



palmer®
08 project

IT'S ALL ABOUT THE RIDE.

ENGLISH | SNOWBOARD

palmer



Introducing a revolutionary new shape design, from the creators of a long list of revolutionary new technologies.

Dynamic Power Distribution [DPD] by Kessler. Another first from Palmer.

For more than 10 years, Palmer has led the industry in the evolution of snowboard design. The company created such firsts as Titanium inlays, Honeycomb Core constructions, Klothoid sidecuts, 3D woodcores, the Power Link System, Cap Sidewall and Prepreg constructions.

For 2007/2008, Palmer, in another collaboration with Hansjürg Kessler, takes snowboard design one step further and brings an unprecedented shape innovation to the market that makes riding faster and more powerful, and yet safer, more predictable and less tiring.

From Boards to Skis.

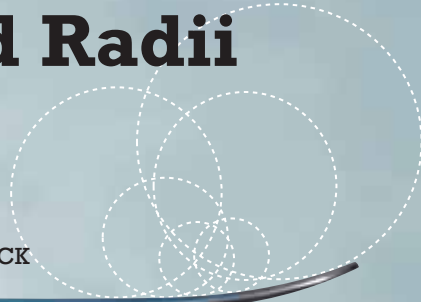
This revolutionary shape design has been incorporated not only into our snowboards, but also into our new ski line.

Check out our new [DPD] Dynamic Power Distribution Klothoid Shape design – you can actually feel how it works.

TITANIUM™



Klothoid Radii



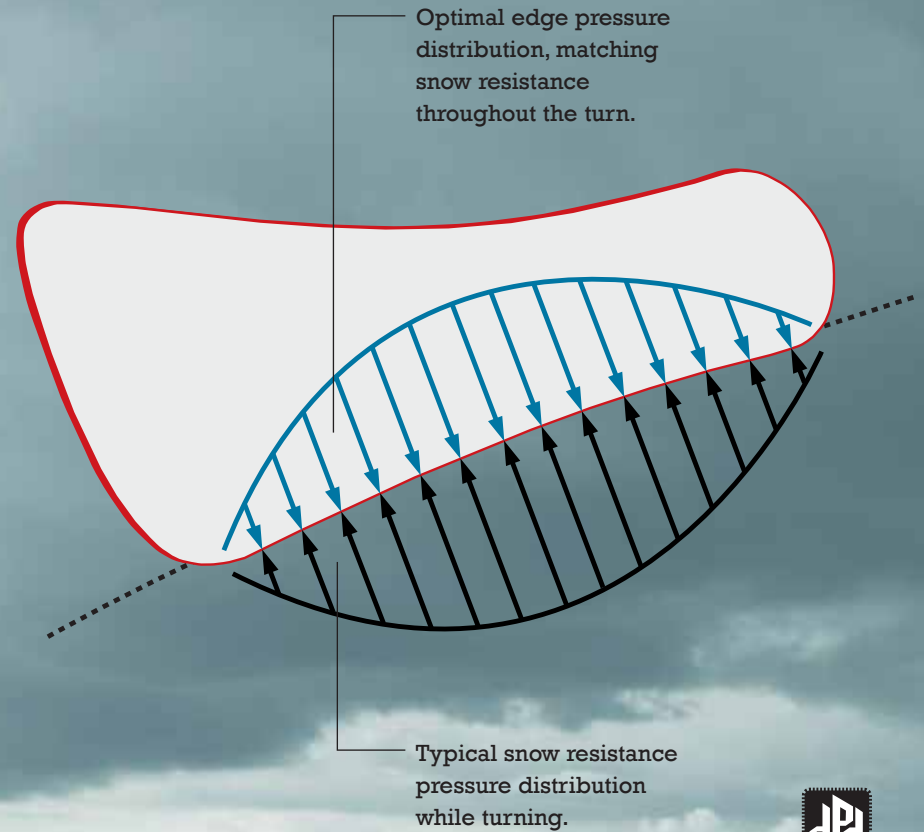
KLOTHOID RADII NOSE KICK

KLOTHOID RADII SIDECUT



Dynamic Traction

DPD maximizes edge grip by dynamically distributing the power to the edge throughout a turn, following and reacting to the developing snow resistance.



Optimal edge pressure distribution, matching snow resistance throughout the turn.

Typical snow resistance pressure distribution while turning.



Absolute Excellence. [DPD] Klothoid Shape Design.

The Evolution.

New with DPD is the optimized interaction between the sidecut and the nose and tail surfaces. DPD stands for Dynamic Power Distribution to the edges. Klothoid represents the numerous radii (circles) that define the sidecut, and DPD extends these radii into the nose and tail kick. In practical terms this means more control and effortless handling, thanks to an optimized edge grip.

DPD pushes edge-hold, stability and acceleration to a new standard of handling and safety.

Dynamic Traction.

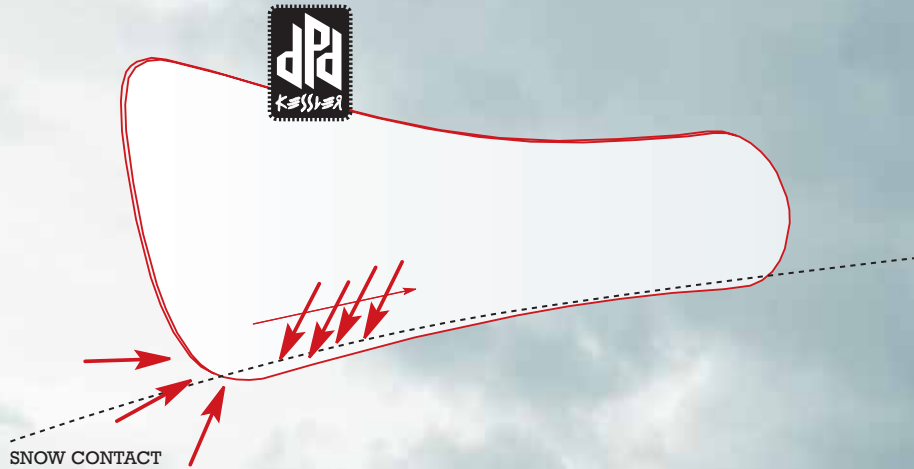
By modulating power to the edges, DPD always delivers the optimal edge grip, reacting instantly to both grip requirements of the snow and steering impulses from the rider.

What happens exactly? When initiating and leading through a turn, resistance due to snow deformation increasingly opposes the motion of the turn. By dynamically allotting the power distributed to the edge throughout a turn, following and reacting to the developing snow resistance, DPD maximizes edge grip and snow contact at every point of the turn. By allocating the right amount of power at the right spot and at the right time, DPD prevents the edge from skidding and digging at the beginning and end of a turn. DPD ensures not only maximum available edge grip, it also prevents the nose or tail from getting overpowered. This reduces resistance, making turning smoother and more effortless while maximizing performance.

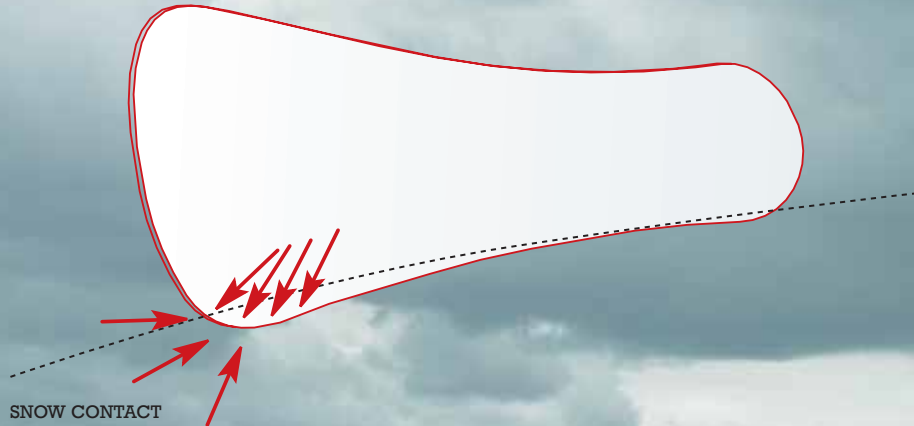
The result is a tenacious edge hold, less skidding, and increased acceleration out of turns, not to mention towering performance and speed!

Handling & Control

DPD OPTIMIZED EDGE/SNOW CONTACT IN TURN.



TRADITIONAL DIGGING NOSE IN TURN.



Body Friendly



Feels like flying – DPD puts you at the controls of a ride that never felt easier.

Handling and Control.

By optimizing the edge contact with the snow, DPD immediately reduces nose edge pressure after turn initiation, so the nose doesn't get pushed into the snow. Simply put, DPD gets the nose out of the way of the turn!

Reduced nose edge pressure throughout the turn means less friction, braking and vibration, and as a result, easier, effortless handling and more precise turning. DPD provides maximum control and stability at any moment of the turn, especially on harder and uneven snow, by preventing the nose from bouncing back and losing edge grip. And while cruising straight ahead, DPD converts nose lift into speed by allowing the nose to float, instead of forcing it into a plow as with traditional shapes.

The result is an unprecedented level of easy and predictable handling for a safer, more enjoyable ride with even greater control when turning, braking and accelerating.

Effortless, relaxed riding experience with no waste of body energy.

Body Friendly.

Because DPD Klothoid Shape design makes riding more comfortable and easier to control, you feel more relaxed which allows you to conserve body energy. This energy-efficient design even reduces pressure on the knees. Your body can actually feel DPD work.

Fact: Inside Track estimates ski-related knee injuries alone exceed \$250 million in medical bills each year in the United States. Be gentle to your body with the DPD shape design.

Architecture

Eye-catching nose shape.



NOSE KICK RADII : Traditional vs. DPD



NOSE KICK: Traditional



NOSE KICK: DPD

Contact Points

CONTACT POINTS: Traditional

CONTACT POINTS: DPD



RELAXED

COMPRESSED

RELAXED

COMPRESSED



Two eye-catching details define DPD.

Architecture.

The DPD architecture is defined by two eye-catching details. The nose design is longer and less steep, and the moving contact points clearly differentiate it from all existing shapes on the market.

Style.

The outlines are strikingly sculptural and its surfaces are beautifully honed and modeled by Palmer's designers and engineers. In fact, the design is so supple that every angle brings something new to light.

The Art of Chase.

Positive Energy Activates Constant Elevation.

Palmer is very honored to have had Chase's artistic collaboration in the design of this year's limited edition P01 twin-tip ski and twin-tip Flash snowboard. Check out his website: theartofchase.com.





ALL MOUNTAIN FREERIDE COLLECTION

**DYNAMIC POWER DISTRIBUTION,
IT'S KIND OF A BIG DEAL.**



When you're lapping your friends on a powder day instead of hiking the halfpipe or park, the 2008 Palmer freeride line will give you the best performance on the whole mountain. Slightly longer than your typical freestyle boards, check out these new decks in a category that is more about how you ride than what you ride. You'll find brand new DPD Klotheid shapes in our Platinum, Crown and Honeycomb. We've added honeycomb to the Carbon Circle, and have expanded the Classic line to include two colorways.



PLATINUM LE



100% Carbon

DESCRIPTION: The Platinum is the benchmark of Palmer technology, innovation, playful performance and style.

DETAIL: Exclusive 100% carbon construction that delivers the ultimate in lightweight performance. Our engineers have developed a unique flex with the benefits of carbon: rocket-fueled rebounds, powerful acceleration and dampening that create the best riding experience. The new revolutionary DPD Klothoid shape, Palmer full woodcore and stone ground 7200 graphite base creates a very fast and powerful, yet smooth and easy-handling ride.

RIDER: For any rider who can afford it. The first board in the world that provides full-blown power riding without compromising effortless handling and total control.

- + 100% Carbon Laminates
- + New DPD Klothoid Shape
- + Full Sidewall Construction
- + Beech/Poplar Woodcore
- + Stone Ground Inlaid 7200 Graphite Base
- + 5 X 2 Inserts



Board Size [cm]	158	162	166
Length [mm]	1580	1620	1660
Effective Edge [mm]	1215	1255	1295
Sidecut Radius [m]	7.8 K	8 K	8.4 K
Waist Width [mm]	251	254	256
Stance Width [cm]	44-60	44-60	44-60
Order Quantity:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



CROWN LE



All Mountain Precision

DESCRIPTION: Titanium-Powered and carbon-fiber energized accelerations in a new DPD Klotheid shape will hold an edge on anything and it's unreal in powder.

DETAIL: The legendary Palmer woodcore with Nomex™ Honeycomb in tip and tail delivers the lowest swing weight with exceptional response in a new cap-sidewall construction. Power is delivered by four Titanium inlays and four Carbon fiber strips that work in combination like a bow – the more energy in, the more energy out.

RIDER: Incredibly fun for an experienced rider - very fast and powerful, yet smooth and easy-handling ride.

- + 4 Titanium Inlays
- + New DPD Klotheid Shape
- + Nomex™ Honeycomb in Tip & Tail
- + 4 Tip-to-Tail Carbon Fiber Strips
- + NCF Prepreg
- + New Cap Sidewall Construction
- + Beech/Poplar Woodcore
- + Stone Ground Inlaid 7200 Graphite Base
- + Split Sidewalls
- + 4 x 2 Inserts



Board Size [cm]	157	161	165
Length [mm]	1565	1605	1645
Effective Edge [mm]	1190	1230	1270
Sidewall Radius [m]	7.6 K	7.75 K	7.9 K
Waist Width [mm]	256	257	258
Stance Width [cm]	45-61	45-61	45-61
Order Quantity:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



HONEYCOMB 4

Vaporizes the Competition

DESCRIPTION: The New Honeycomb 4 is the lightest high-performance snowboard on the planet and vaporizes the competition with unlimited uses.

DETAIL: Honeycomb technology was introduced by Palmer in 1997. Combining super light tip-to-tail Nomex™ Honeycomb core with woodcore reinforcements and prepreg laminates reduces weight and ensures max performance. Nomex™ Honeycomb is filled with 99% air and is not affected by moisture like aluminum cores. The new DPD Klotheid shape in a new cap-sidewall construction creates a super light, playful, smooth, and responsive ride. The Peep-Show topsheet reveals tip-to-tail carbon fiber strips that add energy and rebound, plus a 7200 graphite base adds speed.

RIDER: For the rider who demands the ultimate lightweight tool.

- + New DPD Klotheid Shape
- + Tip-to-Tail Nomex™ Honeycomb
- + 4 Tip-to-Tail Carbon Fiber Strips
- + NCF Prepreg
- + New Cap Sidewall Construction
- + Poplar/Okume Woodcore Reinforcements
- + Stone Ground Inlaid 7200 Graphite Base
- + Split Sidewalls
- + 4 X 2 Inserts



Board Size [cm]	156	160	164
Length [mm]	1565	1605	1645
Effective Edge [mm]	1190	1230	1270
Sidewall Radius [m]	7.6 K	7.75 K	7.9 K
Waist Width [mm]	256	257	258
Stance Width [cm]	45-61	45-61	45-61
Order Quantity:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



CARBON CIRCLE 2

Legendary 3D Performance

DESCRIPTION: The world's first true 3D cap-sidewall construction with milled woodcore for lower weight and more power to the edge.

DETAIL: The Carbon Circle 2 blends prepreg with the pop & strength of tip-to-tail carbon fiber strips and new Nomex™ Honeycomb in tip and tail for lighter swing weight. Fueled by a 7200 graphite base for maximum speed.

RIDER: This high-octane ride was developed for aggressive all mountain freeriding or boardercross.

- + New Nomex™ Honeycomb in Tip & Tail
- + 4 Tip-to-Tail Carbon Fiber Strips
- + NCF Prepreg
- + Cap Sidewall Construction
- + 3D Beech/Poplar Woodcore
- + Tri-Radial Sidecut
- + Stone Ground 7200 Graphite Base
- + Split Sidewalls
- + 4 X 2 Inserts



Board Size [cm]	155	158	161	164
Length [mm]	1555	1585	1615	1645
Effective Edge [mm]	1200	1230	1260	1290
Sidecut Radius [m]	7.8	8.1	8.4	8.7
Waist Width [mm]	255	256	256	257
Stance Width [cm]	44-60	44-60	44-60	44-60
Order Quantity:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>



CLASSIC

Bang for the Buck.

DESCRIPTION: Proven Palmer technology package.

DETAIL: The Classic represents original high-end Palmer cap-sidewall construction plus high-end prepregs that will go head-to-head with any board on the market. Combining a tip-to-tail beech/poplar woodcore with a fast and easy-to-fix 4400 Isospeed base, the Classic creates confidence and control for the whole mountain.

RIDER: For the rider who wants to step away from average performance.

BLACK TOPSHEET: Sizes 150, 154, 157, 161, 165, 168 **YELLOW TOPSHEET:** Sizes 154, 157, 161

- + NCF Prepreg
- + Cap Sidewall Construction
- + Beech/Poplar Woodcore
- + Tri-Radial Sidecut
- + Stone Ground Inlaid 4400 Isospeed Base
- + 4 X 2 Inserts



Board Size [cm]	150	154	157	161	165	168
Length [mm]	1505	1545	1570	1610	1650	1680
Effective Edge [mm]	1160	1200	1220	1260	1300	1350
Sidecut Radius [m]	7.8	8.35	8.4	8.8	9.1	10
Waist Width [mm]	238	245	247	249	246.8	252
Stance Width [cm]	40-56	40-56	44-60	44-60	44-60	44-60
Order Quantity:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Womens Collection

“I ride mine all winter long.”

Palmer offers the highest performance women's collection on the market. Our award-winning Klotheid shape plus full sidewall construction comes to our New Liberty featuring Nomex™ Honeycomb for lightweight performance. We've brought a new metallic gold finish to our best-buy Halo and now offer our price-point Jade in two new colorways.





Liberty



Our Highest Performance Women's Model

DESCRIPTION: Its high-end mix of lightweight technologies plus Klothoid shape delivers a playful ride.

DETAIL: The super light, smooth-flexing poplar woodcore plus Nomex™ Honeycomb in tip and tail guarantees quick board response and easy handling in all conditions. Prepreg laminates, full-sidewall construction, and high-speed 4400 base offer excellent board feel, reliability, and stability at any speed. Awarded Future Snowboarding Magazine's Most Valuable Product for 2006, the Liberty comes in a smooth lacquer finish.

RIDER: Effortless. The perfect match for any rider, anywhere on the mountain with a relaxed, controlled ride in all conditions.

- + New Klothoid Sidcut
- + Nomex™ Honeycomb in Tip & Tail
- + NCF Prepreg
- + New Full Sidewall Construction
- + Poplar Woodcore
- + Stone Ground Inlaid 4400 Isospeed Base
- + 4 X 2 Inserts



Board Size [cm]	146	150	154
Length [mm]	1460	1500	1540
Effective Edge [mm]	1145	1165	1198
Sidcut Radius [m]	6.5 K	6.8 K	6.8 K
Waist Width [mm]	238.5	239	241
Stance Width [cm]	40-56	40-56	40-56
Order Quantity:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Touch



Best Value on the Rack

DESCRIPTION: Proven Palmer technology package.

DETAIL: The high-end prepregs and high-performance cap-sidewall construction in a women's configuration make the Palmer Touch the best value on the rack. The full-length poplar woodcore with softer flex pattern and fast 4400 base allow riders to ride wherever they want.

RIDER: Easy to control, smooth and forgiving, this is the board for fun - from the park to backcountry riding.



- + NCF Prepreg
- + Cap Sidewall Construction
- + Full Length Poplar Woodcore
- + Tri-Radial Sidecut
- + Stone Ground Inlaid 4400 Isospeed Base
- + 4 X 2 Inserts

Board Size [cm]	143	147	151	155
Length [mm]	1430	1470	1505	1545
Effective Edge [mm]	1115	1145	1170	1220
Sidecut Radius [m]	7.7	7.9	8.2	8.4
Waist Width [mm]	238.6	239.5	238	247
Stance Width [cm]	40-56	40-56	40-56	44-60
Order Quantity:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>



Halo

Award-Winning Versatility

DESCRIPTION: The unique combination of technologies plus the metallic gold topsheet creates an impressive ride for women.

DETAIL: The easy-to-ride Klothoid shape plus full sidewall construction and prepreg at competitive prices keeps our customers coming back. Light, assertive, and smooth turning, the Halo has a full-length poplar woodcore plus easy-to-fix Isospeed 4400 base. Proud winner of Transworld's 2006 Good Wood.

RIDER: Great for the park, on rails, or just everyday riding.

- + Klothoid Sidecut
- + NCF Prepreg
- + Full Sidewall Construction
- + Full Length Poplar Woodcore
- + Stone Ground Screen-Printed 4400 Isospeed Base
- + 4 X 2 Inserts



Board Size [cm]	146	149	152
Length [mm]	1460	1490	1520
Effective Edge [mm]	1145	1165	1195
Sidecut Radius [m]	6.5 K	6.8 K	6.8 K
Waist Width [mm]	238.5	239	241
Stance Width [cm]	40-56	40-56	40-56
Order Quantity:	<input type="text"/>	<input type="text"/>	<input type="text"/>



Jade



Future Favorite Freestyler

DESCRIPTION: Favored by women who live to ride, the Jade features smooth flex and confident control in two colorways.

DETAIL: The graphics alone make this board, but we also threw in a 5 X 2 insert pattern for more stance options. With a tip-to-tail poplar woodcore, full wrapped edges, Isospeed 4400 base and a lifetime of consistent flex thanks to prepreg technology, this board remains true to Palmer's roots in innovation. Awarded Future Snowboarding Magazine's MVP for 2006.

RIDER: Perfect for any woman that's really looking to improve, especially in the park or rails.

BLACK TOPSHEET: Sizes 144, 148, 153 **BLUE TOPSHEET:** Sizes 140, 144, 148, 153

- + Prepreg
- + Full Sidewall Construction
- + Full Length Poplar Woodcore
- + Tri-Radial Sidecut
- + Stone Ground Screen-Printed 4400 Isospeed Base
- + 5 x 2 Inserts and Centered Stance
- + Full Wrap Edges



Board Size [cm]	140	144	148	153
Length [mm]	1400	1440	1480	1530
Effective Edge [mm]	1070	1104	1134	1540
Sidecut Radius [m]	6.7	7	7.3	7.6
Waist Width [mm]	228	232	237	240
Stance Width [cm]	44-52	46-54	48-56	48-56
Order Quantity:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



All Mountain

Freestyle Collection

IT'S MY NEW BOARD, IT'S REALLY SICK.

Redesigned with full-sidewalls and centered stances throughout, Palmer's all mountain freestyle line features the new "Flash" – our first true twin – as well as the "Rival" – our first wide board. The Andy Finch Pro Model gets honeycomb construction at the top of the freestyle line plus we're also introducing the "LIL' Finch" so all those lil' rippers can follow in Andy's footsteps. We've retooled the "Burn" with the new full-sidewall, Klotheid shape plus honeycomb construction and the Pulse returns with its second consecutive MVP award.





ANDY FINCH

Pro Model

Finch Air!

DESCRIPTION: Pipe and park machine that launches higher than any other board with honeycomb construction.

DETAIL: Featuring rock solid tip-to-tail beech/poplar woodcore wrapped in our high-end prepreg cap-sidewall construction, the Andy Finch Pro Model integrates carbon reinforcements in the nose and tail for additional pop, durability, and support in landing those Finch-size airs. With a stone ground 7200 graphite base that's super fast, Andy's board is the ultimate tool to crush the competition.

RIDER: For aggressive pipe and park riders who demand Finch-driven performance.

- + New! Nomex™ Honeycomb in Tip & Tail
- + 4 Carbon Fiber Strips in Tip & Tail
- + NCF Prepreg
- + Cap Sidewall Construction
- + Full Length Beech/Poplar Woodcore
- + Tri-Radial Sidecut
- + Stone Ground Sublimated 7200 Graphite Base
- + New 6 X 2 Inserts and Centered Stance



Board Size [cm]	155	159	162
Length [mm]	1550	1590	1615
Effective Edge [mm]	1200	1240	1260
Sidecut Radius [m]	8.6	9	9.2
Waist Width [mm]	254.6	255.8	257.3
Stance Width [cm]	50-62	50-62	50-62
Order Quantity:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



LIL' FINCH

Finch Replica

DESCRIPTION: This new price-point offers a whole new level of performance and fun to lil' rippers.

DETAIL: With the smallest sizes in the line, the full sidewall, prepreg construction with a soft, smooth flex pattern from the full-length woodcore is a great choice for Andy's younger fans.

RIDER: Great for that do anything rider, but also fun for the kids in the park.

- + Prepreg
- + Full Sidewall Construction
- + Full Length Poplar Woodcore
- + Tri-Radial Sidecut
- + Stone Ground Screen-Printed 4400 Isospeed Base
- + 5 X 2 Inserts and centered stance
- + Full Wrapped Edges



Board Size [cm]	141	149
Length [mm]	1415	1485
Effective Edge [mm]	1080	1180
Sidecut Radius [m]	6.7	7.2
Waist Width [mm]	239	245
Stance Width [cm]	44-52	46-54
Order Quantity:	<input type="text"/>	<input type="text"/>



BURN

Define Your Style

DESCRIPTION: Lightweight construction and new centered stance for fast spins and snappy for easy landings.

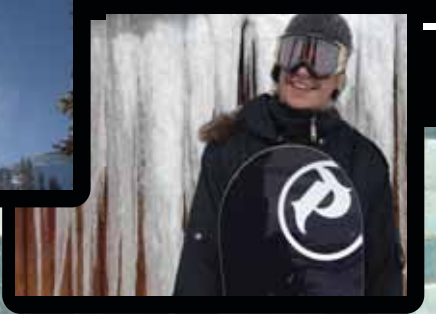
DETAIL: Klothoid shape, NCF prepreg, and new full-sidewall construction. Combining rock solid, lightweight beech/poplar woodcore with Nomex™ Honeycomb in tip and tail reduces swing weight and makes the Burn a memorable ride. The durable easy-to-fix Isospeed 4400 high speed base is yet another reason to trade up to better riding. Original winner of Transworld's Good Wood Top 10, the new Burn features a smooth lacquer finish.

RIDER: The tool that allows riders to constantly innovate their style and to do anything on the mountain.

- + New Klothoid Sidecut
- + Nomex™ Honeycomb in Tip & Tail
- + NCF Prepreg
- + New Full Sidewall Construction
- + Beech/Poplar Woodcore
- + Stone Ground Inlaid 4400 Isospeed Base
- + New 6 X 2 Inserts and Centered Stance



Board Size [cm]	154	158	160	162
Length [mm]	1540	1580	1600	1620
Effective Edge [mm]	1180	1215	1235	1255
Sidecut Radius [m]	7 K	7.3 K	7.6 K	7.9 K
Waist Width [mm]	251	251.8	256	254
Stance Width [cm]	50-62	50-62	50-62	50-62
Order Quantity:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



RIVAL

Wide

Wide Boards No Longer Suck

DESCRIPTION: Palmer's First Wide Board with Unlimited Performance.

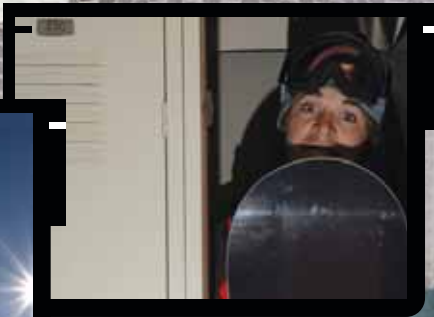
DETAIL: Featuring rock solid tip-to-tail beech/poplar woodcore wrapped in our high-end prepreg full-sidewall construction, the new Rival is built for the beginner to advanced rider with foot size 10.5 plus, who's ready to step it up a notch to Palmer legendary performance.

RIDER: For the big-footed, all mountain freestylers who demand the ultimate in performance.

- + NCF Prepreg
- + Full Sidewall Construction
- + Full Length Beech/Poplar Woodcore
- + Tri-Radial Sidecut
- + Stone Ground Inlaid 4400 Isospeed Base
- + 6 x 2 Inserts and Centered Stance
- + Full Wrapped Edges



Board Size [cm]	155	160	164	168
Length [mm]	1555	1595	1640	1680
Effective Edge [mm]	1199	1235	1273	1365
Sidecut Radius [m]	8.1	8.3	8.6	9
Waist Width [mm]	265	267	269	264
Stance Width [cm]	47-59	48-60	49-61	52-64
Order Quantity:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>



PULSE

Park and Slopestyle Performance

DESCRIPTION: Award-winning big brother to the Halo.

DETAIL: The easy-to-ride Klothoid shapes plus prepreg quality with a full-length beech/poplar woodcore and 4400 base at competitive prices equals brand loyalty. Future MVP for two years straight.

RIDER: For that Palmer rider wanting a little more performance, the Pulse is suited to park and slopestyle domination.

- + Klothoid Sidecut
- + NCF Prepreg
- + Full Sidewall Construction
- + Full Length Beech/Poplar Woodcore
- + Stone Ground Inlaid 4400 Isospeed Base
- + New 6 X 2 Inserts and Centered Stance



Board Size [cm]	154	158	160	162
Length [mm]	1540	1580	1600	1620
Effective Edge [mm]	1180	1215	1235	1255
Sidecut Radius [m]	7 K	7.3 K	7.6 K	7.9 K
Waist Width [mm]	251	251.8	253	254
Stance Width [cm]	50-62	50-62	50-62	50-62
Order Quantity:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

THE ART OF CHASE.

"THE HARDEST THING TO DO IN LIFE IS TO SEND LOVE
IN RESPONSE TO HATE..." – CHASE



As a public service, Chase, artist/designer and Belgium transplant, paints free murals around Los Angeles. The murals depict young children and the text: "Remember who you are."

"Children represent the closest we'll ever come to our essence," says Chase. "They have not yet been conditioned by today's world. No wonder they are so full of love, joy, wonder, peace, and truth. The intent behind the 'Remember Who You Are' installations is to stimulate the general public to reconsider and remember their inner children."

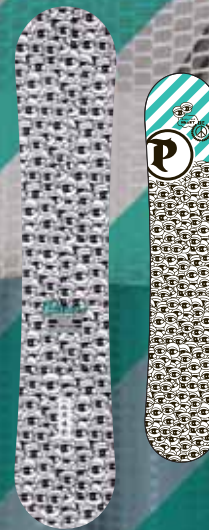
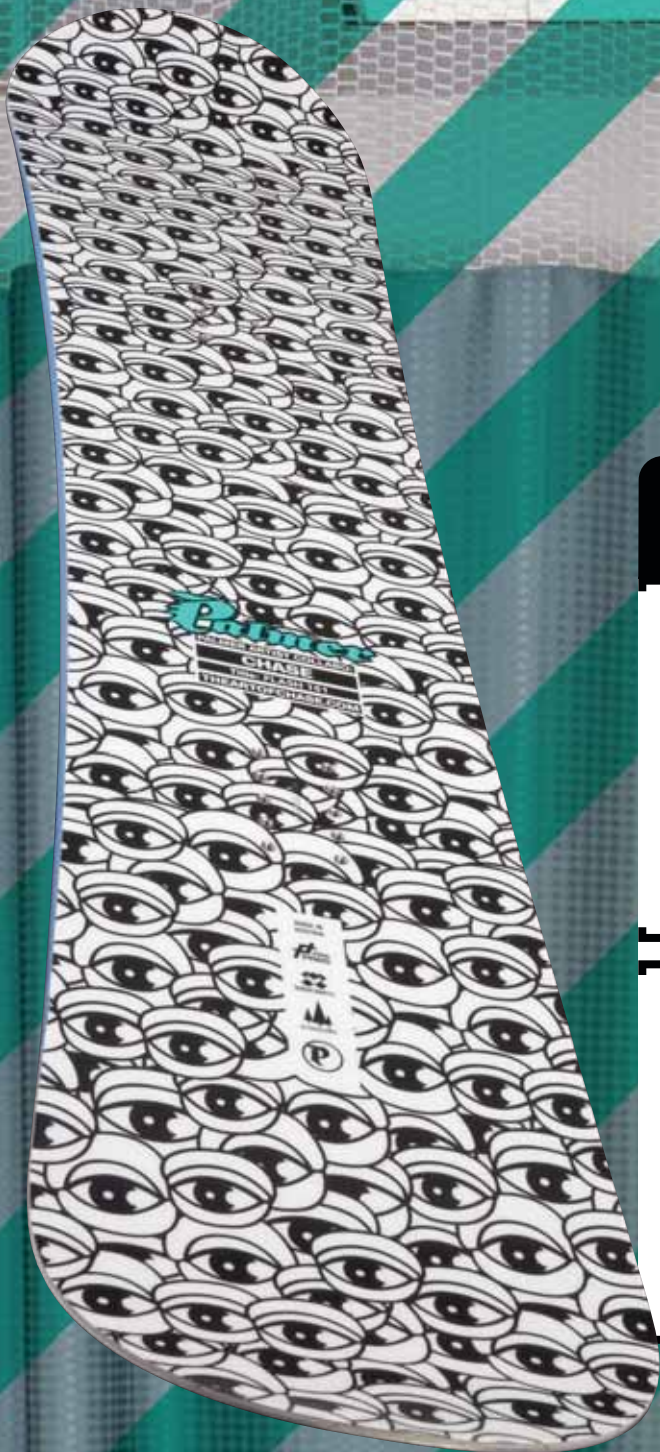
In an interview conducted by digitalgravel.com, Chase says, "Skateboarding played such a crucial role in my life and introduced me to all sorts of art, ideas, places, people, and creative expressions. What's so cool about skateboarding is that it subconsciously and in a non-forceful way introduces kids to self-discipline, stamina, visualization, and overall just breeds a 'telling-yourself-that-you-can' sort of attitude."

Some of Chase's clients include Puma, Adidas, Levi's, Scion, and XLarge. Chase is also the art director behind a few clothing lines including 614, a brand formed in 2001 based on his philosophy, and which is now available at select boutiques across the world. Chase's one-of-a-kind garments have been worn by Gwen Stefani, Marlon Wayans, Linkin Park and Mos Def to name a few.



In October 2006, Italian Vogue named Chase as one of their five favorite street artists in the world, amongst Banksy, Obey and Space Invader.

Check out his website: theartofchase.com



FLASH

Twin

Jibinator 2

DESCRIPTION: The Flash is our first True Twin with art by Chase.

DETAIL: Engineered with durable Palmer prepreg, full sidewall construction, tip-to-tail poplar woodcore, Tri-Radial sidecut with full wrapped edges, centered stance, and an easy-to-repair Isospeed 4400 base. Its snappy response and stompability offer versatility in any terrain.

RIDER: Riders can take this board right out of the wrapper to the park.

- + Prepreg
- + Full Sidewall Construction
- + Full Length Poplar Woodcore
- + New True Twin Shape with Tri-Radial Sidecut
- + Stone Ground Screen-Printed 4400 Isospeed Base
- + 5 X 2 Inserts with Centered Stance
- + Full Wrapped Edges



Board Size [cm]	151	154	157
Length [mm]	1508	1538	1570
Effective Edge [mm]	1180	1200	1230
Sidecut Radius [m]	7.5	7.7	7.9
Waist Width [mm]	248	250	253
Stance Width [cm]	52-60	53-61	53-61
Order Quantity:	<input type="text"/>	<input type="text"/>	<input type="text"/>



PRODIGY

Park MVP

DESCRIPTION: This price-point offers a whole new level of performance and fun while remaining true to Palmer's roots in innovation.

DETAIL: With the smallest sizes in the line, the full sidewall, prepreg construction with a soft, smooth flex pattern from the full-length woodcore is a great choice for junior riders. It's no wonder that the Prodigy has been awarded Future Snowboarding's Most Valuable Product.

RIDER: Great for that all mountain, do anything rider, but also fun for the kids in the park.

WHITE TOPSHEET: Sizes 131, 141, 149, 153, 157, 161 **BLACK TOPSHEET:** Sizes 149, 153, 157

- + Prepreg
- + Full Sidewall Construction
- + Full Length Poplar Woodcore
- + Tri-Radial Sidecut
- + Stone Ground Inlaid 4400 Isospeed Base
- + New 5 X 2 Inserts and Centered Stance
- + Full Wrapped Edges



Board Size [cm]	131	141	149	153	157	161
Length [mm]	1315	1415	1485	1525	1570	1610
Effective Edge [mm]	1000	1080	1180	1200	1220	1240
Sidecut Radius [m]	6.1	6.7	7.2	7.5	7.8	7.9
Waist Width [mm]	226	239	245	247	249	251
Stance Width [cm]	36-44	44-52	46-54	48-56	48-56	48-56
Order Quantity:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



P-LINE

Timeless Style and Class

Overwhelmed, confused, intimidated about selecting a snowboard? Rows of boards to choose from, too many graphic choices, and lots of very confusing technical terminologies and distinctions. What's my riding style, the sales guy asks? Wow... What do I know? I just wanna go snowboarding. I'm looking for a snowboard to do exactly that. Make it easy for me!

P-Line... Always right! Easy selection... Made for snowboarding! No riding style differentiations. Simple... timeless colors and graphics! Clean and simple but with a modern cool design. Ease of use... Palmer product! Made in Europe! Comfortable and safe for a guaranteed trouble-free snowboarding experience! Easy and safe choice... No confusing technical terminologies, but very high brand credibility! Safe, fun, clever, cool, has style and class, plus... accessible for everybody!

WHITE TOPSHEET: Sizes 146, 150 **BLACK TOPSHEET:** Sizes 154, 158, 162

- + Full Sidewall Construction
- + Full Length Poplar Woodcore
- + Tri-Radial Sidecut
- + Stone Ground Inlaid 4400 Isospeed Base
- + 5 x 2 Inserts
- + Full Wrapped Edges



Board Size [cm]	146	150	154	158	162
Length [mm]	1465	1505	1545	1575	1615
Effective Edge [mm]	1180	1200	1210	1220	1240
Sidecut Radius [m]	7.5	7.7	7.6	7.8	7.9
Waist Width [mm]	246	248	248	249	251
Stance Width [cm]	44-52	44-52	48-56	48-56	48-56
Order Quantity:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Power steering for your snowboard.

Simply put, the PLS is power steering for snowboards.
You should sell a plate with every board that leaves your store.



power link system

Ever wonder how Andy Finch gets such serious ups in the pipe? Yes, he has crazy skills but he also rides the Palmer Power Link System. The PLS is all about leverage. The PLS enables Andy to transfer more body-power to his edges for better grip, improved control, and quicker board response.

The PLS also eliminates the dead spot that a binding creates on the board, allowing the board to flex the way it should. The PLS makes heel-side turns feel like toe-side turns and toe-side turns feel better with less effort. Less effort means riders stay on the mountain longer.

Energize your ride.

The PLS come in 4 models for different riding styles and is not gender specific.



PLS Shock

Our highest end plate, the PLS Shock is the mack-daddy of the plates. With 13mm of lift, this dual durometer plate has harder plastic on the outside pushing power to the edge and softer plastic on the inside that cushions the foot and dampens vibration.



PLS Super

The PLS Super has 20mm of lift and more power to the edge. Riders like Andy Finch are using these in the halfpipe because when they're coming down on those 900's and they don't land just right, their toes could catch the wall.



PLS Flex

The PLS Flex is the best-selling plate in the line. With 10mm of lift, this softer freestyle model goes with any board on your wall.



PLS Standard

The PLS Standard has 10mm of lift and is more freeride-oriented.

palmer®
08 project

Palmer
soft
goods

Stand out in the crowd!

The new softgoods line is a departure from what we've done in the past. The tee line features discharge printing that softens the graphic and fabric at the same time. All in all, a great addition to the 2008 hardgoods lineup.



Finch Tee
 100% cotton
 Also available in long sleeve
 Color: white
 Sizing: S-XL



Crest Tee
 100% cotton
 Color: navy blue
 Sizing: S-XL



Palmer Logo Tee
 100% cotton
 Also available in long sleeve
 Color: black
 Sizing: S-XL



Chase Tee
 100% cotton
 Also available in long sleeve
 Color: navy blue
 Sizing: S-XL



Pulse Tee
 100% cotton
 Color: mustard
 Sizing: S-XL



Half-Cocked Tee
 100% cotton
 Color: olive
 Sizing: S-XL



Prodigy Tee
 100% cotton
 Also available in long sleeve
 Color: chocolate
 Sizing: S-XL



Burn Tee
 100% cotton
 Color: chocolate
 Sizing: S-XL



Palindrome Tee
 100% cotton
 Color: navy blue
 Sizing: S-XL



Palmer Tee
 100% cotton
 Also available in long sleeve
 Color: olive
 Sizing: S-XL



Heart Tee
 100% cotton
 Color: chocolate
 Sizing: S-XL



Script Tee
 100% cotton
 Also available in long sleeve
 Color: navy blue
 Sizing: S-XL



Jade Tee
 100% cotton
 Color: mustard
 Sizing: S-XL



Palindrome Zip Hoodie
 80% cotton
 20% polyester
 Color: navy blue
 Sizing: S-XL



Prodigy Zip Hoodie
 80% cotton
 20% polyester
 Color: black
 Sizing: S-XL



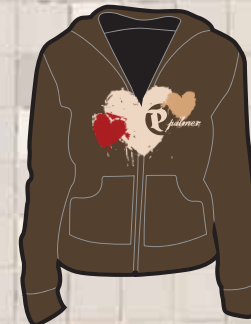
Half-Cocked Zip Hoodie
 80% cotton
 20% polyester
 Color: Charcoal
 Sizing: S-XL



Crest Hoodie
 80% cotton
 20% polyester
 Color: black
 Sizing: S-XL



Burn Hoodie
 80% cotton
 20% polyester
 Color: chocolate
 Sizing: S-XL



Heart Zip Hoodie
 80% cotton
 20% polyester
 Color: chocolate
 Sizing: S-XL



Script Hoodie
 80% cotton
 20% polyester
 Color: navy blue
 Sizing: S-XL



Palmer Logo Flexfit
96% polyester
4% spandex
Color: black
Sizing: S-M, L-XL



Half-Cocked Flexfit
96% polyester
4% spandex
Color: olive
Sizing: S-M, L-XL



Pulse Flexfit
96% polyester
4% spandex
Color: burgundy
Sizing: S-M, L-XL



P-Logo Beanie
100% Acrylic
Color: black
Sizing: One size fits all



Half-Cocked 2-Tone Beanie
100% Acrylic
Color: olive/tan
Sizing: One size fits all



Fidel Palmer Cap
100% Cotton
Color: black
Sizing: One size fits all



Half-Cocked Visor Beanie
100% Acrylic
Color: charcoal
Sizing: One size fits all



Palmer Fidel Visor Beanie (Women's)
100% Acrylic
Color: black
Sizing: One size fits all

glossary

4400

4400 ISOSPEED

Screen printed or ultrasonically cut inlaid bases with stone ground finish for high speed, easy repairs, and maximum wax absorption. Fast, tough and fixable.

7200

7200 HIGH SPEED BASES

The inlaid 7200 graphite bases have computer-controlled stone ground or structured finishes and are super fast.



CAP-SIDEWALL

Cap-sidewall sandwich construction is the most expensive to produce but combines the advantages of both sidewall and cap construction to distribute maximum power to the edges! ID-2000 sidewalls overlap the steel edges completely and guarantee maximum durability, precise edge grip and vibration dampening.



CARBON

Carbon fiber strips give a board additional liveliness, and more pop, strength and edge grip. We place carbon fiber in special configurations to modify the board's longitudinal flex, torsional stiffness, and to improve power distribution from the bindings to the edges of the board.



DPD KLOTHOID

DPD is the optimized interaction between the sidecut and the nose and tail surfaces. DPD stands for Dynamic Power Distribution to the edges. Klothoid represents the numerous radii (circles) that define the sidecut, and DPD extends these radii into the nose and tail kick. In practical terms this means more control and effortless handling, thanks to an optimized edge grip. DPD pushes edge-hold, stability and acceleration to a new standard of handling and safety.



HONEYCOMB

Nomex™ Honeycomb core made of impregnated aramid fiber is ten times lighter than wood and has an excellent strength-to-weight ratio. Because Nomex™ is not affected by moisture, corrosion does not occur like it does with cores made of aluminum or paper. Our Honeycomb is filled with 99% air.

HRC-48 EDGES

Steel edges for a powerful and long lasting edge grip.



KLOTHOID SIDECUT

Klothoid technology allows Palmer engineers to control the centrifugal forces riders experience as they turn. This unique multi-radii shape technology allows us to blend together as many different sidecut radii as needed to achieve an even easier, more forgiving and effortless board that delivers the highest riding performance ever.



PREPREG/NCF (NON-CRIMP-FABRIC) PREPREG

Prepreg adds the perfect amount of glue exactly where it is needed and not a drop more. It ensures durability, long life, and consistency in flex and ride. Where other manufacturers use wet lamination to save money, Palmer maintains its commitment to quality by using prepreg in all boards. Prepreg allows us to deliver a finer product, helps maintain a safer workplace for our employees and minimizes our impact on the environment.



WOODCORES

Vertically laminated beech/poplar or Okume woodcores for high strength, low weight, and optimal flexural properties. Tailored to each board's exact specs. Every model has its own special woodcore – different in wood type, shape, and composition.



3D WOODCORE

Three dimensional shapes milled into the board's woodcore saves on weight and puts strength where it is needed - directing more power to the edges.



POWER LINK SYSTEM (PLS)

PLS increases leverage over the edges and makes riding easier – a recommended upgrade for any board.



SIDEWALL

Full sidewall that's easy to fix.



TITANIUM

Titanium offers the unique racing features of high power, dynamic rebound, incredible stability, and excellent dampening.

TRI-RADIAL SIDECUT

Three radii are blended together for smooth turn initiation, stable ride on edge, and quick, powerful exit snap into the next turn.

TWINTIP

A snowboard or ski shape where the nose and tail are identically shaped and designed to be ridden forward and backwards. Most commonly used in freestyle riding.

UHMW PLASTIC BUMPERS

Lightweight tip and tail protectors for high impact ding resistance and lowest swing weight.



palmer®
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IT'S ALL ABOUT THE RIDE.

ENGLISH | SKI

palmer



A revolution in shape technology

While cutting-edge technology in the ski industry is still about new sidecuts and outlines, from traditional straight skis to radial sidecuts to progressive sidecuts with pin tails to twin-tips, Palmer, the leader in snowboard technology, takes it one step further by introducing the next shape innovation in skiing:

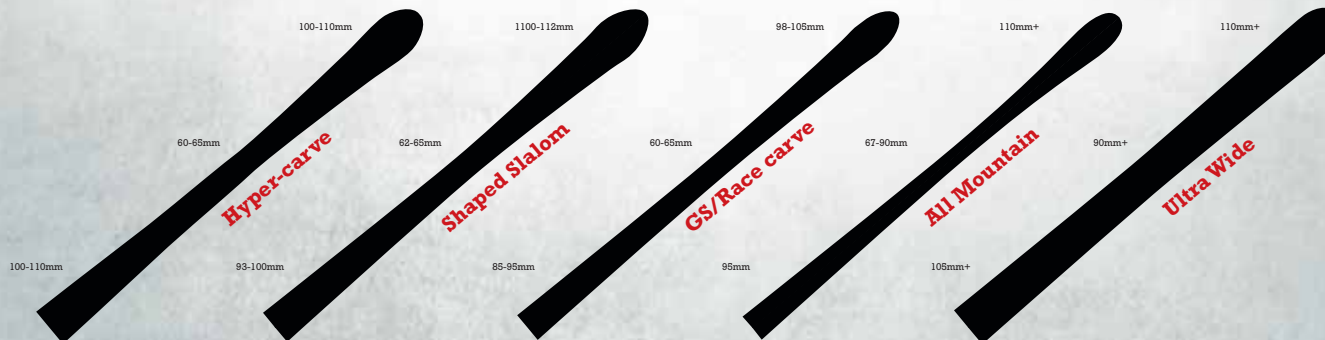
[DPD] Dynamic Power Distribution – Klothoid shape design

What's new?

DPD addresses not only new sidecuts and top outlines, but also their interaction with the side outlines, the nose/tail surfaces and their radii.

The new DPD design makes skiing easier than ever before by giving the rider improved handling and edge hold. The result is a safer, less tiring and a more enjoyable skiing experience. DPD gives the skier greater control when turning, accelerating, and braking for faster, more powerful riding. You can actually feel DPD work!

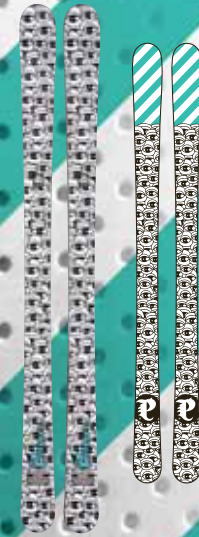
We are convinced this revolutionary shape design will set new standards in skiing and launch the next generation of ski constructions. For a full description of the DPD design, flip the book to the other side.







P01:LE ALL MOUNTAIN FREESTYLE LIMITED EDITION



Righteous versatility, we might add

DESCRIPTION: The same DPD Klotheid Twin Tip Shape as the P01 but with the limited edition artwork by LA artist Chase. Before you start talking to first-timers buyers about their riding style, just put them on one of these. They'll come back next year or next week thanking you.

DETAIL: Our All-Mountain Freestyle P01 LE finds the balance between the stiffness freeriders need for effortless, stable turns at all speeds and the snappy smoothness freestylers require for their own self-expression. Blurring the distinction from peak to park, the P01 offers the perfect solution for every rider. This ski is so easy-to-ride, instructors will have a hard time recommending anything but the P01 LE.

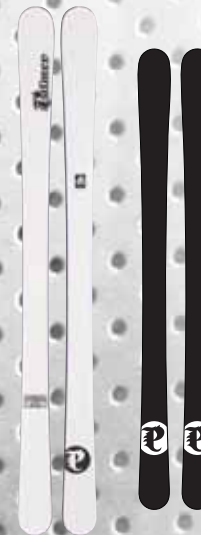
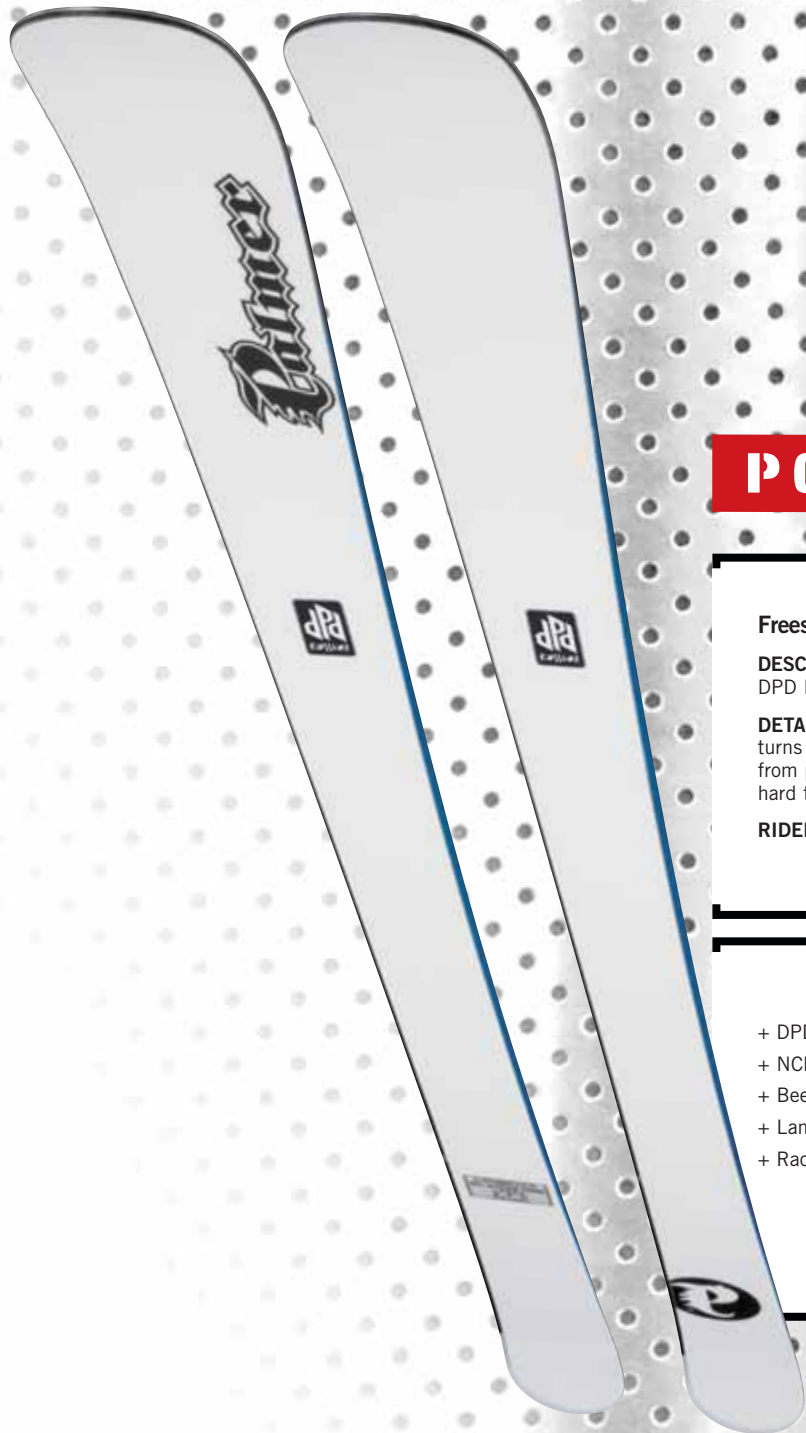
RIDER: Chances are that the P01 is the perfect match for newbies to the expert rider (or you).



- + DPD Klotheid Twin Tip Shape
- + NCF Prepreg
- + Beech/Poplar Sandwich Construction
- + Laminated White Sidewalls
- + Race Structured 7200 Graphite Base
- + Art by Chase

Ski Size [cm]	163	171	179
Length [mm]	1630	1710	1790
Radius [m]	K 17.5	K 17.5	K 17.5
Tip [mm]	116	121	127
Waist [mm]	83	85	87
Tail [mm]	108	113	118
Order Quantity:	<input type="text"/>	<input type="text"/>	<input type="text"/>





P01 ALL MOUNTAIN FREESTYLE



Freestyle Versatility

DESCRIPTION: Before you start talking to first-timers riders about their riding style, just put them on these revolutionary DPD Klothoid Twin Tips. They'll come back next year or next week thanking you.

DETAIL: Our All-Mountain Freestyle P01 finds the balance between the stiffness freeriders need for effortless, stable turns at all speeds and the snappy smoothness freestylers require for their own self-expression. Blurring the distinction from peak to park, the P01 offers the perfect solution for every rider. This ski is so easy-to-ride, instructors will have a hard time recommending anything but the P01.

RIDER: Chances are that the P01 is the perfect match for newbies to the expert rider (or you).

- + DPD Klothoid Twin Tip Shape
- + NCF Prepreg
- + Beech/Poplar Sandwich Construction
- + Laminated Cyan Sidewalls
- + Race structured 7200 Graphite Base



Ski Size [cm]	163	171	179
Length [mm]	1630	1710	1790
Radius [m]	K 17.5	K 17.5	K 17.5
Tip [mm]	116	121	127
Waist [mm]	83	85	87
Tail [mm]	108	113	118
Order Quantity:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



P02: ALL MOUNTAIN PERFORMANCE



No Limits

DESCRIPTION: Easy to ride, with Titanium for grip and agility, and the performance of DPD Klothoid.

DETAIL: DPD Klothoid plus race-style construction know no limits when it comes to ripping these bad boys down the mountain. The core's titanium and Prepreg Sandwich construction give the P02 the strength of a high-end race ski that goes as fast and hard as you want to take it. Titanium is distinguished by its maximum torsional rigidity, optimal stability and unique precision. The result is tenacious edge grip on hard, icy slopes for carving smooth precise turns.

RIDER: P02 hits a home-run with all expert skiers looking for ultimate agility and speed in any terrain while the DPD Klothoid shape helps make the intermediate ride like an expert.

- + DPD Klothoid Shape Design
- + Titanium and Beech/Poplar Sandwich Construction
- + NCF Prepreg
- + Laminated Cyan Sidewalls
- + Carve Plate 13 SLR
- + Race Structured 7200 Graphite Base

TITANIUM*



Ski Size [cm]	155	163	172
Length [mm]	1550	1630	1720
Radius [m]	K 12.5	K 12.5	K 12.5
Tip [mm]	114	120	128
Waist [mm]	66	68	70
Tail [mm]	101	107	115
Order Quantity:	<input type="text"/>	<input type="text"/>	<input type="text"/>



BINDING SYSTEM

GARVE PLATE 13 SLR

The special method of construction of Tyrolia® plates provides torsional strength and allows free flexing dynamics for a stronger edge grip. Shock absorbing elements provide the ski with amazing stability.

The Shock Absorber takes quick consecutive shocks easily. A base height of 13 mm ensures perfect edge hold even in the most tilted positions.

- + Height 13 mm
- + Sole length 261 – 351 mm
- + Shock Absorber
- + Two-piece Flexsystem supports Freeflex
- + Increased torsional stability, control, and edge grip
- + Oblong holes maintain ski flexibility
- + Super Light

LD 12 GYBER

One of the lightest diagonal bindings ever. New materials and computer simulation allowed us to develop a true featherweight with the highest safety standards for carvers and intermediate to advanced all mountain riders. The goal: To help any rider experience the true lightness of skiing.

- + Stand height 31 mm
- + DIN 3.5-1
- + Cyber Freeflex
- + ABS – Anti-Blocking System
- + LD Heel
- + LD Toe with TRP System
- + Full Diagonal
- + Dura-Coating