSILVER JAWS BIG WAVE CHALLENGE	Maui, Hawaii   1-31 Nov 22	worldsurfleague.com
kite	GKA FREESTYLE WORLD CUP	Cumbuco, Brazil   8-12 Nov 22	gkakiteworldtour.com
snow	KAUNTERAL TESTIVAL OPENING	Tyrol, Austria   17-20 Nov 22	snowpark-kaunertal.tirol
snow	MOREBOARD STUBAI	Stubai, Austria   18-20 Nov 22	stubaier-gletcher.com
kite	GKA KITE WORLD CUP	Taliba, Brazil   23-27 Nov 22	gkakiteworldtour.com
surf	HALEIWA CHALLENGER	Haleiwa, Hawaii   26 Nov-7 Dec 22	worldsurfleague.com
snow	ISPO	Munich, Germany   28-30 Nov 22	ispo.com
surf	SURF EXPO	Orlando, USA   4-6 Jan 23	surfexpo.com
snow	WINTER PRO	La Rosiere, France   8-10 Jan 23	actsnowboarding.com
snow	SLIDE & OTS	Telford, UK   10-12 Jan 23	slideotswinter.co.uk
snow	OUTDOOR RETAILER	Denver, USA   10-12 Jan 23	outdoorretailer.com
street	PITTI IMMAGINE UOMO	Florence, Italy   10-13 Jan 23	uomo.pittimmagine
snow	KICKING HORSE	Golden BC, Canada   13-18 Jan 23	freerideworldtour.com
snow	PILL BASECAMP	Sestriere, Italy   15-16 Jan 23	thepilloutdoor.com
snow	FUTURE TEST	Les Crosets, France   16 Jan 23	snowboardbox.ch
snow	INTERLUDE	Powder Mountain, Utah   16th-19th Jan 23	interludesnowshow.com
snow	LAAX OPEN HALFPIPE & SLOPESTYLE	Laax, Switzerland   17-21 Jan 23	open-laax.com
street	SEEK	Berlin, Germany   17-19 Jan 23	seek.fashion
snow	WHOS NEXT	Paris, France   21-23 Jan 23	whosnext.com
SUP	DÜSSELDORF BOAT SHOW 2023	Düsseldorf, Germany   21-29 Jan 23	boot.com
snow	SHOPS 1ST TRY	Alpbachtal, Austria   22-24 Jan 23	slideotswinter.co.uk
snow	SIGB SNOW TEST	La Clusaz, France   23-27 Jan 23	sigb.org.uk
snow	BAQUEIRA BERET	Baqueira Beret, Spain   28 Jan-2 Feb 23	freerideworldtour.com
surf	BILLABONG PRO PIPELINE	North Shore, Hawaii   29 Jan-10 Feb 23	worldsurfleague.com
snow	FUTURE TEST	Laax, Switzerland   29-30 Jan 23	snowboardbox.ch
snow	SPORT - ACHAT	Lyon, France   30 Jan - 1 Feb 23	sport-achat.com
snow	ORDINO ARCALIS	Ordino Arcalís, Andorra   4-9 Jan 23	freerideworldtour.com
surf	HURLEY PRO SUNSET BEACH	Hawaii, USA   12-23 Feb 23	worldsurfleague.com
surf	MEO RIPCURL PORTUGUAL PRO	Peniche, Portugal   8-16 Mar 23	worldsurfleague.com
snow	FIEBERBRUNN	Fieberbrunn, Austria   11-17 Mar 23	open-laax.com
snow	XTREME VERBIER	Verbier Switzerland   25 Mar-2 Apr 23	freerideworldtour.com
surf	RIP CURL PRO BELLS BEACH	Victoria, Australia   4-14 April	worldsurfleague.com
surf	MARGARET RIVER PRO	Margaret River, Australia   20-30 Apr 23	worldsurfleague.com
surf	SURF RANCH PRO	California USA   27-28 May 23	worldsurfleague.com
surf	SURF CITY EL SALVADOR PRO	El Salvador   9-18 Jun 23	worldsurfleague.com
surf	RIO PRO	Rio, Brazil   23 Jun-1 Jul 23	worldsurfleague.com
surf	CORONA OPEN J-BAY	J-Bay, South Africa   13-22 Jul 23	worldsurfleague.com



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## Distributor (UK)

© UK

MPG GmbH, with its registered office in Graz/Austria and international branch offices, has been committed to the design, production and distribution of optical goods for precisely 70 years now. Although the group has gained an international reputation, serving a wide range of business areas, it is still in a position to act in a fully independent and flexible manner.

As a growing company, MPG is constantly looking for reinforcements. We are always searching for new partners that will help to foster the growth of the group. Red Bull SPECT Eyewear is a 10-year license between MPG and Red Bull, one of the most famous global brands recognized for its strong presence in action sports.

After several years, managing the UK market directly with our agents, we have decided to reorganize ourselves by searching for a distributor, in order to take our distribution in UK to the next level.

### YOUR COMPANY

- is based in UK
- has an experienced sales team, with strong connections to the on- and offline sporting goods channel
- has a local warehouse to stock our products and deliver directly to clients
- will invest in marketing to promote the brand across the territory
- has a B2B website and a customer service to ensure operational excellence

### WHAT WE OFFER

- a well-balanced range of sunglasses and goggles
- products featuring one of the most recognized brand logos in the world
- a very strong equation between image, price and quality
- a solid trade term model to ensure a sustainable go-to-market approach
- access to the world of Red Bull

Are you interested?

SEND US YOUR  
COMPANY PROFILE!

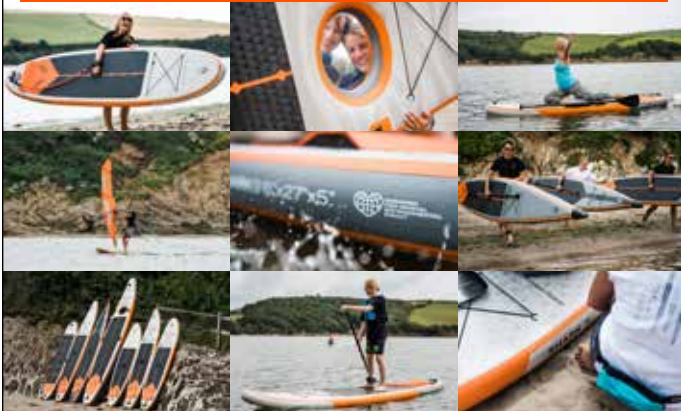
Nicolas Melin  
[nicolas.melin@mpg-eyewear.com](mailto:nicolas.melin@mpg-eyewear.com)

MPG GmbH  
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creating perspectives

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EUROPEAN  
DISTRIBUTORS  
AND AGENTS  
WANTED

- locations include: Germany, France, Italy, Spain
- knowledge and passion for stand up paddleboarding
- environmentally responsible

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w: [www.sharksups.com](http://www.sharksups.com)

## SALES AGENT, DE

European Sales, Home-based, remote, with travel.



### ABOUT THE ROLE

**Employment Type:** Permanent, Full-time.  
**Location:** Home based office with travel throughout Germany & Austria.  
**Date:** July 2022.

**Summary:** Home based in Germany, your role will be to secure and increase sales and distribution gains, across all brands within our action sports categories. You will do this by building positive sales relationships with new and existing customers.

### REQUIREMENTS

As a person, you'll have a passion for and a connection with our brands, so that you reflect their values. You will be willing to travel to visit our customers across Germany & Austria and to attend trade shows. You will be a natural and genuine communicator with a "can do" attitude and results orientated. You will also have excellent conversational and written English.

### MORE ABOUT US

We are a leading European distributor of action sports goods and lifestyle apparel, and we are looking for an experienced and driven Sales Agent to join our European Sales Team. We will offer you a competitive basic salary plus commission, generous holiday allowance and the chance to buy our product at a discounted rate. Plus, you'll work with a great team of like-minded people. We really value good staff. Once you start working at Shiner, you won't want to leave. We also are open to receiving applications from those who wish to be an Agent representing our brands. Apply to find out more and to see the full job description.

### APPLICATIONS

We endeavour to respond quickly to all applications so if interested please apply via: [karl@shiner.co.uk](mailto:karl@shiner.co.uk)



**blue-tomato**

## Shop Manager (m/w/d)

Ab sofort, Vollzeit, in Meran

### Deine Rolle im Team

Als Shop Manager bist du für die Leitung deines Shops und dessen wirtschaftlichen Erfolg zuständig. Du verantwortest die Gestaltung der Abläufe, den optimalen Einsatz des Personals und die Mitarbeiterführung. In deiner Rolle als Coach entwickelst du dich und dein Team ständig weiter. Du erkennst Probleme und findest rasch die passende Lösung.

### Deine Skills

- Erfahrung mit der Führung und Motivation des Teams, sowie die regelmäßige Kommunikation an das Team
- Verkaufspraxis und Freude an der aktiven Kundenberatung
- Interesse an unseren Kernsportarten, an aktuellen Trends/News und fundierten Produktkenntnis
- Einweisung neuer Mitarbeiter und Kunden
- Offenheit und Bereitschaft, Neues zu lernen sowie Wissen weiterzugeben
- Verantwortung über die Lebensqualität - Ausbildercharakter von Vorteil
- Umsetzung von Merchandising Konzepten unter Einbringung eigener Ideen sowie regionalen Marktgegebenheiten
- Sehr gute Englisch Kenntnisse in Wort und Schrift
- Hohe Eigenmotivation, Belastbarkeit, Flexibilität und Zuverlässigkeit zeichnen dich aus

### Das bieten wir dir

Commitment, Respekt, persönliche Weiterentwicklung sowie Empowerment und Anerkennung werden bei uns groß geschrieben. Wir teilen die Leidenschaft für unser Business, schätzen die zugehörigen Lifestyle, entwickeln uns ständig weiter und feiern Erfolge gemeinsam.

**INTERESSIERT?** Dann bewirb dich jetzt unter: [blue-tomato.com/jobs](http://blue-tomato.com/jobs)





Blue-tomato ist die führende österreichische Händlerin in den Bereichen Snowboard, Freesk, Surf, Skate & Streetstyle. In unseren Online Shop sind wir inzwischen mit über 75 kleinen Shops in Deutschland, Österreich, Schweiz, Norwegen, Schweden, den Niederlanden und Finnland vertreten und beschäftigen mehr als 700 Kolleg:innen.

JOIN OUR TEAM. WRITE YOUR OWN STORY.



Wir stellen ab sofort eine unterhaltende Stelle in Vollzeit ein als

## HEAD OF MARKETING (W/M/D)

### DEIN ANFANG:

- Du bist der Head of Marketing für die Führung des Marketing-Teams, die interne Kommunikation, das Projekt- und Qualitätsmanagement sowie für die markenübergreifende Zusammenarbeit mit den beteiligten internen und externen Ansprechpartnern verantwortlich
- Du bist für die Planung der Kampagnen unserer 3 Marken FITSURFER, skywalk paragliders und FLARE verantwortlich
- Du planst, entwickelst und steuert die Marketing- und Kommunikationsstrategien
- Du entwickelst und setzt in Kooperation mit dem Kollegen das Marketingplan um (inkl. Abstimmung, Priorisierung und Umsetzung aller klassischen Marketingaktivitäten)
- Du entwickelst bestehende Content- und Kommunikations-Strategien für sämtliche Social-Media-Kanäle weiter
- Du koordinierst und beauftragst unsere Marketingoperationen und verantwortest deren Umsetzung
- Reporting und Analyse der Marketingmaßnahmen gehören ebenfalls zu Deinem Alltag
- Du koordinierst Content, Produktionen mit internen und externen Ressourcen
- Du planst und verantwortest das Marketingbudget
- Du optimierst die Akquisition neuer Unternehmen
- Du bist ein Teamplayer und wählst eine familiäre Atmosphäre zu schützen

### WAS DU MITBRINGST:

- Du hast ein erfolgreich abgeschlossenes Studium mit Schwerpunkt im Bereich Marketing/Kommunikation oder verfügst über eine vergleichbare praktische mehrjährige Berufserfahrung
- Du hast eine kreative, selbstständige, zielgerichtete und teamorientierte Arbeitsweise
- Du bist Teamplayer, kommunikationsstark und arbeitest gerne mit einem agilen Team zusammen
- Du besitzt ein hohes Maß an Eigeninitiative und Entscheidungsfähigkeit sowie ein hohes, verbindliches Auftreten
- Du kennst die Basics im Umgang mit den gängigen Office Programmen (Photoshop, Premiere, Excel, Word)
- Dein Profil wird abgerundet durch gute Deutsch- und Englischkenntnisse in Wort und Schrift
- Du hast eine persönliche Leidenschaft für Outdoor Sport und/oder Skisportarten

### UNSER ANBIEB:

- Ein international erfolgreiches Unternehmen im Sportbereich
- Eigenverantwortliches, kreatives Arbeiten in einem jungen und hochmotivierten Team
- Förderung von Weiterbildungen und Karriere
- Möglichkeit unsere eigene Produkte zu testen
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Die Skywalk GmbH & Co. KG wurde im Jahr 2001 gegründet und ist mit ihren Geschäftsbereichen skywalk paragliders, FITSURFER und FLARE Spezialisten in den Sportarten Paragliding und Kitesurfing. Die Spezialisierung für Luft und Windkraft, Entwicklung und Balance sind die Grundlage unseres Erfolgs und Misserfolgs.

Skywalk GmbH & Co. KG  
Personalabteilung  
Windkraft 4  
82508 Meringhofen, 82074 GRAU  
Tel.: +49 89 344 64828





**Alber**  
SPORT & FASHION

## VERKÄUFER/IN IM EINZELHANDEL (w/m/d)





### ÜBER UNS

Seit mehr als 70 Jahren steht der dynamische Alber-Schneefzug für höchste Qualität bei Beratung, Verkauf und Service. Bereits in dritter Generation schreibt unsere Familie gemeinsam mit ihren langjährigen Mitarbeitern die Erfolgsgeschichte des Unternehmens weiter. Die Legende Arlberg tragen wir dabei alle im Herzen. Denn wir sind hier zu Hause.

### WIR SUCHEN DICH

- » Sportartikel Verkäufer/in (Skis, Skischuhe, Winteraccessoires usw.)
- » Skimode / Textil Verkäufer/in (Skimode, Helme, Brillen und Accessoires)

### INTERESSE?

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- » Passion zu Bergen, Natur und Wintersport
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- » Freude am Umgang mit Kunden
- » Erfahrung im Verkauf von Sportartikel / Sportbranche
- » Hilfsbereitschaft und Teamgeist

### WAS WIR DIR BIETEN

- » cooles, junges und internationales Team
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## GESUCHT: SALES REPRESENTATIVE W/M/D DEUTSCHLAND SÜD/WEST

Über die Trade Art Distribution GmbH  
Die Trade Art Distribution GmbH ist die Vertriebsagentur der Marken Volcom, Dakine, Electric und After Essentials für Deutschland und Österreich. Mit unser stetig wachsendes Markenportfolio aus dem Snow-, Surf- und Skate Bereich, und wir auf der Suche nach Talenten für unser Sales Department.

### DEINE HERAUSFORDERUNGEN:

- Beratung und Verkauf unserer Marken (Dakine, Electric, After Essentials) im definierten Verkaufsgebiet
- Persönliche Betreuung unserer Kunden vor Ort und in unseren Showrooms in München und Köln
- Aktive Neukundengewinnung
- Verantwortung für das Umsatzwachstum im definierten Gebiet
- Teilnahme an Messen
- Unterstützung kundenspezifischer Projekte

### DEIN PROFIL:

- Erfolgreich abgeschlossene kaufmännische Ausbildung
- Hohe Reisebereitschaft zu Kundenbesuchen, Events und Messen (50%)
- Fähigkeit zum Aufbau und Erhalt langfristiger Kundenbeziehungen
- Sicherheit im Umgang mit Office-Programmen und ERP-Systemen
- Kommunikations-, Netzwerk- und Koordinationsfähigkeit
- Verhandlungsgeschick und Abschlussorientierung
- Du arbeitest engagiert, selbstständig und gewissenhaft
- Du liebst es eigenständig und kreativ Projekte und Prozesse voranzutreiben
- Du liebst Sportarten aus dem Snow, Surf und Skate Bereich

### WAS DICH ERWARTET:

- Sehr abwechslungsreicher Job
- Internationale Dienstreisen
- Dienstwagen zur privaten Nutzung
- Arbeitsmaterialien auf dem neuesten technischen Stand (MacBook, iPhone)
- Junges und dynamisches Team mit vielen Entwicklungsmöglichkeiten
- Flache Hierarchie mit Freiraum für Eigeninitiative und Verantwortung
- Einen sicheren Arbeitsplatz mit einer attraktiven Fix Vergütung
- Großartiges Arbeitsumfeld und begeisterte Kollegen

Wir haben Dein Interesse geweckt?  
Solltest Du Dich in der Beschreibung wiedererkennen, sende direkt Deinen CV an: [sacha.lucas@tradeartdistribution.de](mailto:sacha.lucas@tradeartdistribution.de)

BOARDSPORT  
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EUROPEAN SURF/SKATE/SNOW BUSINESS

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# PRO CONTENT

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# **EXTREME** **HANGOUT**

Inspired by our love of adventure sports and our passion to protect the planet, we established The Extreme Hangout as a climate action platform giving young change makers a voice and to drive environmental action.

We are rolling out a global programme with the goal to deliver 50 impact events in 50 locations over the next 5 years

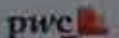
The annual EXTREME Hangout programme is part of a massive engagement plan and has 3 parts to drive climate action:

1. Anchor event at COP every year, livestreamed globally
2. Locally organised, global event series, in locations around the world, also livestreamed, to connect, engage and amplify voices around the world
3. Video and voice series for year-round broadcast on multiple platforms

We are looking for;

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- Brand & commercial partners
- Speakers

[www.extremehangoutevents.com](http://www.extremehangoutevents.com)



#Extremehangout

EXTREME HANGOUT

THE PLANET IS OUR PLAYGROUND - ACTION SPORTS AND CLIMATE ACTION ARE INEXTRICABLY LINKED







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