



SUP Product guide 2010



INNOVATION QUALITY

STARBOARD



France, July 2009

Our team , friends and crew have been in the water all year.

Lots of events , demo's , shows , racing , development and lots of fun.
SUP is an addictive sport that gets us out of bed to watch the sun rise while gliding over the water.

The most active team player , Scott Mc Kercher has been forth and back between the Indonesian islands, Australia , Thailand, Peru and Hawaii all year. He is always getting closer in his search to ride the perfect wave on the perfect board.

Margareta Engstrom has travelled the world catching the most fabulous sceneries and action and the put it all together to present our sport and brand.

We have kept on tweaking outlines, concaves, volume, rails, V lines, rocker lines and when we put it al together, the performance enhancement is simply put , very noticeable and way ahead of what we had expected.



One stop SUP shop .

Welcome to the best and largest offering in Stand Up Paddle boarding.

To maximize your potential of market penetration and leadership for 010, we have considered every segment concerning price, size, weight and traction option (EVA Pads/ Touch). Starboard is the one stop SUP shop .

For those shops that are generally concerned about complexity in SUP offerings, its easy to place most orders with us as the shop then need to promote mainly one brand, get to know one brand and get deliveries from mainly one distributor.

The sport is growing extremely fast and in the US alone there are already some 35 brands battling hard for market share. Those countries who early get going with promos and establish networks with marine shops, kayak / canoe stores and surf shops will be ahead when 50 other brands are storming into your market,, its all about who is the first mover.

Racing is taking off. In the US its estimated 1000 participants at the Battle of the Paddle in Oct 010 and there are races every week. We will next year introduce ranges for flat water racing, choppy water racing, Hybrids and Cruisers. There is no looking back in a sport / industry where there will be more SUP boards sold in 010 than Windsurf boards, and then doubling again the following year. Europe would normally be 2 years behind in development. The markets grow considerable faster when the distributors set up events to promote racing and SUP festivals.

As a Starboard SUP distributor you will have spent a lot of time on in depth research on your SUP market, thus know better than anyone else which of our products and technologies you would like to offer into your market . Before you place your main orders its extremely important to check with all your shops to understand what they will be interested in concerning sizes, prices, technologies and colors.

Why Starboard 4 technologies.(Colors are not technologies, please relate to the color concept from sails, kites, cars, clothing and so on.)

1/ Technora -Light/strong, the choice for those who want the best and are OK to pay for it. (No EVA)

2/ TAC -Beautiful wood, with the signature of Terje Haakonsen, making it possible for you to talk with Snowboard shops. (NO EVA)

3/ Camo Black for boys, Candy for girls (40% girls in SUP) Our full deck EVA boards

4/ Touch Blue for boys, Touch Orange for girls . Our no EVA deck price point collection

We are looking at opening a Web site where each country can note what models/technologies they choose to stock. Making the customers aware that if they wish other choices, they need to wait 3 months for their order to be delivered.

Svein



7'11" x 29" SevenEleven



Technora
SSB10UPT711
19 cm fin
FCS M5 x2



TAC
SSB10UPWM711
19 cm fin
FCS M5 x2



Candy
SSB10UPACD711
19 cm fin
FCS M5 x2



Camo
SSB10UPACBM711
19 cm fin
FCS M5 x2
WS strap insert
Mast track



Blue Touch
SSB10UPASM711
19 cm fin
FCS M5 x2



Orange Touch
SSB10UPASO711
19 cm fin
FCS M5 x2

7'11" x 29" SevenEleven

Warning, this short shape is quickly taking you to levels that seemed impossible.

Only advanced SUP riders or light weight people are suited to get the most out of this board.

Radically responsive, nothing will match it's rail to rail ability, vertical projection, speed down the line and ability to fit into a pocket. It doesn't have the greatest glide into waves and will test your stability.

However, the performance benefits of it's smaller size usually outweigh these factors for those looking for "short board" feel.

Dimensions:

Length: 242 cm
Width: 74.8 cm
Tail Width: 45.6 cm
Volume: 116 L



8'0" x 26" Tiki



Candy
SSB10UPACD80
19 cm fin
FCS M5 x2



Camo
SSB10UPACB80
19 cm fin
FCS M5 x2



Blue Touch
SSB10UPASM80
19 cm fin
FCS M5 x2



Orange Touch
SSB10UPASO80
19 cm fin
FCS M5 x2

8'0" x 26" Tiki

Every good light weight rider on the team have totally fallen in love with the this shape.

Dedicated ripper for smaller framed people to tear it up. Fast and loose is the feedback received.

With mono concave to a V'd double concave, allowing acceleration of the learning curve beyond the parameter's of today.

Dimensions:

Length: 243.2 cm
Width: 67.5 cm
Tail Width: 43.3 cm
Volume: 105 L



8'5" x 30" Pocket Rocket



Technora
SSB10UPTW85

FCS M7 x2
FCS M5 x2



TAC
SSB10UPWMW85

FCS M7 x2
FCS M5 x2



Candy
SSB10UPACDW85

FCS M7 x2
FCS M5 x2



Camo
SSB10UPACBW85

FCS M7 x2
FCS M5 x2



Blue Touch
SSB10UPASMW85

FCS M7 x2
FCS M5 x2



Orange Touch
SSB10UPASOW85

FCS M7 x2
FCS M5 x2

8'5" x 30" Pocket Rocket

The Short, stable and fast shape that changed the perception of SUP shortboarding is still the benchmark in on-shore and more mushy conditions. Seamlessly smooth acceleration and lightning top end speed allow you to make the fastest of sections, with the shorter length allowing it to fit into smaller pockets. Stability is enhanced with the wide nose and pulled in tail, utilizing the "Stinger" concept to provide the unique combination of a high performance board, while still being user friendly.

Dimensions:

Length: 254.5 cm
Width: 77.0 cm
Tail Width: 48.3 cm
Volume: 126 L



8'5" x 29.5" Pro



Technora

SSB10UPTN85

19 cm fin
FCS M5 x2



TAC

SSB10UPWMN85

19 cm fin
FCS M5 x2



Candy

SSB10UPACDN85

19 cm fin
FCS M5 x2



Camo

SSB10UPACBMN85

19 cm fin
FCS M5 x2
WVS strap insert
Mast track



Blue Touch

SSB10UPASMN85

19 cm fin
FCS M5 x2



Orange Touch

SSB10UPASON85

19 cm fin
FCS M5 x2

8'5" x 29.5" Pro

The extreme end of SUP shortboard performance has been further redefined with the 8'5 pro. Dedicated to the advanced SUP rider who is looking for maximum speed, drive and sensitivity through turns, providing the ability to go vertical or for full roundhouse cutbacks. From small beach breaks to racetrack barrels, an ideal traveler partner to take anywhere for any type wave. Probably the most core board in the Starboard line up and our pro teams choice.

Dimensions:

Length: 256.7 cm
Width: 75.7 cm
Tail Width: 10.6 cm
Volume: 127 L



9'0" x 30" Converse



Technora
SSB10UPTN90
20 cm fin
FCS M5 x2



TAC
SSB10UPWMN90
20 cm fin
FCS M5 x2



Candy
SSB10UPACDN90
20 cm fin
FCS M5 x2



Camo
SSB10UPACBMN90
20 cm fin
FCS M5 x2
WS strap insert
Mast track



Blue Touch
SSB10UPASMN90
20 cm fin
FCS M5 x2



Orange Touch
SSB10UPASON90
20 cm fin
FCS M5 x2

9'0" x 30" Converse.

Maneuverability and stability in a short length. The 9'0 converse is a well balanced short board that's easy to use. From it's unique combination of outline curve and rocker, it produces the performance attributes of being fast, loose and responsive. Especially suited for riders coming down to a shorter length board for rapid progression.

Dimensions:

Length: 275.9 cm
Width: 77.3 cm
Tail Width: 46.2 cm
Volume: 136 L



9'1" x 29" Pro



Technora
SSB10UPT91

19 cm centre fin
FCS M5 x2



TAC
SSB10UPWM91

19 cm centre fin
FCS M5 x2



Candy
SSB10UPACD91

19 cm centre fin
FCS M5 x2



Camo
SSB10UPACBM91

19 cm fin
FCS M5 x2
VVS strap insert
Mast track



Blue Touch
SSB10UPASM91

19 cm fin
FCS M5 x2



Orange Touch
SSB10UPASO91

19 cm fin
FCS M5 x2

9'1" x 29" Pro

From a 6'4" shortboard into SUP proportions, that is a snapshot of this board's outline evolution. It provides an outline/rocker combination to maximize speed while still being extremely loose. It gives you high performance when it's small, still being able to hold a rail in larger waves. The 9'1 Pro has ability to go vertical and still turn the tightest of arcs in your cutbacks. An amazing new sensation, but be aware that its less stable than the progressive Converse.

Dimensions:

Length: 276 cm
Width: 73.6 cm
Tail Width: 46.1 cm
Volume: 130 L



9'0" x 33" Hero



Technora
SSB10UPTW90
17 cm fin
FCS M7 x2



TAC
SSB10UPWMW90
17 cm fin
FCS M7 x2



Candy
SSB10UPACDW90
17 cm fin
FCS M7 x2



Camo
SSB10UPACBMW90
17 cm fin
FCS M7 x2
Mast track



Blue Touch
SSB10UPASMW90
17 cm fin
FCS M7 x2



Orange Touch
SSB10UPASOW90
17 cm fin
FCS M7 x2

9'0x33" Hero

The Hero opens waveriding to everybody. It redefines what is possible for heavier SUP riders to experience in the waves. Unparalleled stability in a board of this length, with turnability defying its 33 inches of width.

A board so easy to surf that you will become an instant super hero.

Dimensions:

Length: 247.9 cm
Width: 83.4 cm
Tail Width: 47.7 cm
Volume: 146 L



9'8" x 30" Element



Technora
SSB10UPTW98
21 cm fin
FCS M7 x2



TAC
SSB10UPWMW98
21 cm fin
FCS M7 x2



Candy
SSB10UFACDW98
21 cm fin
FCS M7 x2



Camo
SSB10UPACBMW98
21 cm fin
FCS M7 x2
Mast track
WS strap insert



Blue Touch
SSB10UPASMW98
21 cm fin
FCS M7 x2



Orange Touch
SSB10UPASOW98
21 cm fin
FCS M7x2

9'8"x30 " Element.

A great higher end all-round board. Providing good glide into waves but still able to be thrown on rail at high speed into a driven turn. A progressive rocker with constant V throughout and accelerated tail kick makes for a smooth ripper of a board. The shape suits most riding styles and body weights in most conditions.

The 9'8" is with its wider nose great for nose riding and at the same time has enough paddle speed for pleasure cruising in calm waters.

Dimensions:

Length: 295.9 cm
Width: 76.5 cm
Tail Width: 43.6 cm
Volume: 150 L



9'8" x 29" Pro



Technora
SSB10UPTN98
21 cm fin
FCS M5 x2



TAC
SSB10UPWMN98
21 cm fin
FCS M5 x2



Candy
SSB10UPACDN98
21 cm fin
FCS M5 x2



Camo
SSB10UPACBMN98
21 cm fin
FCS M5 x2
WS strap insert
Mast track



BlueTouch
SSB10UPASMN98
21 cm fin
FCS M5 x2



Orange Touch
SSB10UPASON98
21 cm fin
FCS M5 x2

9'8" x 29" Pro.

Uncompensated performance for confident paddlers taking advantage of the narrower width. The outline and rocker produces and maintains speed through a turn, while allowing the option for projecting vertically. A length which is optimal for glide into waves and nose riding, while still maintaining a radical edge.

Dimensions:

Length: 293.7 cm
Width: 73.6 cm
Tail Width: 46.4 cm
Volume: 139 L



10'0" x 34" Whopper



Technora
SSB10UPT100

17 cm fin
FCS M7 x2



TAC
SSB10UPVM100

17 cm fin
FCS M7 x2



Candy
SSB10UPACD100

17 cm fin
FCS M7 x2



Camo
SSB10UPACBM100

17 cm fin
FCS M7 x2
Mast track



Blue Touch
SSB10UPASM100

17 cm fin
FCS M7 x2



Orange Touch
SSB10UPASO100

17 cm fin
FCS M7 x2

10'0" x 34" Whopper.

Extremely stable at 34 inches width, the Whopper provides stability to paddle through the most turbulent white water and other difficult conditions. Maneuvering the board is simple as it turns very easily on the spot with its stability making it a breeze to paddle into waves. Almost impossible to nosedive, it catches even the smallest waves with ease, making SUP even more fun. The Whopper continues to surprise with amazingly good waveriding characteristics for its width.

Dimensions:

Length: 304.4 cm
Width: 86.2 cm
Tail Width: 46.7 cm
Volume: 168 L



10'0" x 34" Whopper Club



Camo
SSB10UPASP100
17 cm fin
Mini Tuttle Thruster

The **Whopper Club** edition features high density EVA nose and tail bumpers to reduce the risk of injuries. The side fin Mini TT fin boxes are extra strong, especially well suited for school usage and the board now sports a US mid fin box. The standing area is color coded to indicate the best paddling position. All together the very best board ever to learn to Sup with in the waves, this combined with unique high performance wave riding characteristic, revolutionizing Stand up paddle boarding.

10'0" x 34" Whopper Windsurf

The **Whopper Windsurf** with mast track and middle fin option doubles as an entry level windsurfer with the nice glide coming from its generous length. The 34" (85 cm) width provides stability. This shape will even surprise in wave riding with its carving.



Camo
SSB10UPASPFM100
17 cm fin
Mini Tuttle Thruster
Mastbox
41 cm Middle fin

Dimensions:

Length: 304.4 cm
Width: 86.2 cm
Tail Width: 46.7 cm
Volume: 168 L



10'3" x 29" Pro



Technora
SSB10UPT103
21 cm fin
FCS M5 x2



TAC
SSB10UPWVM103
21 cm fin
FCS M5 x2



Candy
SSB10UPACD103
21 cm fin
FCS M5 x2



Camo
SSB10UPACBM103
21 cm fin
FCS M5 x2
Mast track



Blue Touch
SSB10UPASM103
21 cm fin
FCS M5 x2



Orange Touch
SSB10UPASO103
21 cm fin
FCS M5 x2

10'3" x 29" Pro.

The board you will use when the surf picks up. When you need the glide to get in to the waves and the confidence to handle the drop. With a classic gun out line, thinner deck profiles, rails and rockerline to match, it's all about the containment of high speed while still being able to initiate a turn and trust the board that's under your feet.

An interesting bi product of this shape is the enhanced glide well suited for light people wanting a board for calm water paddling

Dimensions:

Length: 311.4 cm
Width: 73.1 cm
Tail Width: 40.4 cm
Volume: 144 L



10'5" x 30" Drive



Technora
SSB10UPT105

22 cm fin
FCS M5 x2



TAC
SSB10UPWM105

22 cm fin
FCS M5 x2



Candy
SSB10UPACD105

22 cm fin
FCS M5 x2



Camo
SSB10UPACBM105

21 cm fin
FCS M5 x2
Mast track



Blue Touch
SSB10UPASM105

22 cm fin
FCS M5 x2



Orange Touch
SSB10UPASO105

22 cm fin
FCS M5 x2

10'5" x 30" Drive

Balancing between stability, maneuverability and glide, the smooth pintail and wide nose feels small on the wave and plenty stable while paddling. The deck is flattened out for better foot grip and the thin rails provide a slightly sharper feel. It's rocker line and increased V numbers in the back foot area combine to produce a board with extreme drive and speed, yet is loose and responsive. It's fun in marginal surf and goes very well in serious waves as well. Great flat water glide and more than anything, it really feels alive on a wave.

Dimensions:

Length: 318.6 cm
Width: 77.0 cm
Tail Width: 40.2 cm
Volume: 156 L



11'2" x 30" Blend



Technora
SSB10UPT112
22 cm fin
FCS M5 x2



TAC
SSB10UPWM112
22 cm fin
FCS M5 x2



Candy
SSB10UPACD112
22 cm fin
FCS M5 x2



Camo
SSB10UPACBM112
22 cm fin
FCS M5 x2
Mast track



Blue Touch
SSB10UPASM112
22 cm fin
FCS M5 x2



Orange Touch
SSB10UPASO112
22 cm fin
FCS M5 x2

11'2" x 30" Blend

A popular board with its roots from traditional longboarding. Its smooth paddling and glide onto waves, is enhanced with a lively response and drive out of a turn with increased V numbers in the hip and thin refined rails. The deck is quite flat for better paddling and also more grip while on the wave. Its flat nose section is great for nose riding and it's a very comfortable board to walk.

Dimensions:

Length: 343.0 cm
Width: 77.7 cm
Tail Width: 41.0 cm
Volume: 168 L



12'0" x 32" Big Easy



Technora
SSB10UPT120

23 cm fin
FCS M5 x2



TAC
SSB10UPWM120

23 cm fin
FCS M5 x2



Candy
SSB10UPACD120

23 cm fin
FCS M5 x2



Camo
SSB10UPABM120

23 cm fin
FCS M5 x2
Mast track



Blue Touch
SSB10UPASM120

23 cm fin
FCS M5 x2



Orange Touch
SSB10UPASO120

23 cm fin
FCS M5 x2

12'0" x 32" Big Easy

Big and Easy. It's as simple as that. Stable to paddle thanks to it's 32" width. Increased tail rocker and pinned out aft section makes it very maneuverable for its size. The flattened out mid front section provides great nose riding ability and paddles easy into the waves.

Dimensions:

Length: 369.8 cm
Width: 81.8 cm
Tail Width: 42.6 cm
Volume: 205 L



12'6 x 30" Cruiser



Technora
SSB10UPT126
23 cm fin
FCS M5 x2



TAC
SSB10UPWMI26
23 cm fin
FCS M5 x2



Tuffskin Candy
SSB10UPFCD126
23 cm fin
FCS M5 x2



Tuffskin Black
SSB10UPFCBM126
23 cm fin
FCS M5 x2
Mast track

12'6" x 30" Cruiser

Renowned as a fast cruiser for both open ocean and lakes, the 12'6" maintains its performance proven shape. Its exceptional glide comes from the added length and the smooth stable rocker line makes it a hit for "down winders" and "point to point" paddling. The 12'6" is the ideal board for catching your first waves with and will surprise you with its good carving ability. Being probably the best tandem surf board ever, the 12'6" is a classic all rounder.

Dimensions:

Length: 379.8 cm
Width: 76.6 cm
Tail Width: 40.4 cm
Volume: 206 L



SUPER 12'0 and SUPER 12'6



Candy
STB10UPFRC126

12'6" x 30"
9" fin
Mast track
50 cm retractable
daggerboard

Camo
STB10UPFCBC126

12'6" x 30"
9" fin
Mast track
50 cm retractable
daggerboard

Camo
STB10UPFCBC120

12'0" x 32"
9" fin
Mast track
50 cm retractable
daggerboard

Candy
STB10UPFRC120

12'0" x 32"
9" fin
Mast track
50 cm retractable
daggerboard

Blue Touch

12'0" x 32"
9" fin
Mast track
50 cm retractable
daggerboard

SUPER 12'6" x 30"

The longer and narrower model, for more glide and a faster ride, whether windsurfing or paddling.

SUPER 12'0" x 32"

Shorter and wider, for more stability and an easier ride when windsurfing or paddling. A perfect board for clubs

The SUPER 12'6" and the new SUPER 12'0":

World's first SUP/windsurf boards with retractable daggerboard system. Unlocking the doors to a wonderful World of wind and water.

When stand up paddling, their long, slender shape glides smoothly and catches waves easily with surprising maneuverability. The integrated daggerboard and mast track for windsurfing transforms the kit into a lightwind windsurfer, a maneuverable board for lightwind waveriding and for old-school flat-water freestyling.

With its wide width, it's also a stable platform for progressing windsurfers and for family fun.

A true crossover between two sports, inviting all generations.

Dimensions SUPER 12'6":

Length: 379.8 cm
Width: 76.6 cm
Tail Width: 40.4 cm
Volume: 206 L

Dimensions SUPER 12'0":

Length: 369.8 cm
Width: 81.8 cm
Tail Width: 42.6 cm
Volume: 205 L



Paddles

Still available

Trainer
Tuffskin
SSGA10PPKBF



Power
Tuffskin
SSGA10PPNFF



Power 670 cm2
Carbon
SSGA10PCP



Wave 570 cm2
Carbon
SSGA10WCP



Enduro 570 cm
Carbon
SSGA10CPND



Enduro S 525 cm2
Carbon
SSGA10CPNDS





Paddle range 2010

Enduro 475 cm2
Glass



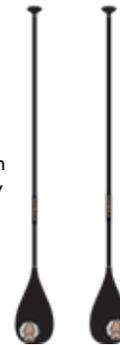
Enduro 475 cm2
Tufskin



Power 670 cm2
Carbon
The most powerful
paddle, with great
leaning ability



Wave 570 cm2
Carbon
Semi powerful with
good leaning ability



Enduro 570 cm2
Carbon



Enduro 525 cm2
Carbon



Enduro 475 cm2
Carbon



Enduro 430 cm2
Carbon



The Enduro, Starboard's premium range Carbon paddle is available in blade sizes 430cm2, 475 cm2, 525cm2 and 570 cm2. The 4 blade sizes targeting individual needs for paddle power and stroke frequencies.

Think of a smaller blade as a higher gear on your bike, you can get more strokes with less power input per stroke and keep paddling for longer without getting tired, thus eventually paddle faster over a distance.

The range sizing is great for paddlers wanting to size their paddle to their style and weight. The total weight is around shocking 500 grams including a built in layer of ABS blade rail reinforcement.

Paddle delivery info:

Power, Wave, Enduro carbon 570 cm2 and 525cm2
Enduro carbon 475cm2 and 430cm2
Enduro Glass 475 cm2
Enduro Tufskin 475cm2

orders by Sept 15th 09, shipping by Nov 15th 09,
orders by Nov 15th 09, shipping by Jan 15th 010
orders by Nov 15th 09, shipping by Jan 15th 010
orders by Dec 15th 09, shipping by Feb 15th 010



SUP Hexel Fins



Fin development.

We introduce the new Starboard composite Hexel fins in cool tinted black finish as standard for all SUP boards other than the SUPer's. Our plan was to also have composite side fins integrated into the program. However after testing of various side fin set ups and further the stiffness's in the thruster fins , it was found that the side fins with more flex were actually better suited to our boards.

A smoother initiation into a turn and arc all the way around was very clear. The larger volumes and thicker rails of the SUP boards obviously react differently to that of traditional shortboards , which most surfboard fins are designed for. Going back and forth with testing it was found that the flexi fins were simply better. Throughout the range varying sizes of centre fins and thrusters are used. Differences in length width and volume obviously requiring varying fin surface area.

For the smaller sizes, (7'11/8.0/8.5) a thruster with M'5 fins up front in combination with a Drake cool Hexel 19cm centre fin is the perfect blend between drive, traction and acceleration while still being loose. The larger sized boards from 9'0 up gradually increase to counter the extra size and volume required.

The exception being with Whopper, and Hero who's immense width actually suited having smaller centre fins with larger side fins. The selected injection molded side fins are made from the stiffness derived from PA+GF30%.



The SUP race program.

We are looking forward to participate in the Battle of the Paddle at Dana Point in the beginning of Oct, together with the estimated other one thousand competitors.

Racing is SUP's fastest growing segment and currently these are the classes and regulations :

The 12'6" Class, the most popular class in the US.

The 14'0" Class, exciting fast racing.

The unlimited class, anything allowed including steering ,popular for open ocean crossings.

Starboard introduces a massive race program created by the best designers on Planet SUP.

Here a little preview of what we expect to ship in Feb 010.-

12'6 " Elite Racing:

Renowned California based shaper **Brian Szymanski** has 12 boards ready for the Battle of the paddle the 12'6" class, the most popular category. The 2 fastest designs will go into production, one for heavier people and one for lighter people, they will be classified by width.

These boards will work in flat water and also in chop , all-round winners.

12'6" x 23"

12'6" x 26"

K

Jim Drake has developed :

Pro K 12'6" x 26" (flat water supremacy in the 12'6" class.)

Pro K 14'0" x 24" (the board that easily won the 09 World Cup in Germany, flat water supremacy in the 14'0" class.)

K 14'0" x 30" for flat water cruising and racing for national level in the 14'0" class.

K 15'0" x 30" for flat water cruising and racing on national level in the unlimited class.

Freerace.

Svein Rasmussen and **Scott Mc Kercher** have developed comfortable Free race board suiting choppy waters, downwinders and also providing a competitive edge compared to most other boards in the market.

12'6" x 29"



SUP World Cup race in Hamburg 12-07-09



Ekolu Kalama winning sprint and distance on K-14



Ekolu Kalama 1st place, John Hibbard on 3rd place using K-14, so far the fastest board in the world.