

2011 STANDUP PADDLE

PHOTO: BEN HORTON | WWW.BENHORTON.BZ

SURF TECHNICIANS INC. • 2685 MATTISON LN • SANTA CRUZ • CA 95062 • 831.479.4944





Ken "Hobie" Hoeve

SUP WILL CHANGE YOUR LIFE

Simple, sleek, and powerful enough to change the way we live. That's how Surftech views the stand up paddleboard - a revolutionary, vessel to which **we are passionately committed**. Stand up paddling extends across borders, genders, cultures and generations. It evokes excitement in all who give it a go. Surftech's wide-ranging 2011 line of products is dedicated to inspiring adventure in all types of paddlers.

The World's Best Designers Choose Surftech

Surftech is a leading designer and developer of branded boards and accessories that enhance paddling performance. The Company builds and markets boards for such well-known brands as Bark Paddleboards, Laird Hamilton, Surftech, Gerry Lopez, Takayama and more.

From Laird to Bark to Lopez to French, the brands of Surftech **set the standard of design and innovative excellence**. Surftech's commitment to this philosophy and standard is reflected in our unrivaled 20-year history and foundational belief in technological innovation. The result is superior quality and highest performance boards on the market.

Inspiring Athletes Demand Cutting Edge Boards

Laird Hamilton, Godfather of SUP; Chris Lieto, 2nd Place 2009 IRONMAN World Championship; Jamie Mitchell, 9x Molokai to Oahu paddleboard race champion; Candice Appleby, 2010 Battle of the Paddle Women's Elite Champion... These exceptional athletes are the finest paddlers on the water. At Surftech we are proud to sponsor these elite Pro Athletes and contribute to their winning performances.

ADVANCED COMPOSITE TECHNOLOGY • PROVEN PERFORMANCE SINCE 1990



Jamie Mitchell and Surftech founder Randy French in the design room

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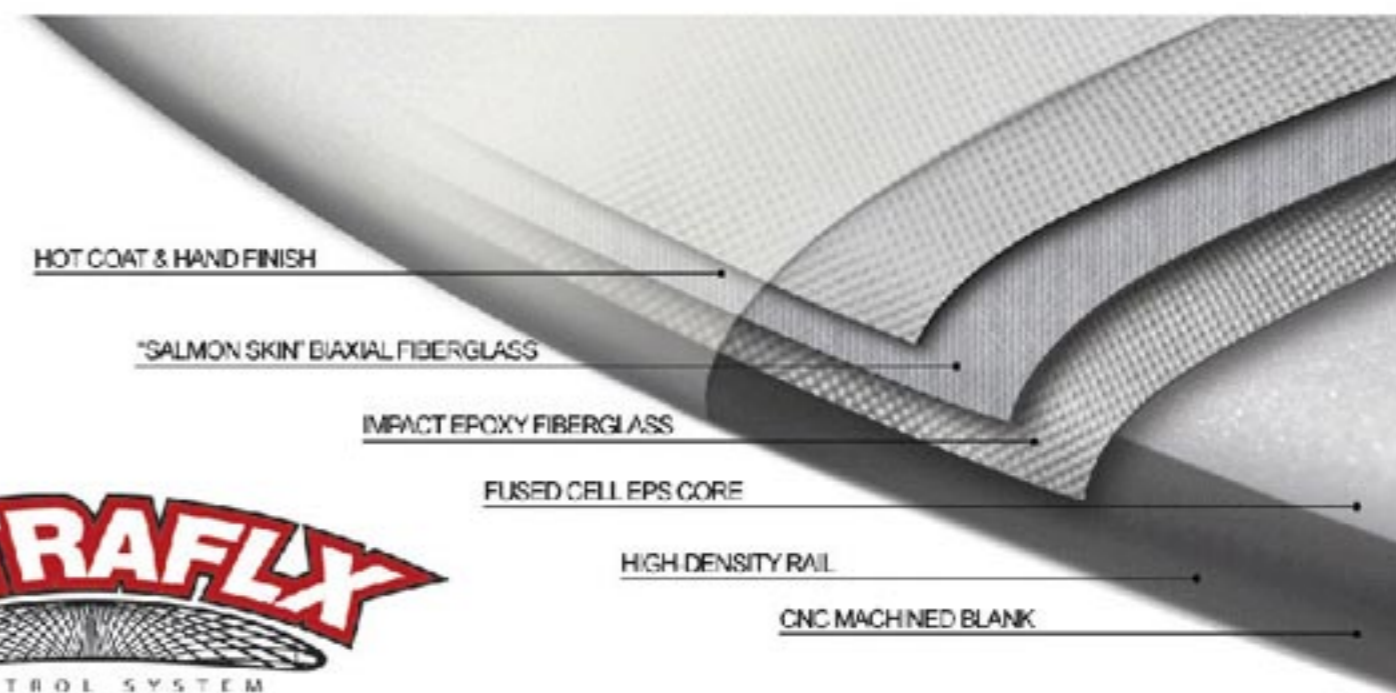
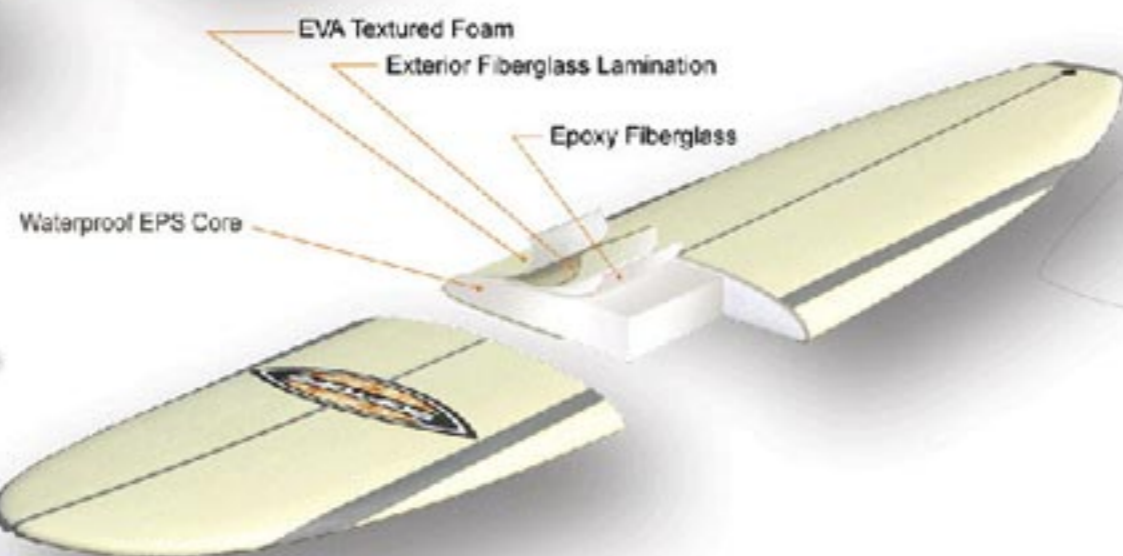
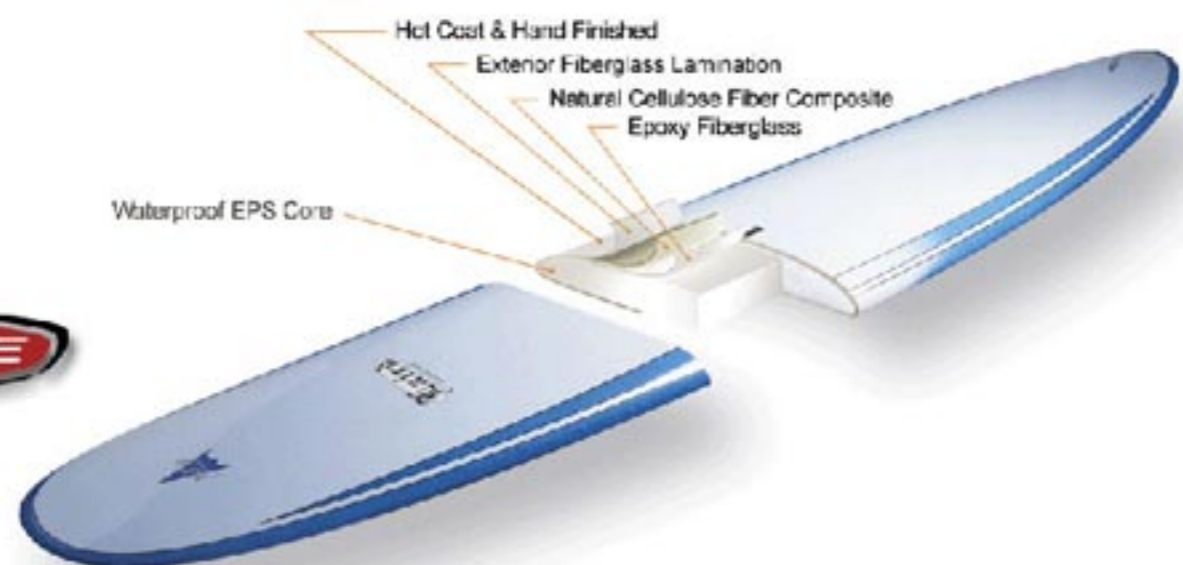
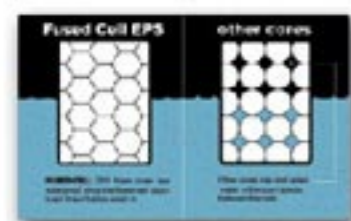
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SURFTECH TECHNOLOGY

Not all epoxy boards are created equal!

TUFLITE GREENER SUP'S THAT STAND APART

Many water enthusiasts are acutely aware of the effect mankind is having on the planet. After years of research and testing, we are proud to be the first company to offer a real alternative to the current fossil based foam cores used in modern composite surf and stand up paddle board construction. We developed a "Natural Composite" core material made from a renewable cellulose fiber - a sustainable and recyclable product, that have remarkable flex properties and retain incredible structural integrity when used in sandwich constructions.



ULTRAFLX

As the preeminent leader in building composite surfboards, Surftech engineers developed an **innovative new surfboard construction**. ULTRAFLX, as the name implies, is a technology featuring a much softer flex pattern. We've chosen high quality materials with care and purpose to develop a high-performance board that will last, as well as keep its crisp flex and soft feel for a life that will be measured in years rather than weeks or months. With the success of ULTRAFLX in the surf market, our team chose to introduce ULTRAFLX to the SUP market in 2011. Surftech's high-performance ULTRAFLX boards are proof that **Surftech never stops pushing technology to new levels**.

SOFTOP

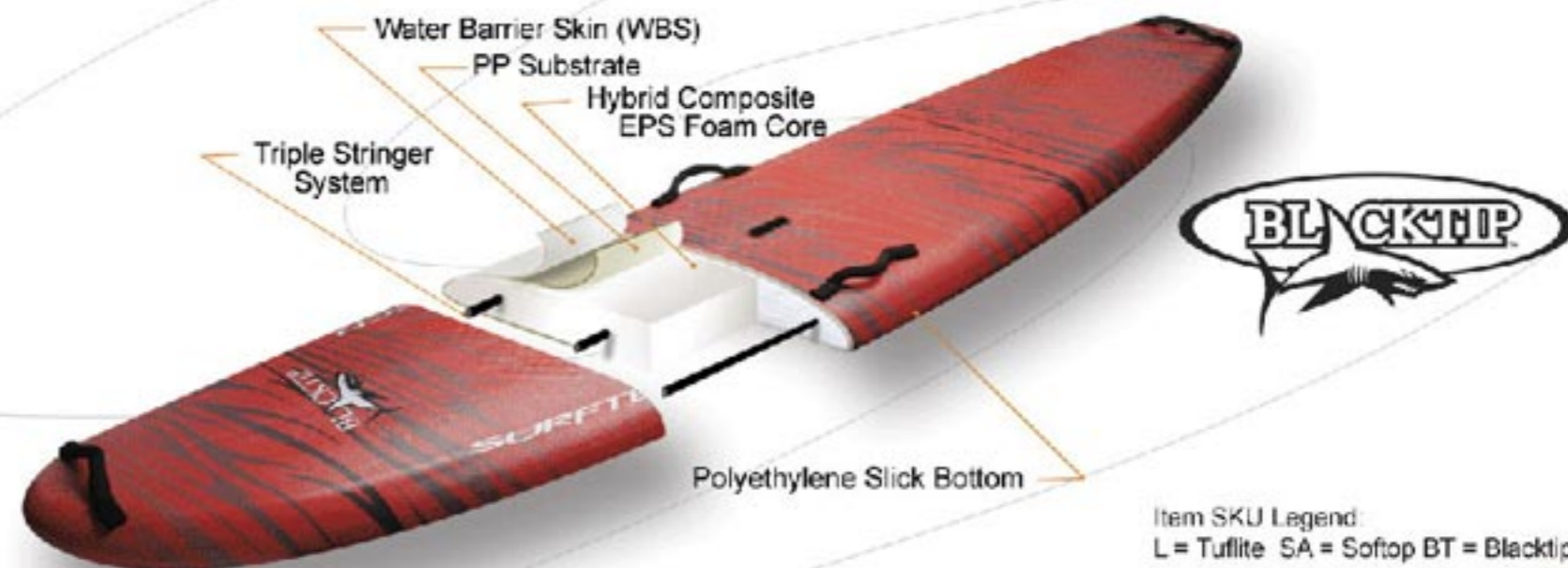
Softops represent Surftech's dedication to performance and value. Each Softop is a custom shaped epoxy fiberglass board with a functional EVA deck pad. Creating a ready to ride durable all-around SUP.

NATURAL COMPOSITE

15 years ago Surftech pioneered this greener technology for its durability and beauty. Combining renewable natural fibers with hi-quality epoxy and our proprietary fused-cell EPS core, Surftech Natural Composite boards are as durable as they are aesthetically appealing.

BLACKTIP

The Blacktip has a completely soft polyethylene deck and rail for safety and traction while the bottom features a soft but durable plastic surfin surface. The deck features a water barrier skin for extra protection.



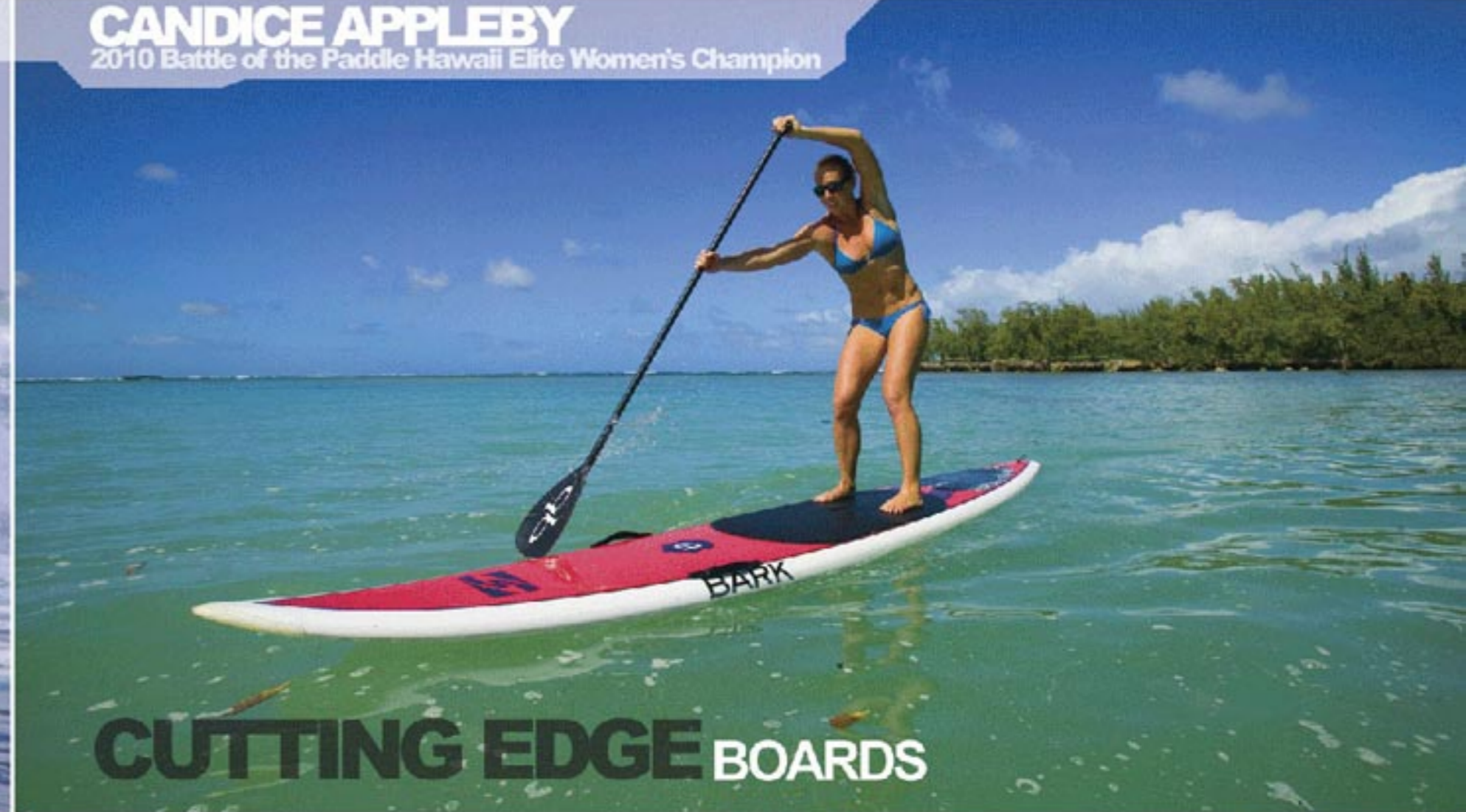
Item SKU Legend
 L = Tuflite SA = Softop BT = Blacktip
 U = ULTRAFLX W = Wood

LAIRD HAMILTON
Most important athlete in the sport of SUP



INSPIRING
ATHLETES DEMAND

CANDICE APPLEBY
2010 Battle of the Paddle Hawaii Elite Women's Champion



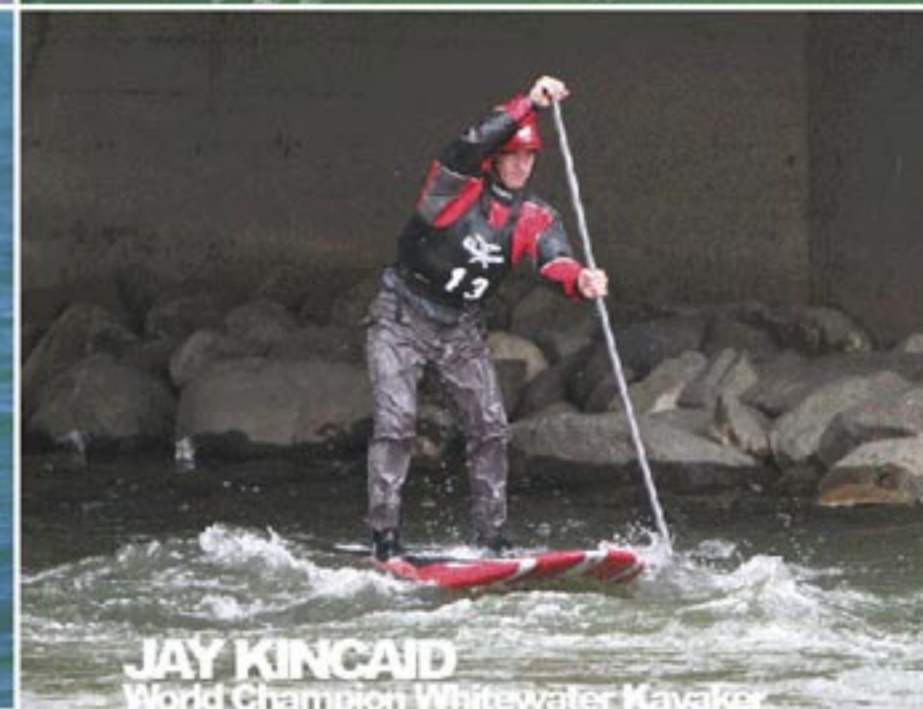
CUTTING EDGE BOARDS



JAMIE MITCHELL
9x Molokai to Oahu Paddleboard Race Champion



SLATER TROUT
2009 Battle of the Paddle Elite 2nd Place



JAY KINCAID
World Champion Whitewater Kayaker



CHRIS LIETO
2009 IRONMAN World Championship runner-up

LAIRD HAMILTON • JAMIE MITCHELL • SLATER TROUT • GERRY LOPEZ • MICKEY MUNOZ
NOAH SHIMABUKURO • KAI SALAS • KEN 'HOBIE' HOEVE • JAY KINCAID • TAYLOR ROBERTSON
CHRIS LIETO • MICHAEL LOVATO • LUKE BELL • ROCH FREY • GREG WELCH • PAUL HUDDLE
BRENT ALLEN • REID SWANSON

CANDICE APPLEBY • RUTH GORDON • MARISA MILLER
HEATHER FUHR • PAULA NEWBY-FRASER • JULIE MOSS • JESSI STENSLAND
CINDI BANNINK • EILEEN SWANSON • TALIA GANGINI • KANESA DUNCAN

designs by **JOE BARK**



L1824 L1823

Expedition

Length: 14'
Width: 29.25"
Thick: 5.188"
Volume: 235L



L1874

Competitor*

Length: 12'6"
Width: 29"
Thick: 6.5"
Volume: 233L



L1910

Dominator

Length: 14'
Width: 27.5"
Thick: 7"
Volume: 258L



L1420

Prone

Length: 10'6"
Width: 20"
Thick: 4.25"
Volume: 171L



L1105 L1106

Prone

Length: 12'
Width: 21"
Thick: 7.25"
Volume: 195L



L1107 L1108

Prone

Length: 14'
Width: 20.75"
Thick: 7.5"
Volume: 235L



SETTING THE STANDARD

INFINITY
Designs by Steve Boehne

CHANNEL ISLANDS
Designs by Al Merrick



L1969

Caddie

Length: 9'1"
Width: 29.5"
Thick: 4.25"
Volume: 136.57L



L1970

Length: 9'7"
Width: 29.375"
Thick: 4.25"
Volume: 144.16L



L1971

Length: 10'
Width: 30"
Thick: 4.25"
Volume: 156.29L



L1706

Kuku Hoe

Length: 10"
Width: 28"
Thick: 4.875"
Volume: 162.7L



L1707

Length: 10"
Width: 28"
Thick: 4.875"
Volume: 162.7L



L1708

Length: 11"
Width: 28.375"
Thick: 4.75"
Volume: 169L



L1709

Length: 11"
Width: 28.375"
Thick: 4.75"
Volume: 169L



LAIRD
designs by Bob Pearson
& Laird Hamilton



L1926 L1927

10'

Length: 10'
Width: 28.5"
Thick: 4"
Volume: 129.4L



L1905 L1814

10'6"

Length: 10'6"
Width: 29.75"
Thick: 4.375"
Volume: 154L



L1923 L1816

11'

Length: 11'
Width: 29.5"
Thick: 4.375"
Volume: 165L



Laird Hamilton Photos: Josef Guly



L1880 L1924

12'1"

Length: 12'1"
Width: 32"
Thick: 4.25"
Volume: 208L



W0264



L1962 L1818

14' Coast Runner

Length: 14'
Width: 30.625"
Thick: 5.375"
Volume: 288L

Laird Hamilton continues to lead the sport of Standup Paddle with his new line of SUP boards shaped by Bob Pearson





SURFTECH



PHOTO: PAT HUBER

THE WORLDS BEST DESIGNERS CHOOSE
Surftech



designs by
MICKEY MUÑOZ

designs by
GERRY LOPEZ



U0066 L1902 U0067

Sweetie Pie

Length: 8'5"	8'10"	9'4"
Width: 28.5"	28.5"	28.5"
Thick: 4"	4"	4.125"
	V: 114.7L	

Big Darling

Length: 10'6"	11'2"
Width: 29"	29.5"
Thick: 4.25"	4.375"
Volume: 156.5L	

Lil' Darling

Length: 8'11"
Width: 28.5"
Thick: 4.125"
Volume: 126L



L1826 L1827

Surf Music

Length: 9'6"	10'
Width: 28.5"	28"
Thick: 4.125"	4"
Volume: 136L	134L



U0046 U0047 L1878

Fun Gun

Length: 9'6"	10'5"
Width: 28.5"	29.5"
Thick: 4.5"	4.5"

Wateryder

Length: 12'6"
Width: 29.5"
Thick: 4.5"
Volume: 183L



designs by
ROBERT AUGUST

SOFTOPS
designs by Randy French

STRETCH
designs by William Reidel



L1895 L1872 L1873

What I Paddle

Length:	9'6"	11'6"
Width:	29"	31"
Thick:	4.25"	4.3"
Volume:	133.3L	198L



L1701 L1702

Wingnut

Length:	11'
Width:	28"
Thick:	4.375"
Volume:	163L



SA092 SA093

Softop

Length:	9'6"
Width:	31.5"
Thick:	5"



SA094 SA096 SA097



U0043 U0044 U0045

TEXsurf Texalium / Carbon Fiber Construction

Length:	9'	9'6"	10'
Width:	30"	30.5"	31"
Thick:	4.4"	4.5"	4.75"
Volume:	144L		

