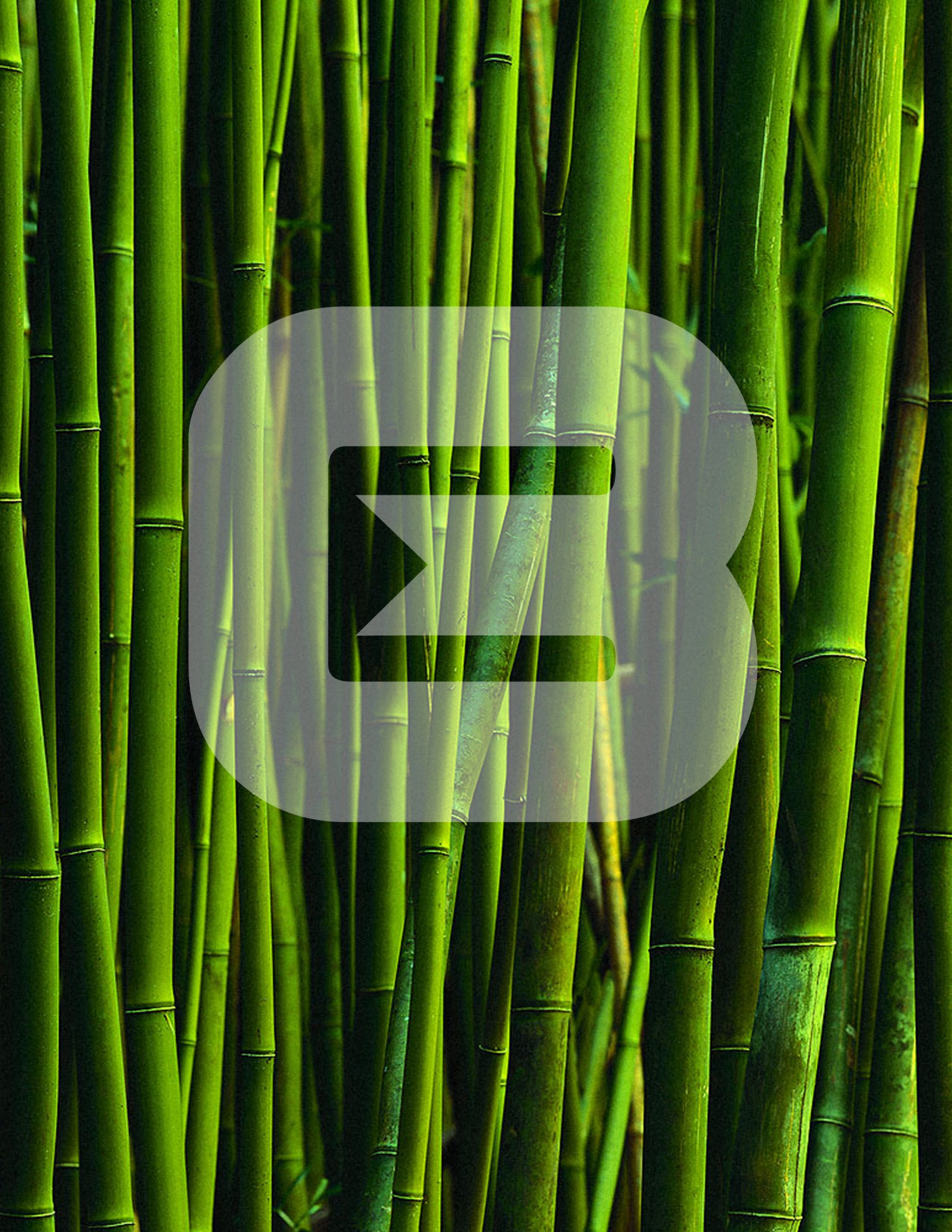


BOONE

INDEPENDENT SKI COMPANY



2012





SKIER
Charlie Ingals



SKIER
Kolby Ward

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ABOUT US



FAQ's with founder and Chief Ski Officer Erik Boone

Q: What is your Company's Story?

Boone is a fiercely independent skier owned and operated company based out of California but comprised of individuals from all over the world who are absolutely obsessed with freeskiing. Our passion is skiing and our core values are service, quality, and creativity.

This all comes from our roots. Growing up as a kid in Idaho, it was a childhood dream of mine to create an innovative and independent ski company right here in the USA that would be run by skiers. The goal is to have the ear of the customer and build them the skis they want to ride. Our commitment to pursuing green manufacturing practices is evident in our use of bamboo a renewable resource, as the core material in each of our skis.

We hand-build our skis designed by skiers and adorned by artists - with the goal to deliver the best skis to our customers at a reasonable price. BOONE is about sharing our passion for skiing with the rest of the world through the production of our skis, supporting up and coming young skiers, increasing the number of people who ski around the world, and working with partner retailers who share our enthusiasm.

Q: What makes BOONE unique?

We allow our customers to customize their skis. At BOONESKIS.com customers can choose the type of ski (current models include the BOONE PARK, FREEride or POWder Reverse Camber (RC Powder)) and then choose their favorite BOONE artwork to put on their ski as well as pick their desired ski length* and build their own personal and unique skis! We only produce up to 250 pairs of any ski and often we'll produce 25 pairs or less of any given model to ensure each pair of BOONE skis are rare and artistically unique.

**Customers can pick from any of the the ski lengths we offer.*

In addition, we've used bamboo as the core material in every pair of skis that we've ever sold. Bamboo is extremely lightweight, strong, fast-growing (green building material) and provides an awesome medium flex pattern that provides for that panda-pop. Bamboo - It's nature's carbon fiber!

Artwork is a major focus for BOONE Skis and has been from day one. I feel like I'm surrounded by amazing artists working at D-Structure San Francisco. This has been a huge inspiration for us to push the limits in this artistic arena of ski building. I believe skiing is the perfect fusion of art and sport and as such it only makes sense to put the most arresting and unique artwork on our skis. If you feel our artwork is lacking please let us know - we'd love to hear from you and see a sample of the next piece of truly innovative topsheet artwork.



Q: What's your most popular ski?

Our hottest selling ski is a moving target but my favorite is our RC POWder (140/119/138) ski. It has a bamboo core and, as with all of our skis, it is built with a vertically laminated bamboo core and quality sandwich construction. The ski is a fully rockered (40/30)* powder tool that absolutely rips up the powder. This is my favorite ski because it also is awesome in the park, in the crud, and in spring conditions. We currently have several pieces of artwork to choose from on this particular ski, including the popular "Glo-Sticks," "Underdog," "Spaceghost," "Tron," and "B-1." Please contact me directly at Erik@booneskis.com if you are a dealer looking for our complete current ski lineup. All of our skis are available for you to check out or even purchase directly from the BOONE factory online at BOONESKIS.com.

*To simplify things we label all our Reverse Camber skis in this way. 40/30 RC indicates 30mm of reverse camber beginning 40cm in from the tip and tail. ie: a 30/15 would be 15mm of reverse camber 30mm in from the tip and 30mm from the tail.

Q:Where can someone find your skis? (ex. In a store, online, etc)

Both in stores and online at BOONESKIS.com. Our featured retailers include California Ski Company (Berkeley, CA), Spicy Sports (Whistler, BC), Skiershop (Stowe, VT), Truckee Sports Exchange (Tahoe).
Erik Boone.

TECHNOLOGY & CONSTRUCTION

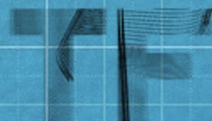
Our ski line up this year includes our Park/All Mountain, Freeride, RC POWder. All of our skis feature vertically laminated bamboo cores matched with ABS sidewalls, Rockwell 48 edges, triaxial fiberglass, sintered P-Tex 4000, high density PBT with ultraprint graphics, and eco friendly Entropy resin.

SKI FEATURES



Eco-Friendly Bamboo Core

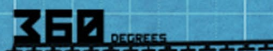
Vertically Laminated Bamboo core allows for lighter skis with more pop, and longer lasting camber.



Two Layers of Triaxial Fiberglass



High Density PBT with Ultra Print Graphics



360 Wrap Rockwell 48 Edges



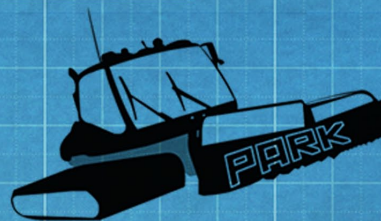
Epoxy Resin



Sintered P-Tex 4000

PARK

TIP/WAIST/TAIL: 111mm/81mm/106mm
SIDECUT (M): 15.6M



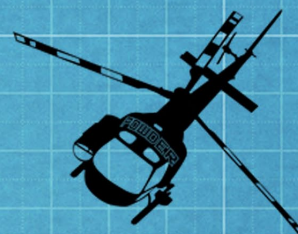
FREERIDE

TIP/WAIST/TAIL: 125mm/93mm/119mm
SIDECUT (M): 17.1M



RC POWDER

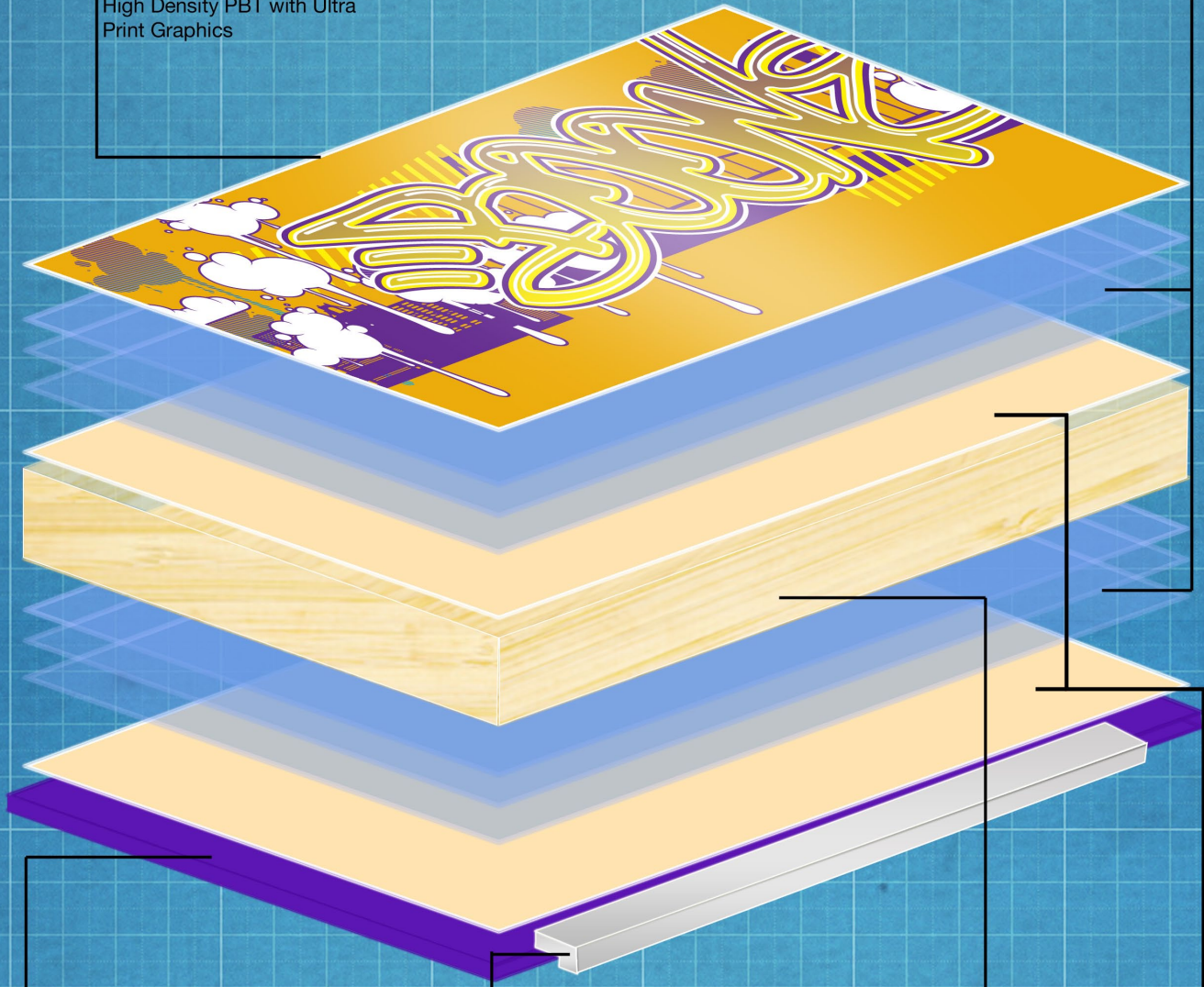
TIP/WAIST/TAIL: 140mm/118mm/138mm
FULLY ROCKERED REVERSE CAMBER (RC) 40cm/30mm DESIGN



TOPSHEET

High Density PBT with Ultra Print Graphics

Triaxial
Fiberglass



BASE

Sintered P-Tex 4400 base

BAMBOO CORE

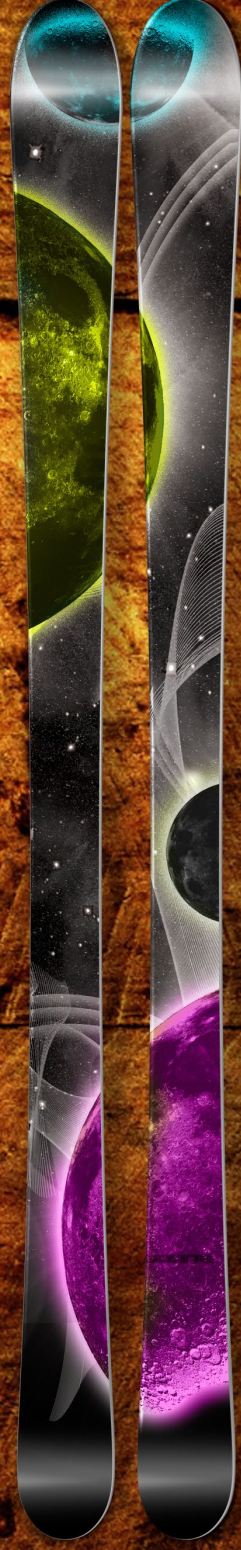
Vertically laminated core -
eco friendly bamboo for
extra pop!

360 WRAP EDGE

360 wrap steel edge with
Rockwell 48 edges

entropy
RESINS

EPOXY
RESIN



NEPTUNES

Meant for hitting the cleanest lines in the park, these Neptunes offer a lifted experience. Question gravity with the Boone Neptunes.



SPACEGHOST

Zero gravity enabled, these space ghosts will take you to the 6th dimension, you'll forget you're on snow.



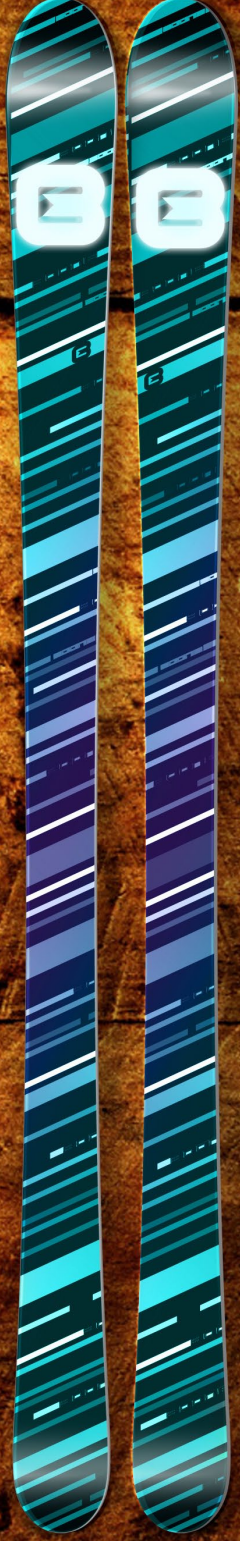
ROTTEN

Freeskiers took over the industry with attitude, style and passion. To some we are seen as punks, but the attitude and style of freeskiers created an industry and culture of it's own. Truly a punk tribute.



B-ONE

B-ONE describes our team philosophy - Despite the fact that we are all individual skiers, the BOONE crew is united as one around the world.



FRONT 2.0

Throwbacks to the 80's arcade 8 bit designs with a slick look standing still - and a flash of 80's oldskool for flossing down the hill.



HANDSTYLES

The custom flavor that makes these Handstyles so personal and unique match your style when you're riding the park - different style for every artist, different style for every skier classic custom flavor



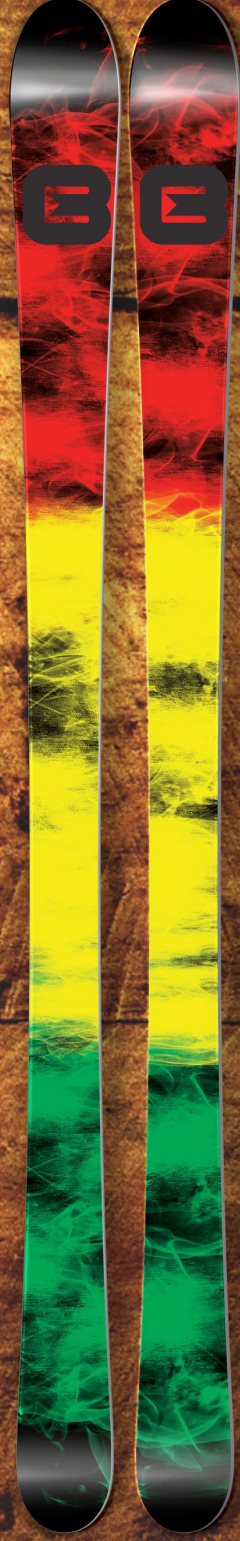
RASTA J'S

Rasta J's - Grab Your Papers, Roll Your Own and Pick Your Line with the Rasta Paper.



PRO TEAM

Ride the ski the BOONE Pro Team rocks!



SMOKESSTICKS

With the ras influence, these match your effortless style - the laid back flow when you're hitting that backcountry booter or moshing the park.



PSYCHODOLIC

Get ready to take a step into the 6th dimension with the future of BOONE. Psychosis and Extreme Freeskiing are closely linked - for those patients we have the BOONE Psychodelic.



UNDERDOG

These ski's come from the urban core, a hustler and scrappier at heart. The underdog always has to stay in motion to compete, never stopping or giving up.



WATER

Water follows the path of least resistance as should your effortless style through the park. The artist for this piece is Andrew Hagon, aka "Water." A premiere street artist from Australia.



STARBURST

Take a step into the light of the Sixth Dimension with the ski that looks like it tastes delicious.



LICHI STICKS

Welcome to the Future.



BAMBOO CHUTES

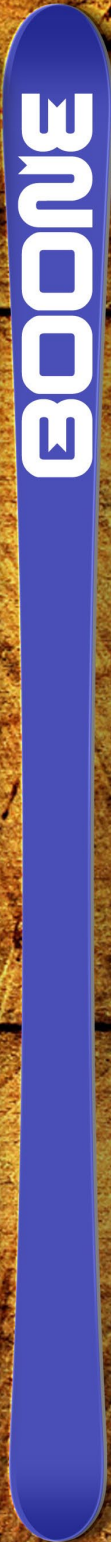
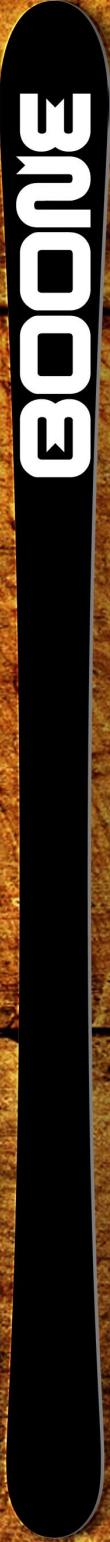
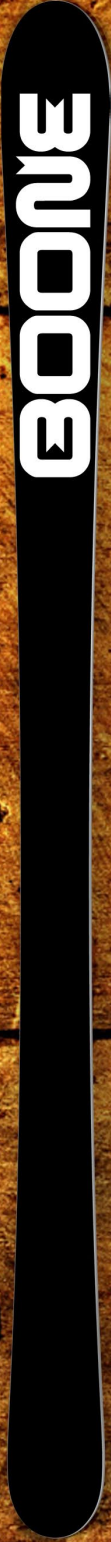
Embodying the essence of Boone skis, these speak to our heart and core, but please do not feed the panda's.



BUBBLICIOUS

Not edible, but definitely something for the sweet tooth. A luscious design for any lady who loves to ski!

BASES





TEAM BOONE TEE



BOONE 3D

in **B-D**



BOONE SKIS
BOONE SKIS
BOONE SKIS
BOONE SKIS



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DRIPS











PRESS

FREESKIER MAGAZINE



BOONE

booneskis.com

California-based Boone offers customers a semi-custom ski. Boone customers choose their model and length, then add their own artwork. Boone uses bamboo cores, which the company calls "nature's natural carbon fiber." The company only makes a small batch of skis each year, so put in a pre-order if you're looking to get your hands on a pair.

GLO-STICKS POWDER

CARVING	3
PLAYFULNESS	5
STABILITY	3
FLOAT/POWDER	4.7

OVERALL 15.7 The Glo-Sticks are made with a bamboo/poplar core and sandwich construction. They're lightweight and, according to one tester, "the supreme pow weapon. These can slash around anything in deep snow."

\$650 DIMENSIONS: 140-118-138 (@ 185)



coreupt.com

When you have athletes like Candide Thovex, TJ Schiller, Gus Kenworthy, Justin Dorey, and Richard Permin skiing on CoreUPT, you can assume the skis can do a little more than just slide on snow. If you want a pair, though, make sure to order direct or ask at your local shop. You won't find these skis in a big box store, as the company believes in staying dedicated to the core community.

TJ PRO

CARVING	N/A
PLAYFULNESS	N/A
STABILITY	N/A
FLOAT/POWDER	N/A

OVERALL N/A TJ Schiller has worked with CoreUPT to develop a ski that slays all over the mountain. The TJ pro isn't only rider-inspired, but also artist-inspired: TJ held a design contest on his website and chose the best one to be this year's graphic.

€419 DIMENSIONS: 116-86-110 (@ 183)



\$1,200



SIA SNOWPRESS DAILY

ski, snowboard, apparel and accessories company's are going Well, most of them are already here, right on the Vegas floor, chance to check out Generation Next at SIA so you can say, 'Yes of their first stores.'



The Boone Boon

"Skiing is our favorite sport and our mission is to further the sport in any positive way we can," says Boone Skis founder Erik Boone, 29, who bases his operation in Lake Tahoe. His mission began as an idea: skis with arresting graphics designed by the most talented artists out there. "Skiing is already art in itself," says Boone. "It's only fitting to continue the search for arresting design within the genre."

The skis are sandwich construction and made from a 100-percent bamboo core, making them durable,

poppy and eco-friendly. The company also has a unique approach toward manufacturing. It offers two skis (park (82mm waist) and freeride (93mm)) with three graphics packages (Magic Sticks, Superfreaks, and Twins), as well as the Glo-Stick powder ski (140/118/138). "We're seeing a real movement in the industry which is just the next step in the progression of skiing," says Boone, adding that the skis are super lightweight and durable. "It's a designer product — we never produce more than 500 pairs of any ski." — EUGENE BUCHANAN

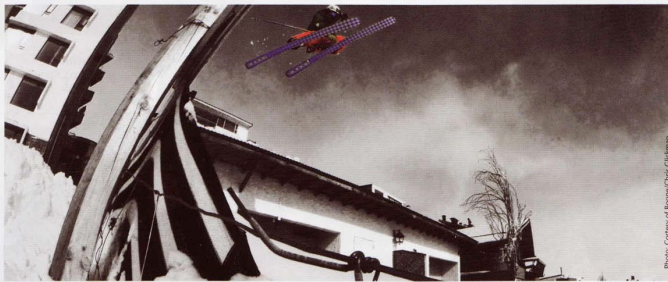


Photo: Courtesy of Boone Skis, Erik Boone

GoPro Cameras

Founded in 2004 and based in Pescadero, Calif., GoPro has quickly become the world's leading manufacturer

POWDER MAGAZINE



As an independently owned and operated collection, we are passionately dedicated to building quality ski supporting the progression of our sport.



Product Features: With BOONE you can have the ability to choose from our three ski types (park, freeride, and powder), graphics to make over 100 individually unique skis. Each ski features the same vertically laminated bamboo construction. It's your own pair of custom skis today!

ARK MSRP: \$450

Sizes: 155, 165, 175cm Dimensions: 111-81-106 Available Graphics: Tron, Underdog, Bamboo Chutes, Spaceghost, B-1 Description: This featherweight ski weighs in at a lean 2.8-3.5 lbs (depending on length) with a medium flex pattern characterized as "very poppy and fun" and "an awesome performer in the pipe and park" by our team athletes. Don't forget to add custom rivets when building your own ski BOONESKIS.COM to make these skis impervious in the park!



FREERIDE MSRP: \$450

Sizes: 170, 180cm Dimensions: 125-93-119 Available Graphics: Tron, Underdog, Bamboo Chutes, Spaceghost, B-1 Description: Shred the entire mountain from the park to the pow on these mid-faties! Match this go-everywhere do-anything one-ski-quiver with your favorite artwork and length to create your own masterpiece!



POWDER MSRP: \$650

Sizes: 185cm Dimensions: 140-118-138 Available Graphics: Tron, Underdog, Bamboo Chutes, Spaceghost, B-1 Description: Featuring a fully rockered 40/30 reverse camber design, with lightweight, green and durable bamboo construction, this is truly a purebred powder ski. The astonishing fact about this ski is that it shines equally well on springtime corn snow and soft groomers!

YOU SHOULD KNOW: Boone offers personalization to each ski, allowing customers to match their choice of artwork to their desired ski shape and length.

CONTACT

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