

ARMADA SKIS
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ARMADA
05-06 Product

ARMADA IS

ATHLETES

Team, design, and art driven. The ARMADA team is pushing the boundaries of skiing further than they've ever been. Its no coincidence that we've done the same thing with designs as well. Using their own experiences, our athletes continue to work side by side with our engineers and artists to further our quest in producing the most innovative and technologically advanced skis in the world.

Our entire line has been reengineered for the 05-06 season. New wood cores, edges, bases and sidewalls combined to create the best line up of skis weve ever released. In addition, we ve added a new signature series model, a women s specific ski, bolder graphics, as well as intuitive new pole technology and a vastly expanded soft goods line up.

Every ARMADA ski is built to the teams specifications. They are dedicated to changing the perception of what's possible on snow, and they demand a product that enables that progression. The team designed it and our engineers delivered.

**WHAT SKIING
WILL BECOME**



Tony & JP



TJ



Anthony



Julien



Tanner



JP



Boyd



Grete



Jacob

HARD TECHNOLOGY

THE BEST MATERIALS
 THE BEST SKIS START WITH THE I
 THE BEST SKIS START WITH THE BEST MATERIALS
 THE BEST SKIS START WITH THE B
 THE BEST MATERIALS THE BEST SKIS STA

CORE TECH

AR CORE 1

The center and outer edge of the core is targeted with a strong (dense) wood laminate and complimented by hard but stable, lighter 375kg/m3 wood. This provides lightweight, strength and snap for increased durability and liveliness.

AR CORE 2

The outer edges of the core is targeted with a strong (dense) wood laminate, without the hardwood center. Provides durability and pop with additional weight savings..

ULTRA LIGHT CORE

Unmatched strength-to-weight ratio, the Limited Edition Ultra-lite 310kg/m3 wood is used to reduce weight in our widest skis that are naturally heavier due to increased dimensions. Light, yet responsive, this core helps make our oversized skis easy to throw around.

VARIABLE SLANT SIDE WALL

An engineered sidewall that has varied angles from 60 degrees in the tip and tail to 90 degrees under the binding. This increases the material above the edge for better rail durability while reducing weight in the tips and tails to lower swing weight.

CARBON FIBER STRINGER

Embedded in the Torsion Triax Fabric and is strategically laid behind the binding through the tail of the ski. The stringer increases pop for ollies, off jumps and in the pipe.

PROGRESSIVE TIP/TAIL RADIUS

The tip and tail profile is designed to have a slow, gradual rise to help keep the skis from getting hung-up in soft or choppy conditions, and helps the ski track smoothly going into jumps and landings.

EDGE TECH 2.5 EDGE

Heat-treated to Armada's specifications, the bigger edges are coupled with extension rails that extend further into the ski's core. This adds resistance against pull out and helps reduce edge cracking due to rail impact. Steel edges are surrounded in rubber that helps stabilize and strengthen edges on those hard rail landings.

1.7 EDGE

Same make-up as the 2.5, but reduced dimensionally for weight savings

TORSION TRIAX FABRIC

Special combination of precured fiberglass to optimize torsional stiffness for well-defined turn initiation and carving.

7 SERIES BASE

Easy to maintain, our new sintered bases provide improved speed and durability.

8 SERIES TOP

New nylon top material for added durability and optimal graphic pop.



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$$\frac{\partial}{\partial r} T(r) + \left(\frac{\partial^2}{\partial r^2} T(r) \right) r$$

$$\frac{\partial}{\partial r} T(r) + \left(\frac{\partial^2}{\partial r^2} T(r) \right) r}{r^3 \sin(\theta)^2 T(r)}$$



MADSTEEZ

After being born blind in his left eye and given three first names (Mark Paul Deren), MADSTEEZ, is twenty-five years old and loves to play dress up in his WEENOSARUS costume. Growing up on the outskirts of Washington DC peculiarly sculpted Mr. WEEN into what he is today. Surrounded by nicknames and the oh so frequent game of biscuit, his ill sense of humor materialized. An unsuspecting loss on the 4th Isle between the sandpaper hula-hoops and neon forest green telescopes to Leroy Mack'n WEEN in the 1985 Racquetball Championships proved to be an unprecedented turning point in Matt Steve's life.

4,1x9,5

Thus a ferocious kite walk'n Nerds Rope eat'n Dolorean lovin' zebra pin-striped fluorescent navy blue WEENBEAR emerged. Inevitably, slagin' an abundance of creativity and electromagnetic dance of kreativity and electromagnetic python dynobots has led to an extensive client/collaboration list including current projects with Nike, Honda, Volkswagen, MCA Records, Interscope Records, Redbull, Avex (X-Trail Jam Tokyo Dome), Stussy, Evisu, Ben Sherman, 411VM, Von Zipper and Armada with proceeds going to the well being WEEN's Krippled Little Brother Latrel. And the rest is history.....HEY D!K

AR5 SERIES



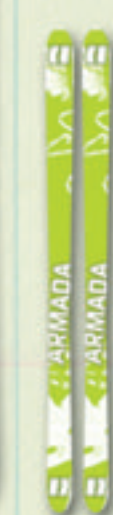
160cm
107-76-97



170cm
109-78-99



176cm
111-80-101



181cm
114-81-103



FEATURES:

- AR Core 1
- Torsion Triax Fabric
- Carbon Fiber Stringer
- 8 Series Top
- 7 Series Base
- 2.5 Edge Technology
- Variable Slant Sidewall
- Progressive Tip/Tail Radius
- Artist: Madsteez



The AR5 has been completely reworked for park, pipe and urban jibbing. We targeted the center and outer edge of the core with a strong (dense) wood laminate and complimented it with light wood stringers. The result is a core that provides reinforcement to the edge and sidewall, giving the AR5 increased durability, better response, snap and weight savings. To further increase edge durability, we custom heat treated a thicker edge, changed the density of the ABS and backed it with variable slant sidewalls. Combine the above with our faster, more durable Sintered 7 Series base and 8 Series top material and you have the most durable and best performing AR5 series to date.



David Levin is the resident art director at Armada, responsible for for the production of all things graphical relating to the company. It's a Little known secret that Levin derives all his creative ability from a finely tuned diet program, which happens to be the envy of the entire ARMADA office. Here is a five day excerpt from his diet journal:

MONDAY

Starbucks-Venti Latte Blueberry Scone
Z-Pizza- Two slices of
Pepperoni Pizza, Coke Red Bull
Chronic Taco - El Pastor Burrito, Pepsi

TUESDAY

Starbucks-Venti Latte, Blueberry Scone
In-N-Out Burger- Double Double
Combo, Coke
Starbucks -Venti Carmel Machiatto
Laguna Thai - Chicken Yellow
Curry, Thai Iced Tea

WEDNESDAY

Dougnut Star-Large coffee, two
chocolate cake with sprinkle doughnuts
In-N-Out Burger- Double Double
Combo, Coke
Laventinas Pizza -Medium Pepperoni
delivered, two cans of Red Bull

THURSDAY

McDonalds-Bacon Egg Cheese Biscuit
combo, Large Coffee, extra hashbrown
Wahoo's Fish Tacos- Carnitas Combo
Bowl, Dr. Pepper.
Starbucks: Venti Carmel Machiatto
Z-Pizza: Super Sub toasted, slice
of pepperoni pizza, Coke

FRIDAY

Starbucks-Venti Latte, Blueberry Scone
In-N-Out Burger- Double Double
Combo, Coke
Starbucks -Venti Carmel Machiatto
Baja Fresh: Steak Burrito
Dos Manos Combo, Pepsi

When Levin was tasked with designing the first ever womens specific Armada ski, he turned to female Armada athlete Grete Eliassen for her Design input. Looking back on the development of the graphics, Levin recalls, "When I asked Grete what kind of graphics she wanted on the womens ski her answer was instantaneous. She wanted 'Dudes!'"



AR3 SERIES



160cm
107-76-97

170cm
109-78-99



IFEATURES!

- AR Core 2
- Torsion Triax Fabric
- Carbon Fiber Stringer
- 8 Series Top
- 7 Series Base
- 1.7 Edge Technology
- Progressive Tip/Tail Radius
- Artist: David Levin

The ARW was build for the girl ripper. Taking after the AR5, we built the ARW with our specially heat treated Edge Technology and a customized woodcore using a combination of targeted hardwood laminates over the edge and an overall softer flex profile. Smooth from edge to edge, agile, light and easy to throw around, the ARW provides freestyle performance for women.



Grete Eliassen - Wonder Woman, or something like that.

EXCLUSIVE!

T-HALL INTERVIEW WITH WORLD FAMOUS CELEBRITY JOURNALIST JIM BROWBERG

Jim Brownberg: So Tanner, are you as stoked on Armada now as you were the day you started?

T-Hall: Yeah.

JB: I heard C-Crew is starting an interplanetary ski camp on the planet Uranus, is that true?

TH: Yeah. But I'm not at liberty to tell you anything else about it.

JB: I've got some photos of the rocket ship you are planing on using to transport people out there, may I at least include those?

TH: Naah.

JB: Ah, so what's the plan for next year?

TH: Powder.

JB: Would that involve a helicopter?

TH: Yeah.

JB: Anything else you want to ad?

TH: Naah.

JB: Maybe a little booyahkasha?

TH: BOOYAHKASHAAAA!!!!



160cm 107-76-97 170cm 109-78-99 176cm 111-80-101 181cm 114-81-103

The T-Hall Signature Model has gone through a construction overhaul. The revamped AR Core 1 is designed with harder wood laminates in the center and outer edge of the ski to increase durability. This is complemented with lightweight wood stringers to aid in weight reduction and to lower the swing weight. Jib-specific, the core has flex points before and after the binding, making it ideal for nose presses and butters, while remaining stiff under boot for stability. The edges are factory de-tuned under the boot for smoother rail slides.



- AR Core 1
- Torsion Triax Fabric
- Carbon Fiber Stringer
- 8 Series Top
- 7 Series Base
- 2.5 Edge Technology
- Variable Slant Sidewall
- Progressive Tip/Tail Radius
- Artist: Vaughn Von Braunstien

T-HALL SIGNATURE SERIES



SEBASTIAN LAROSE:

Seb has been drawing as long as he can remember. He and JP Auclair became friends in engineering school before JP chose the path of a professional skier.

Currently Seb works as an industrial designer for a large furniture company. Unfortunately his job doesn't allow him to draw as much as he would like, so he gets his fix with little side projects like ARMADA and conceptual sketching for the Canadian military.



FRENCH CANADIAN GARDEN GNOME: SEB LAROSE



The original backcountry free-style ski makes its return. The JP vs. Julien Signature Model is the ultimate tool for those who want to take backcountry jumping to new levels. JP and Julien designed this model with little sidecut and a wide waist which allows you to stomp landings and makes it easier to control while skiing switch into backcountry booters – very useful for those sketchy in-runs. The progressive tip radius provides extra float in powder, while the tail sits 10mm higher than the tip for easier switch landings.

JP VS. JULIEN SIGNATURE SERIES



188cm
126-103-116

FEATURES!

- Ultra-lite Core
- Torsion Triax Fabric
- 8 Series Top
- 7 Series Base
- 1.7 Edge Technology
- Progressive Tip/Tail Radius
- 10mm higher tail than tip
- Artist: Sebastian Larose





The ANT Signature Model; look no further if you crave the top of the line in big mountain skis. New to the Signature Series, ANT, was developed from the inside out by team rider Anthony Boronowski. As the widest ski we make, it is designed for charging steep lines in all snow conditions at speeds bordering on lunacy. It has a solid flex, giving it variable-condition stability and making it ideal for any back-country condition the mountain throws at you. Just point it and giv'er!

THE ANT SIGNATURE SERIES



- IFEATURES!**
- Ultra-lite Core
 - Torsion Triax Fabric
 - 8 Series Top
 - 7 Series Base
 - 1.7 Edge Technology
 - Progressive Tip/Tail Radius
 - Artist: Anthony Boronowski



THE INSTRUMENT

SHAFTS



AVAILABLE IN
COLORS

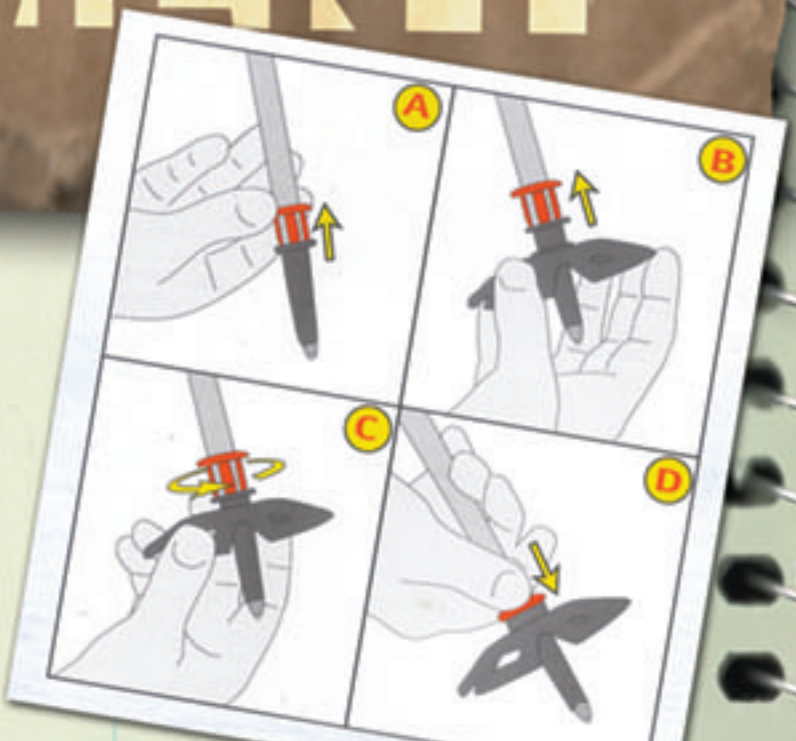
T-Hall Black

T-Hall White

Polka Dot Your Eyes Out

Gangstah Pinstripe

Beetlejuice



BASKET CASE

Our patented twist lock basket system was designed for lightning fast interchangeability. Poles come packaged with pairs of 55mm and 95mm diameter baskets. The lighter, small basket can be mounted for all mountain skiing and is ideal for the park. If it is dumping, the small baskets can be unmounted and replaced with the larger powder baskets in mere seconds, without the use of tools.

ARMADA pole's are made of 7075 aluminum with a carbide tip, the strongest, lightest and most durable poles designed for backcountry, park or pipe skiing. All ARMADA poles are sold in one size and are easily cut to length. This way if you break a pole you don't have to purchase a new pair; single poles are available without grips for replacement.

GET A GRIP

ARMADA MX Style Grip System features a cam locking lever (patent pending) located under the handle that allows you to remove the entire grip with the flip of the lever. This also comes in handy for backcountry use allowing you to make small height adjustments for hiking up or for the descent. Straps easily adjust for your skiing convenience.



BRAT PACK

Our first backpack comes loaded with features like a padded back panel, skateboard carry straps, organizer and side pockets, and an audio compartment with port for headphones.



Built with our heavy-duty wheels and construction, we designed this bag to make traveling with skis easy. It has one compartment with room for two pairs of skis and poles.

Designed and developed by our team to meet their rigorous traveling needs, this bag features a unique double-decker construction and heavy-duty wheels. The lower compartment securely straps down two pairs of skis with bindings, while the top compartment, built with a removable boot section, can fit boots, poles, clothes, and even extra skis.

CONTINENTAL SKI BAG



INTERNATIONAL TEAM BAG





ARMADA SOFT GOODS



MENS TEES

Mens Tees sizes, small, medium large, and extra large. "SF" denotes Slim Fit, "LS" Denotes Long Sleeve.



Shoulder Logo
SF



Pick Up Stix



Animal Farm
SF



Checker Board
SF



Hotel Alabama
SF



Madsteez



Appliqué
SF



Snow Bro



Classic Logo



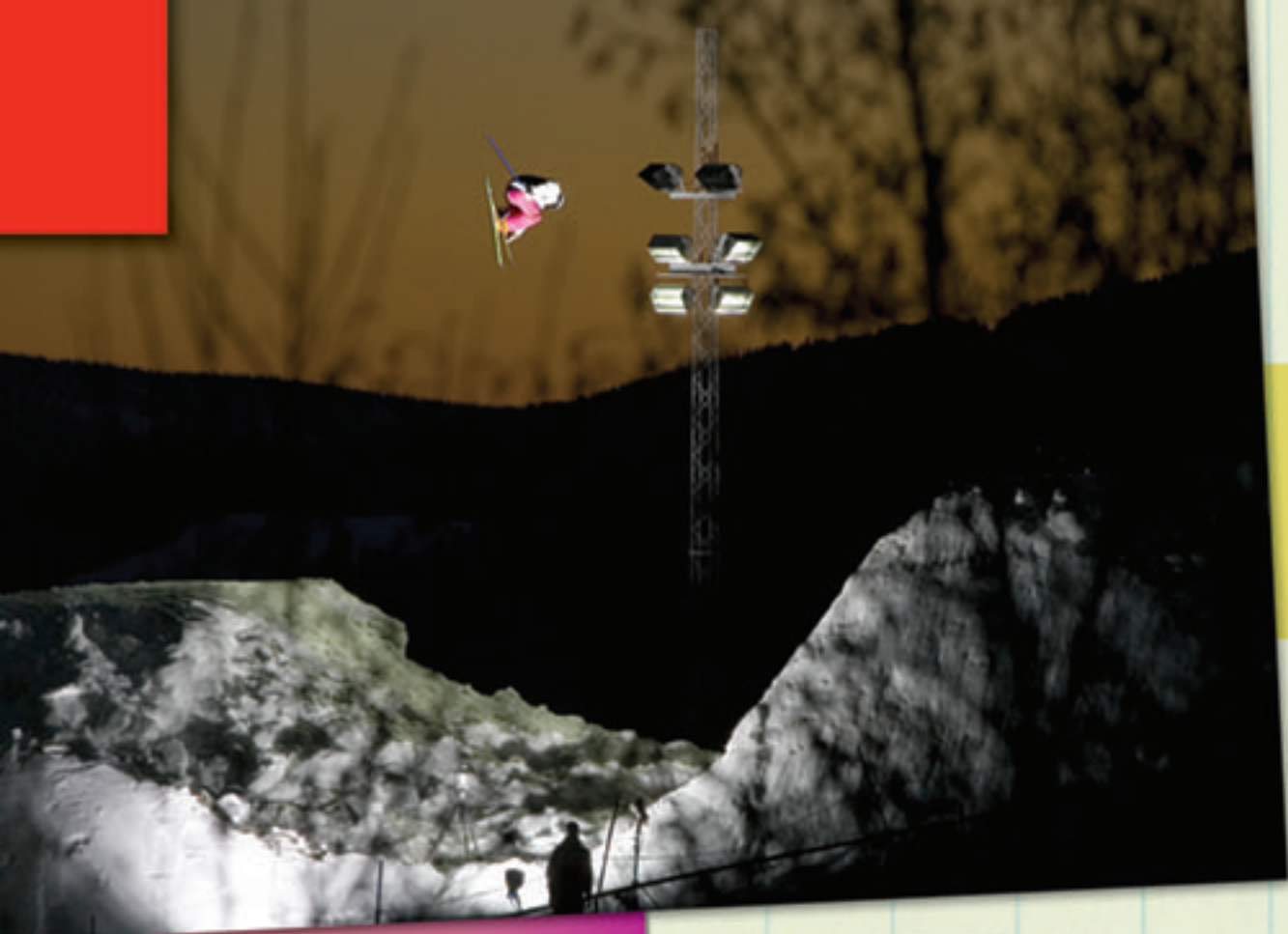
Dirty Logo
LS



Double Dragon
SF



Fly Armada



Stack Attack



Willow



Combo Zip Hood



Applique Zip Hood



3D Zip Hood



Fur Ball Zip Hood



Double Dragon Zip Hood

WOMENS TEES / HOODIES ETC.

Womens tees sized small and Medium-One-Size
Unisex hoodies etc. sized small Medium, Large, and X-Large



Womens Checkerboard Hoodie



Double Dragon



Hotel Alabama



Shoulder Logo Hood



Track Jacket



EXTRASAUCE



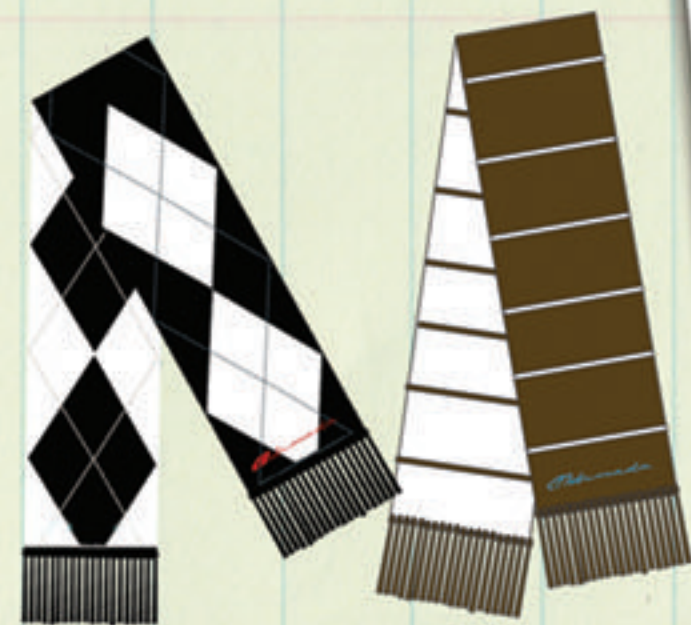
Checker Board Wrist Bands



Money Bags Wallet



Bottle Opener Belt



Argyle Scarf

Pinner Scarf



Classic Flex Fit



Insomnia



Sheep in Sheep's Clothing



Baller



Combo



Outline Stitch



Negative



Dr. Claw Headband



Snow Camo Hand Knit



Pom Pom



Boyd Visor



Rasta Mon Visor

ENTER TO WIN!

We've teamed up with YAMAHA, DAKINE, FREESKIER MAGAZINE and JOYSTICK to bring you the ultimate in sweepstakes giveaways!



THE LIFT TICKETS ARE NOT THAT RAD SWEEPSTAKES!

For more details and to register go to:
<http://www.armadaskis.com/yamahasnomo>