

no single piece of equipment defines us



**WATERMAN**

PRODUCT GUIDE 2013



## OUR PHILOSOPHY

A lot of people think that C4 is just a stand-up paddle board company. It is much more than that. It is a company based on a lifestyle. What we cherish most is the Hawaiian value system of friendship and family.

### **C4 stands for the CORE FOUR values that we believe in: Balance, Endurance, Strength and Tradition**

Four disciplines we need to use in everyday life. Balance is not just physical balance. It's mental balance, spiritual balance, and the roles we balance in life. Endurance is being able to outlast challenges: physical, mental, economic. Strength and Tradition go hand in hand. Our background, generating from Hawaii whether by blood or by heart, means that tradition is at the heart of what we portray. These values are what we are marketing, not just boards. We are marketing them through surfing and that's the part that's free. Respect the land, respect the ocean, respect your friends, neighbors and whoever is around. It's not about flying a logo. It's about flying the core values and that's the message we want to spread to all in our extended Ohana.

- Brian Keaulana



Keaulana Ohana. Brian, Buffalo and Chad.



# BALANCE ENDURANCE STRENGTH TRADITION

THESE PRINCIPLES ARE CORE  
TO EVERY TYPE OF TRAINING,  
JUST AS THEY ARE TO LIFE.

Aloha,

Stand-up paddling's roots run deep on the shores of Waikiki Beach. Ages ago the old-time Waikiki beachboys learned they could run their surfing lessons----and shoot pictures at the same time-----if they could stand high and dry on an old tandem surfboard. They attached long shafts to outrigger canoe paddles and, voila! Another uniquely Hawaiian tradition was born. And like the Sport of Kings, also rekindled at Waikiki, stand-up surfing was destined to spread like wildfire around the planet.

C4 Waterman also has its roots in Hawaiian traditions. C4 understands the waterman's lifestyle and its core values, and strive to imbue these values in each of our products, so that you can better strive to attain your goal of becoming a waterman or waterwoman.



We are the only company in the world that covers the waterman's every need. C4 Waterman's founders have more than 150 years of combined surfing, paddling, racing, and water safety experience. Our global network of Ambassadors have contributed enormous additional knowledge to the research and development of our boards, paddles, accessories and our expanding line of technical apparel. Together we have achieved world-class breakthroughs and victories in canoe paddling, surfing, paddleboarding, longboarding, tandem-surfing, big-wave riding, whitewater kayaking, adventure racing and snow sports.

Since launching the company in November 2006, demand and interest in C4 Waterman have been overwhelming. We are continually improving and introducing new products into the marketplace. I am extremely proud of our new 2013 offerings and would like to thank you for your support of C4 Waterman.

**Todd Bradley**

CEO and Founder C4 Waterman, Inc.





Photo: Todd Lawson



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Why we are all part of Makaha



Each of the Core Four Strengths come from the beach where I grew up, Makaha, on the west side of the Hawaiian island of Oahu. Balance, Endurance, Strength, Tradition-----these are the qualities you must possess to thrive and survive in the ocean. To voyage thousands of miles to my home island, my ancestors had to have these strengths, and I am teaching them to my children as they follow their own paths to becoming watermen and waterwomen.

In Makaha everyone from young to old shares the ocean, whether surfing and paddling or fishing and diving. The Makaha Way is all about perpetuating the Hawaiian traditions, but at the same time exploring new ideas. Adopt and Adapt is our motto.

We Hawaiians look at the sea different from anyone else. We've been looking at it-----for survival, for our food, our play, our spirituality, as a highway-----for over 10,000 years. The biggest difference at Makaha is that the Polynesian mindset uses all the many types of surf and paddle and sail craft merely as simple links that help us create and define our connection to the ocean-----that is what is all-important to us, our relationship to the waves and wind and the sea. In the rest of the world, all too often surfers are defined by the sort of board they use.

At C4 Waterman we don't see ourselves as just another stand-up surf company jumping on the sales bandwagon. Like any business, we have to be successful and profitable, but those Core Values that make up our name are very important to us. Our greatest hope is that we can share some of that Makaha ethos with the rest of the world. Our Waterman's Toybox is open to you. Be mindful of tradition and respect the other apprentice watermen and waterwomen around you. These are values we believe will work at your beach or river or lake. Above all, we at C4 Waterman hope to bind all of us together in a big strong ohana based not on the equipment we choose to paddle, but in the love we share for the blue part of this Blue Planet.

Brian Keaulana,  
Founder, C4 Waterman, Inc

# Surfboard Manufacturing in the 21st Century

Since the days millennia past when Hawaiian kahuna chipped at koa logs with stone adzes, surfboards have always been made, lovingly it could even be said, by passionate craftsmen, always working alone and often in secret. All the way through the modern surfing era, through redwood then balsa then foam and fiberglass, surfboards have always been a labor of love. No one has ever gotten rich from building custom surfboards. The shapers and glassers and designers that built our beloved wave-riding foils entered into the trade because it offered a lifestyle that let them work with their hands and because it allowed the freedom to go surfing.

In the domestic surfboard industry in the 60s, 70s, and 80s, there existed a rigid equilibrium as far as output. The foam companies could only blow X number of blanks; the shapers, forced to hand shape each board from start to finish, could shape only X amount of boards per week; and in the glass shops, too, there was a limit on how many blanks they could laminate and hot-coat and sand and gloss.

Then in the 1990s robotic shaping machines began to change everything. At first rudimentary parallelogram rigs, the technology quickly advanced to become the computer-controlled Sorcerer's Apprentices that carve out the majority of all surfboards on the market today. These machines changed everything. The old rigidly fixed equilibrium was upended. Shaped blanks piled up everywhere in the thousands-----but of course there were no automated glassing machines and so enormous bottlenecks formed in the glass shops. Suddenly, the local bespoke shaper became like the village blacksmith at the advent of automobiles-----a quaint anachronism. The rush of computerized design technology battered down the last bulwarks that kept the surfboard industry domestic-----now surfboards could be designed and built without ever picking up a planer. Their three dimensional coordinates could be transmitted instantly around the world via the Internet. There was a Dark Side that tiptoed into outright industrial espionage: Shaper A could copy Shaper B's designs and load them into a file and have blanks cut to miniscule tolerances anywhere in the world there was a compatible CNC rig.

Then came the Asia manufacturing boom. Once, England was the workshop of the world. In the early 20th Century, America knocked the crown from the Brits' heads. Now, apparently, it is China's turn to be the Workshop of the World.

When Brian Keaulana, Todd Bradley, and I began making the very first sport-specific SUPs in 2002, we soon found it next to impossible to





find a factory that would glass our rapidly-evolving stand-up surfboards. We begged, cajoled, over-paid, even blackmailed domestic glassers to accept our work. But nary a soul wanted anything to do with our truckloads of 10' to 12' EPS/epoxy super-sized boards. As the sport that Keaulana re-invented took off, it soon became clear that we would have little choice but to join the ranks of designers who looked to the molded Asian surfboard factories for relief.

At C4 Waterman, we view our factory in Asia just as we would a local surfboard factory. To me, it's just a glass shop with more 0's. Instead of 10s of boards per week, it's 100s. As a custom surfboard shaper for decades, I have found that all glassers and surfboard factories respond best to constant feedback, positive reinforcement, and continual Q/C visits. It is also critical for the designer/shaper to keep abreast of all the latest advances, materials, and techniques in composite technologies. We at the C4 Skunkworks in Hawaii are always experimenting with cutting-edge methods and materials, and when they prove to be worthwhile we fold them into the mix in our FeatherCore Composite factory so that our production boards will benefit from greater strength, lighter weight, or higher performance.

Surfboard manufacturing in the 21st Century is now completely wedded to the Information Age. It is all about the transmutation of information: the communication of designs into mold parts in a distant factory, into 1/16th of an inch tolerances of veneer skins and glass fabric, into Pantone swatches and Barcol numbers on epoxy resin cures.

Yet each new C4 Waterman SUP surf and race board still begins with my battered old Skil 100 power planer growling across a foam blank. Each prototype or team design is glassed in a funky backyard shop in Makaha Beach on Oahu's west shore. And each board is surfed, paddled, and raced in the world's most demanding ocean conditions-----Hawaii. And at lunchbreak in the C4 HQ guys like Brian Keaulana, Todd Bradley, Archie Kalepa, or Greg Pavao share feedback, argue, and brainstorm on the merits or shortcomings of each new design.

The old days of the surfboard cottage industry might be on the wane, but we at C4 still feel the age-old excitement about innovation and pushing the outside edge of the envelope in the new sport of stand-up surfing and racing. That will never change.

Dave Parmenter

C4 Waterman Designer

C4 Waterman's FeatherCore Composite line of SUPs is based on the rigorous refinement of the foam sandwich/composite structures to find the construction that best suits the unique needs of the next generation of high-performance stand-up paddleboards.

Our testing has found that deck and bottom wood veneer laminates provide the lightest, strongest, least expensive 'skin' to complement our feather-light EPS-cored SUPs. These very thin veneer sheets are sandwiched between

successive layers of fiberglass and epoxy resin and then pressure molded around the EPS core. This creates a sort of monocoque fuselage, much like an aircraft, in which the skin of the surfboard in effect becomes the stringer or stiffener. We have also changed the finish on our new range of boards to a classic gloss resin surfboard-style finish-----no more chipping!



***Some advantages to C4  
Waterman's veneers  
as a substrate in the  
foam-sandwich construction:***

Bamboo and wood veneers when laminated with epoxy resins, endure more flex cycles than traditional fiberglass/resin lay-ups.

Bamboo and wood veneers are a renewable resource that is cheaper than carbon fiber and less energy-consumptive to manufacture.

Bamboo is the strongest natural material on Earth on a strength-to-weight ratio.

Laminated veneers provide incredible impact resistance, even when paper thin. Yet it is very permeable, allowing for an excellent mechanical bond to the core without excess resin absorption. The result is very light SUPs with unbeatable impact, tensile, and shear strengths.

The FeatherCore Composite skin possesses superior 'flex appeal'---- the stiff, twangy 'life' in a composite structure that is most conducive to high-performance surfboards and surfing.

C4 AMBASSADOR - NOLAND KEAULANA





## What is the SUBNine Series?

Over the years, many committed stand-up surfers have asked us when C4 Waterman would produce short SUP boards. Actually, C4 has always made short and 'super-short' SUPs. In fact, back in 2004, we were responsible for the sports very first short, high-performance boards. Back then, when everyone was grappling with cumbersome 12-foot tankers we were riding 10-foot and even 9'2" mini-SUPs.

However, these boards, designed and shaped by Dave Parmenter, were always built in the C4 Hawaii 'Skunkworks' as experimental prototypes for the C4 team. And even though generations of 8 to 9-foot SUPs have been shaped, glassed, and ridden into the ground, C4 decided not to put them into widespread production until it was commercially

viable - meaning: when there was enough demand out there from experienced SUP surfers to make it worthwhile putting short designs into composite molding.

The SUBNine Series is all about throwing open the doors to our secret Hawaii Skunkworks and letting you peek at the latest designs on the shaping racks. You are riding the same up-to-date shapes the C4 Team is riding around the world, not the recreational models that get granny around the lake. SUBNine is about whipping performance on C4's FeatherCore Composite and Rigid AirCore SUPs that are straining every component to help you close the gap between conventional surfboard and SUP performance - to let you get faster, looser, deeper.





## GROM

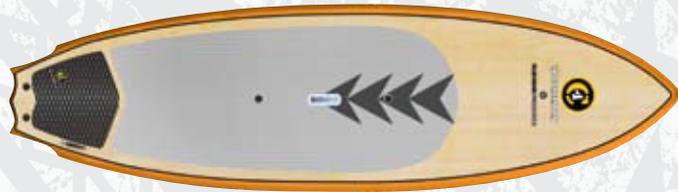
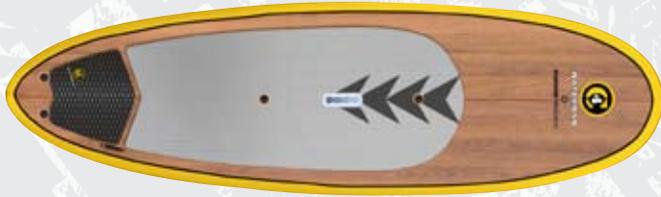
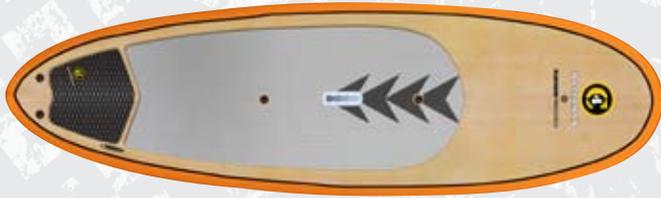
(S9H301) 7'4 x 27.09 x 3.79 16 lbs. 100 L  
QUAD+1; FCS SIDE BOXES WITH 10" CENTER BOX.

Recommendations: Kids and teenagers. Rider weight up to 150 lbs.

Shaper's note: Every year the new sport of SUP expands and attracts new enthusiasts. Now even the keiki, or kids, are frothing for their own scaled-down versions of C4's innovative stand-up surfboards. The C4 Grom is the perfect addition to your family's SUP board quiver.

Color-ways and finish: S9H301 Custom Graphics (Gloss Finish)





## TURBO SPUD

(S9H201) 8'4" x 28.85" x 4.0" 20.9 lbs. 125 L  
 QUAD+1; FCS SIDE BOXES WITH 10" CENTER BOX.

Recommendations: High-performance surfing. Intermediate to advanced. Rider weight up to 190 lbs. Children and women, novice, intermediate and advanced traditional surf and stand-up paddle surf.

Shaper's note: This nimble, high-performance double-ender is designed for anyone who wants to push a super-short SUP to the edge of the envelope.

S9H201-ELO ELECTRIC ORANGE/BAMBOO  
 S9H201-ELY ELECTRIC YELLOW/SAPELE

## FORWARD-VEE BATWING

(S9H202) 8'6" x 28.85" x 4.0" 20.9 lbs. 118 L  
 QUAD+1; FCS SIDE BOXES WITH 10" CENTER BOX.

Recommendations: High-performance surfing. Intermediate to advanced. Rider weight up to 190 lbs.

Shaper's note: Arguably the most advanced and innovative SUP board on the market, the SUB9 Forward-Vee Batwing is the result of over two years of testing, during which I personally refined prototypes in Hawaii and Australia.

S9H202-ELO ELECTRIC ORANGE/BAMBOO  
 S9H202-ELR ELECTRIC RED/SAPELE



## MICRO-SUB

(S9H203) 8'8" x 28.90" x 4.0" 20.9 lbs. 115 L  
 QUAD+1; FCS SIDE BOXES WITH 10" CENTER BOX.

Recommendations: High-performance surfing. Intermediate to advanced. Rider weight up to 190 lbs. Children and women, intermediate to advanced traditional surf and stand-up paddle surf.

Shaper's note: Pull off floaters on surprise close-outs where before you got the 'glass axe'-----the 8'8" Micro-SUB is the closest thing to a thought-controlled SUP you can get.

S9H203-ELO ELECTRIC ORANGE/BAMBOO  
 S9H203-ELY ELECTRIC YELLOW/SAPELE

## WATERSKATE

(S9H205) 9'0" X 29.0" X 4.25" 19.8 lbs. 134 L QUAD+1; FCS  
 SIDE BOXES WITH 10" CENTER BOX.

Recommendations: High-performance surfing. Intermediate to advanced. Rider weight up to 220 lbs. Children and women all abilities.

Shaper's note: "Desert Island" surfboards are the Holy Grail of every serious surfer-----that one board that works so well in all conditions that you would choose it if you could only have a single board whilst a castaway. The Waterskate IS this most versatile of boards. This is the SUP that does it all.

S9H205-ELO ELECTRIC ORANGE/BAMBOO  
 S9H205-ELB ELECTRIC BLUE/SAPELE

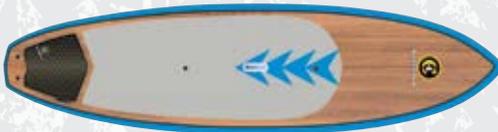
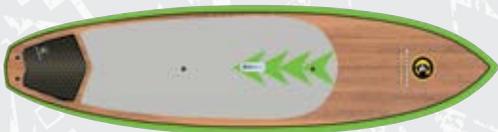
## BATWING

(S9H206) 9'0" X 27.0" X 4.13" 19.8 lbs. 113 L  
 QUAD+1; FCS SIDE BOXES WITH 10" CENTER BOX.

Recommendations: High-performance surfing. Intermediate to advanced. Rider weight up to 180lbs.

Shaper's note: While this smaller and more manageable SUP was designed for lighter surfers along with children and women, it features contemporary short board components that make it a front-line preference of the C4 surf team when they want a board for high-performance surfing and/or competition. Under the command of advanced riders, this thin, light, progressive-rocker SUP short board refuses to take NO for an answer.

S9H206-ELW ELECTRIC WHITE  
 S9H206-ELG ELECTRIC GREEN



## SUB VECTOR

(C4H211) 9'3 x 28.81 x 4.25 19.8 lbs. 138.6 L  
QUAD+1; FCS SIDE BOXES WITH 10" CENTER BOX.

Recommendations: High-performance surfing. Beginner to advanced. Rider weight up to 220 lbs. Novice, rider weight up to 200 lbs.

Shaper's note: This high-performance short stand-up surfboard offers both radical turning radii and "no-fail" stability for bigger surfers of intermediate or higher ability. With progressive rocker, flat bottom, firm edges, angular boxy rails, and double-barrel inverted vee panels, the C4 SUB Vector delivers sports car-like speed and snappy handling characteristics.

C4H211-ELR ELECTRIC RED/BAMBOO

C4H211-ELG ELECTRIC GREEN/SAPELE

## FORWARD VEE VECTOR

(C4H215) 9'4 x 29.0 x 4.0 19.8 lbs. 137 L  
QUAD+1; FCS SIDE BOXES WITH 10" CENTER BOX.

Recommendations: High-performance surfing. Intermediate to advanced. Rider weight up to 225 lbs. Novice, rider weight up to 190 lbs.

Shaper's note: The C4 9'3 SUB Vector is one of the most popular short stand-up surfboards on the planet, the only SUP to ever be nominated for a SIMA design award. Everywhere I went, I fielded suggestions on how to improve that original SUB Vector. Introducing, fresh from the C4 Skunkworks with the sum of all that feedback: The 9'4 Forward-Vee Vector.

C4H215-ELO ELECTRIC ORANGE/BAMBOO

C4H215-ELB ELECTRIC BLUE/SAPELE

## DA BRUDDAH

(C4H301) 9'6 x 30.0 x 4.0 20.4 lbs. 151 L  
2+1; FCS SIDE BOXES WITH 10" CENTER BOX.

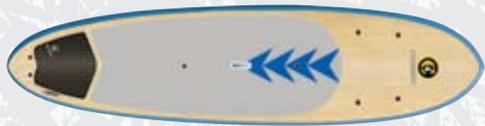
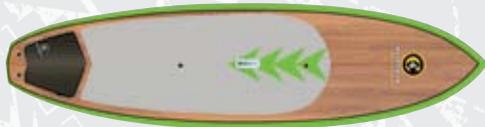
Recommendations: High-performance longboard-style surfing, intermediate to advanced. Rider weight up to 225 lbs. Novice paddling/surfing, rider weight up to 200 lbs.

Shapers note: A nifty shortening of C4's versatile and popular Ten-Thirty model. Da Bruddah has the same slick Teflon bottom rocker, and the same adaptability to nearly every type of surf and paddling conditions. The perfect step-down board for little big bruddahs or for your future 'in-shape' self.

C4H301-ELB ELECTRIC BLUE/BAMBOO

C4H301-ELO ELECTRIC ORANGE/SAPELE

\*DESIGNATED BOARD WEIGHTS ARE APPROXIMATE.



## SUB VECTOR

(C4H212) 10'0 x 29.06 x 3.75 20.9 lbs. 149.6 L  
QUAD+1; FCS SIDE BOXES WITH 10" CENTER BOX.

Recommendations: High-performance surfing. Novice to intermediate. Rider weight up to 240 lbs.  
Shaper's note: The 10'0 SUB Vector is the board for the bigger surfer that wants to throw tail and bury rail. Drawn from the same template as the 9'3 SUB Vector, this 10'0 allows a plus-sized surfer to surf like they're 10-20 lbs. lighter.

C4H212-ELR ELECTRIC RED/BAMBOO  
C4H212-ELG ELECTRIC GREEN/SAPELE

## TEN THIRTY

(C4H203) 10'0 x 30.0 x 4.25 20.9 lbs. 159 L  
2+1; FCS SIDE BOXES WITH 10" CENTER BOX.

Recommendations: High-performance longboard surfing, intermediate to advanced. Rider weight up to 250 lbs. Novice paddling/surfing, rider weight up to 220 lbs.  
Shaper's note: A stem-to-stern re-imagining of my 10'0 Classic, the Ten-Thirty has the same slippery, non-stick bottom rocker of the original, and the same adaptability to nearly every type of surf and paddling conditions. The Ten-Thirty is the 'Swiss Army Knife' of stand-up boards.

C4H203-ELB ELECTRIC BLUE/BAMBOO  
C4H203-ELO ELECTRIC ORANGE/SAPELE

## DA BEACHBOY

(C4H204) 10'6 x 32.0 x 4.75 24.2 lbs. 194 L  
2+1; FCS SIDE BOXES WITH 10" CENTER BOX.

Recommendations: Everyone! Rider weight up to 300 lbs.  
Shaper's note: This XX-wide redux of my original 10'6 Classic has been widened and thickened to accommodate nearly all abilities and weights-----but this utility long board shape still has all the bells and whistles found on my other high-performance SUPs.

C4H204-ELB ELECTRIC BLUE/BAMBOO  
C4H204-ELR ELECTRIC RED/SAPELE

\*DESIGNATED BOARD WEIGHTS ARE APPROXIMATE.



## 10'6 HOLO HOLO-EVA

*(C4H304) 10'6 x 32.0 x 4.25 30 lbs. 194 L  
2+1; FCS SIDE BOXES WITH 10" CENTER BOX.*

Recommendations: Everyone! Rider weight up to 300 lbs.

Shapers note: Our popular 10'6" Da Beachboy has been improved, beefed up, and received a graft of full-deck EVA traction. This board gets the Beginners Choice Award, designated as the MVP of the SUP rental fleet, not to mention a resounding 'two-thumbs up' from board owners that lend their boards to friends! Still not satisfied? The Holo Holo is available in 11'6 as well!

*C4H304 WHITE/SILVER/EVA*



## 11'6 HOLO HOLO-EVA

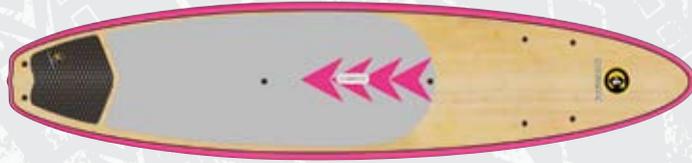
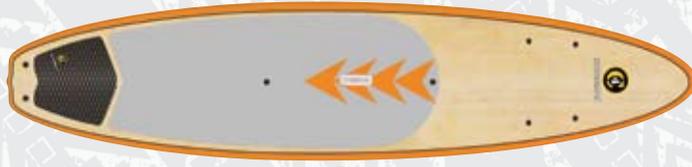
*(C4H305) 11'6 x 32.0 x 4.25 34 lbs. 215 L  
2+1; FCS SIDE BOXES WITH 10" CENTER BOX.*

Recommendations: Everyone! Rider weight up to 325 lbs.

Shapers note: Our popular Da Beachboy has been improved, beefed up, lengthened, and received a graft of full-deck EVA traction. This board gets the Beginners Choice Award, designated as the MVP of the SUP rental fleet, not to mention a resounding 'two-thumbs up' from owners that lend their boards to friends! And if you think it won't fit in your Nissan Cube we have it in 10'6 as well!

*C4H305 WHITE/SILVER/EVA*

\*DESIGNATED BOARD WEIGHTS ARE APPROXIMATE.



## WAHINE CRUISER

(C4H205) 10'10 x 29.75 x 4.75 24.2 lbs. 197 L  
 SINGLE FIN WITH 10" CENTER BOX.

Recommendations: Novice to advanced distance paddling, coastal cruising, and race training. Advanced paddler weight to 250 lbs. Novice paddler weight up to 220 lbs.  
 Shaper's note: A flat bottom rocker and semi-displacement hull sets the foundation for this female friendly SUP. Designed to bring maximum efficiency and easy speed to every stroke. All paddlers will love this board for its drag-free glide, versatility, and portability. The Wahine Cruiser eats up the miles but not your shoulders.

C4H205-ELO ELECTRIC ORANGE/BAMBOO  
 C4H205-ELP ELECTRIC PINK/BAMBOO



## SWITCHBLADE+

(C4H308) 12'6 x 30.0 x 5.56 28 lbs. 284 L  
 SINGLE 10" CENTER BOX.

Recommendations: Intermediate to Advanced. Rider Weight up to 245 lbs.  
 Shapers note: There's a whole lotta 12-plus racing/touring stand-up paddleboards out there now, but most are either wobbly, elite-only race machines or boaty, sluggish cruisers. What if you want to race and cruise? The new C4 Waterman Switchblade---now 30" wide---is the answer. Now you can have the slick glide of a thoroughbred speed-hull whether you want to win a race or lose the crowd.

C4H308 GREY/WHITE

\*DESIGNATED BOARD WEIGHTS ARE APPROXIMATE.

C4 AMBASSADOR - JENNY LEE



C4 AMBASSADOR - GEORGES CRONSTEADT



**V1/14**

*(C4H214) 14'0" x 27.63" x 5.63" 26 lbs. 272 L  
 SINGLE 10" CENTER BOX.*

Recommendations: Novice to advanced. Rider weight up to 230 lbs.

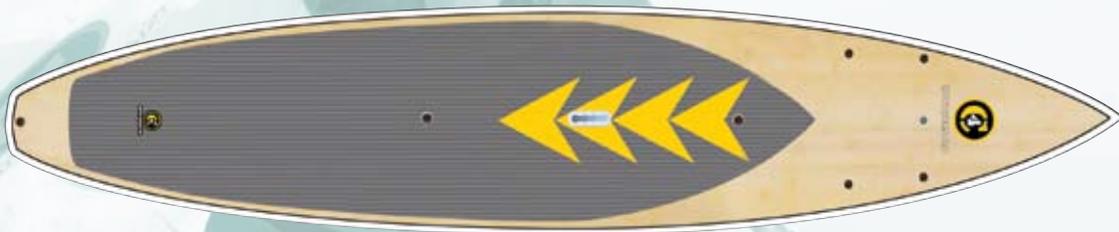
Shaper's note: The C4 Waterman V1 series owns the stock-class race scene in Hawaii. Period. After last summer's highly competitive race season, in which the C4 14' Vortice XP dominated every stock-class race in the Islands, the C4 elite race team went back to the drawing board and came up with the V1: a sleeker, faster, more efficient Vortice class racer, one that is at home in flat-water races as it is in oceanic bump-riding distance hauls. The V1 glides through the water like it's hurtling downhill on a cushion of Teflon-coated ball bearings. But the fun is not just for the flat-bellies. At almost 28" wide and 6" thick, there's plenty of stability and buoyancy for paddlers or fun-seekers whose only six-packs come from the local grocery stores.

*C4H214-ELB ELECTRIC BLUE/SAPELE*

*C4H214-ELO ELECTRIC ORANGE/SAPELE*



\*DESIGNATED BOARD WEIGHTS ARE APPROXIMATE.



## WAI NUI

(C4H302) 14'0" x 29.5" x 5.875" 28 lbs. 295 L  
SINGLE 10" CENTER BOX.

Recommendations: Novice to intermediate. Rider weight up to 250 lbs.  
Shapers note: 'Wai Nui' in Hawaiian means large water. This touring-styled board seeks and suits the rough and the smooth. Featuring the trademark Parmenter ultra-stable recessed deck and composite displacement/planing hull that makes C4 boards slip over the water with the efficiency and ease of a gliding iwa bird. Equipped with numerous deck inserts for lashing down your gear.

C4H302 WHITE/BAMBOO

\*DESIGNATED BOARD WEIGHTS ARE APPROXIMATE.



## 'ELEU

(C4H216) 12' STOCK PRONE PADDLE BOARD 19.8 lbs.  
SINGLE 10" CENTER BOX.

Recommendations: Intermediate to advanced. Rider weight up to 180 lbs.

Notes: Prone paddleboards are a revered craft among the Hawaiian waterman community. None represents this discipline more than the 12' stock paddleboard. In Hawaii, it is a rite of passage to paddle the Ka'iwi channel on a stock board. This very model has won more crossings than any other board in the history of the race.

C4H216-ELO ELECTRIC ORANGE/SAPELE

C4H216-ELB ELECTRIC BLUE/SAPELE



# Mickey Munoz

Mickey Munoz is the modern surfing era's original waterman. Munoz, who has been surfing and shaping since the late '40s, bridged the gap between prototypical watermen like ironman Pete Peterson and the super-athletes of today like Laird Hamilton.

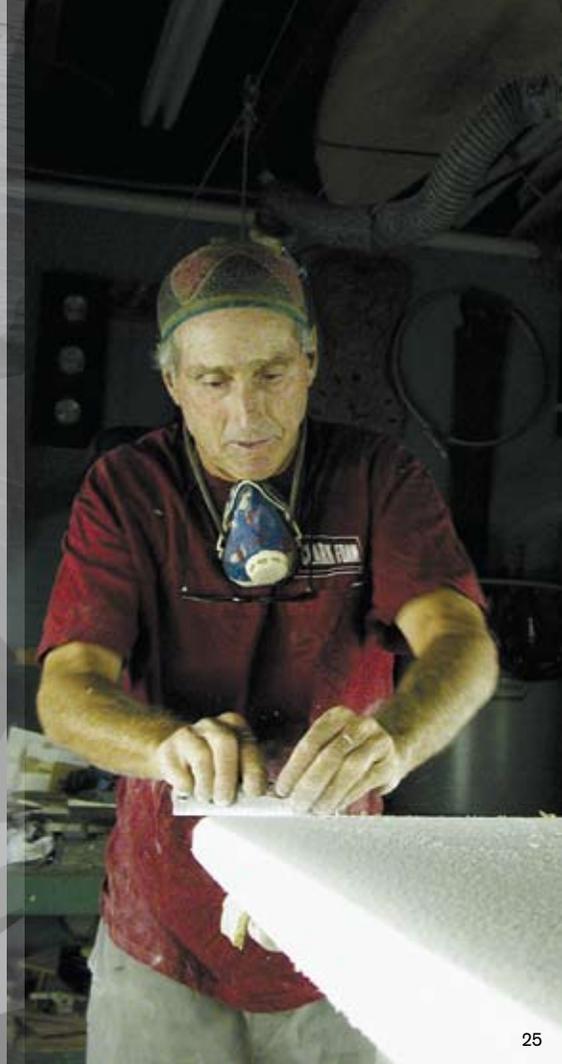
Mickey's stamp on the waterman ethos includes self-reliance, good sportsmanship, impeccable ocean knowledge, an all-encompassing grasp of watercraft design and construction, and the tenacious ability to survive in all sea conditions inshore or open ocean.

One of surfing's Living Treasures, Mickey has literally done it all. He was one of the handful of Californians to tackle Waimea Bay for the first time in the modern era; his 60+-year surfing career has spanned everything under the sun, from wood to hollow carbon fiber, long to short, prone to stand-up. His scrapbook as a designer/builder includes all types of surfboards, sailboats, racing paddleboards, sailplanes, fairings, and just about anything that moves through sea or sky. He has sailed and swam and paddled and surfed everywhere and on everything, but the most notable aspect of his character is that each and every day he wakes up utterly stoked to get out there and try something new.

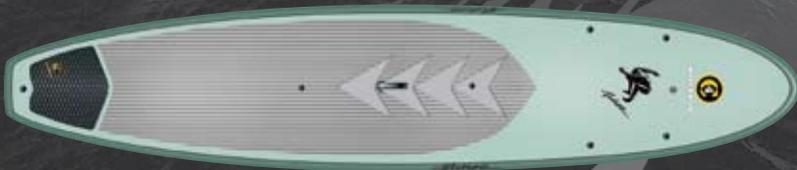
C4 Waterman welcomes Mickey 'da Mongoose' Munoz to the ohana, not just as a peerless surfboard designer or legendary surfer----but rather as a kindred soul. Mickey was one of the first surfers to get in touch with us back in 2002 when Brian Keaulana and the Makaha crew were revolutionizing stand-up paddle surfing. ...And you can bet he was boiling over with his customary stoke!

Mickey brings to C4 Waterman an inestimable wealth of design knowledge encompassing every type of hull and surf and paddle craft. But he also brings the generosity, camaraderie, and open heart that make up the aloha spirit.

Welcome Home, Mickey!







## 11' MUNOZ ULTRAGLIDE

(C4H306) 11'0" x 29.5" x 4.5" 26 lbs. 210 L  
2+1; FCS SIDE BOXES WITH 10" CENTER BOX.

C4H306-PRP  
C4H306-BLU

Recommendations: Accommodates rider weights up to 240 lbs.  
Intermediate to advanced.

Shapers note: The 11' UltraGlide is an all-around stand-up paddleboard designed to be stable, fast, and maneuverable. I designed these new SUP UltraGlide models as links to my very successful 11' and 12' Ultra Glide conventional surfboards. Both these original boards proved over the years to perform superbly in a variety of conditions as well as accommodated a broad spectrum of surfers' skill levels. These models enjoyed some off-label use as SUPs, but had I known the SUP revolution was right around the corner I certainly would have made them wider and a little thicker! These new 11' and 12' UltraGlide SUP models are the result of 60+ years of experience on the surfboard design side of things, combined with years of experience designing, shaping, paddling, and riding stand-up paddleboards.

## 12' MUNOZ ULTRAGLIDE

(C4H307) 12'0" x 30.5" x 4.5" 30 lbs. 235 L  
2+1; FCS SIDE BOXES WITH 10" CENTER BOX.

C4H307-GRN  
C4H307-SMN

\*DESIGNATED BOARD WEIGHTS ARE APPROXIMATE.



## 12'6" MONGOOSE

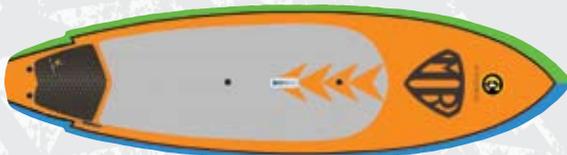
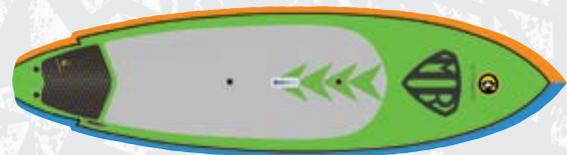
(C4H309) 12'6" x 31.0" x 4.5" 28 lbs. 284 L  
SINGLE FIN WITH 10" CENTER BOX.

Recommendations: The 12'6" Mongoose is designed for speed and stability in all waters, from sea to lake. Race, explore, cruise, or sprint for a great work-out-----the Mongoose is all about fast paddling fun!

Shapers note: The new 12'6" Mongoose is the result of a lifetime spent designing boats, surfboards, and paddleboards of all types for racing, cruising, and riding. Good design is all about compromise-----there is no 'perfect' board or boat. With ample overall width and thickness, a wide tail and low cockpit, this efficient hybrid displacement hull is stable and secure on all axes, and glides ahead with an astonishing turn of speed. The Mongoose's penetrating nose with its low, soft bottom reduces side-load windage and the "hunting" characteristics of the high 'cutter' bow. Rather than place the thickest part of the board on the nose, which compounds the leverage, on the Mongoose its 3' back from the tail, raising the forward part of the cockpit coaming and reducing leverage. No more fighting excess side windage, constantly having to paddle on one side to hold a line. And the roomy cockpit and plentiful tie-downs give you lots of space and versatility to accommodate fishing gear, life vests, lunch, kids, dogs, and anything else you want to take to Mach 1.

*C4H309-GRN  
C4H309-SMN*

\*DESIGNATED BOARD WEIGHTS ARE APPROXIMATE.



## MR PRO MODEL

(C4H202) 9'2 x 29.5 x 4.0 19.8 lbs. 130 L  
 QUAD+1; FCS SIDE BOXES WITH 10" CENTER BOX.

Recommendations: High-performance surfing. Intermediate to advanced. Rider weight up to 225 lbs. Novice surfing/paddling, rider weight up to 190 lbs.

Shaper's note: Four-time World Surfing Champion Mark Richards is not only one of the greatest surfers and shapers of all time, he is also a red-hot stand-up paddle surfer. Mark really threw in everything but the kitchen sink on this one. If this world champion-pedigree SUP cornered any faster, we'd have to put a Lamborghini badge on it.

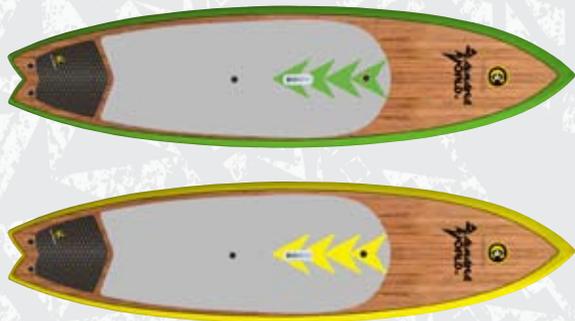
C4H202-ELG ELECTRIC GREEN  
 C4H202-ELO ELECTRIC ORANGE

\*DESIGNATED BOARD WEIGHTS ARE APPROXIMATE.

# RAIMANA WORLD



Photo: Tim McKenna



## RAIMANA WORLD MODEL

(C4H210) 9'8 x 28.56 x 3.75 19.8 lbs. 142 L  
QUAD+1; FCS SIDE BOXES WITH 10" CENTER BOX. SIX CHANNELS THROUGH TAIL.

Recommendations: High-performance surfing. Intermediate to advanced. Rider weight up to 210 lbs. Shaper's note: The C4 Waterman Raimana Model grooves into brutally hollow surf breaks like Teahupoo that grind up and spit out the bones of all but the sleekest and purest designs. Along with Raimana, I have cobbled together input from some of the biggest names in big-wave/high-performance SUP surfing----- pioneer SUPers like Brian Keaulana, Archie Kalepa, Greg Pavao, Noland Keaulana, and Todd Bradley. This is the first stand-up surfboard that doesn't want to run away from the juiciest part of the meanest waves.

C4H210-ELG ELECTRIC GREEN/SAPELE  
C4H210-ELY ELECTRIC YELLOW/SAPELE

\*DESIGNATED BOARD WEIGHTS ARE APPROXIMATE.

## 12'6 TGIF PRO RACER MODEL

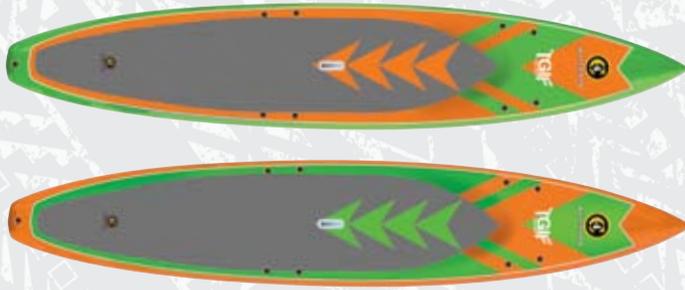
(C4H206) 12'6 x 27.85 x 5.75 22 lbs. 255 L  
SINGLE 10" CENTER BOX.

Recommendations: Intermediate to advanced. Rider weight up to 220 lbs.  
Shaper's note: Elite racing, fun-run races, coastal cruising. The TG Pro is an exact duplicate, widened by 1", of the prototype Travis Grant has paddled to victory at the Battle of the Paddle, the ISA games and Jamie Mitchell Survivor Race. The low, even-bottom rocker, semi-displacement hull, and wide-point set under the paddler's stance delivers the maximum in instant acceleration for sprint races. But the TGIF Pro is stable enough to let you stop and smell the roses. Travis Grant Is Fast.

C4H206-ELG ELECTRIC GREEN  
C4H206-ELO ELECTRIC ORANGE



FULL VENEER BOARD BOTTOM



# TGIF

*Travis Grant*





## 14' TGIF PRO RACER MODEL

(C4H303) 14'0" x 29.5" x 5.875" 26 lbs. 265 L  
SINGLE 10" CENTER BOX.

Recommendations: Intermediate to advanced. Rider weight up to 225lbs.

Shapers note: As the pioneers and originators of all SUP racing, it's safe to say that 14' race boards are in the C4 DNA. The C4 'ohana choose the 14-footer as a stock class board after testing everything from 10'6" to 17-footers. We have been through 8 or 9 generations of our V-class 14's, because they have a longer waterline to grant 'carry' and 'sustain,' but are still short enough to fit into the complex 'bump' patterns encountered in rougher water. The new TGIF 14' model is based on the many thousands of miles paddled by C4's race team all over the world. Thank Goodness It's Fourteen!

*C4H303 BLUE/SILVER*





# RIGID AIRCORE TECHNOLOGY

# OTHERS DON'T COMPARE

## PRESSURE EQUALS PERFORMANCE



### CONSTRUCTION SPECIFICS

14 - 17+ psi Max

### OTHER INFLATABLES

Low Pressure 8 - 15 psi Max

FABRIC INFUSED COATING	SOLAR RESISTANT COATING AND A SPECIAL AIR BLOCK SYSTEM. MATERIAL WILL NOT RELEASE THE AIR PRESSURE EVEN IF THE COATING GETS DAMAGED VIA ABRASION BECAUSE THERE IS A SPECIAL AIR BLOCK SYSTEM IN THE FABRIC.	BASIC LAMINATE COATING WHICH EASILY DELAMINATES. ABRASION OF MATERIAL CAUSES PRESSURE LOSS.
COATING DENSITY	1.0MM INFUSED. WILL NOT CRACK OR CREASE EVEN WHEN FOLDED FOR LONG PERIODS OF TIME.	0.5MM AROUND LAYERED LAMINATE. CRACKING AROUND LAMINATE LAYER OCCURS FREQUENTLY WHEN LEFT IN FOLDED POSITION.
DROP STITCH DENSITY	THICKER, DENSER STITCHING MATERIAL DESIGNED SPECIFICALLY TO ENDURE HEAT AND HIGH PRESSURE.	SPARSE STITCHING OVER LESS DENSE MATERIAL. SUSCEPTIBLE TO STITCH BREAKAGE DUE TO HEAT AND MATERIAL FATIGUE.
ADHESIVE STRENGTH	STITCHED WHILE PROPRIETARY ADHESIVE IS APPLIED AT HIGH TEMPERATURE FOR OPTIMUM BONDING.	LIGHT ADHESIVE GLUE USED. SUSCEPTIBLE TO DELAMINATION FROM HEAT AND HIGH PRESSURE FROM USE.
DENSITY INSIDE DROP STITCH	HIGHER STITCH DENSITY PER SQUARE INCH.	LESS STITCH DENSITY PER SQUARE INCH. MATERIAL STRETCHES EASILY MAKING IT DIFFICULT TO MAINTAIN ROCKER AND OVERALL RIGIDITY.
ROCKERS	HIGHER DENSITIES AND PRESSURE MAKES FOR A BOARD THAT HOLDS CONSISTENT REALISTIC ROCKER TEMPLATES BASED ON HARD BOARD DESIGNS.	LOW DENSITIES AND PRESSURE DOES NOT ALLOW CONSISTENT ROCKER TEMPLATES .
AVAILABLE COLORS	STRONGER STITCH CONSTRUCTION ALLOWS FOR MULTI - COLOR FORMATTED BOARDS WHICH CAN HANDLE THE INCREASED PRESSURE GENERATED BY EXPOSURE TO SUNLIGHT.	USUALLY IN LIGHT COLORS ONLY TO AVOID SUN HEAT AND DE-LAMINATION.



## **CUTTLEFISH™ FIN SYSTEM**

The CUTTLEFISH™ is a new patent pending design by C4 Waterman. The unique fin system is exclusive to select models of our Rigid AirCore iSUPs. This technology offers paddlers a change from the flexible permanent fins with the benefit of selecting from a wide variety of fin designs from leading fin manufacturer FCS. Whether surfing waves, paddling rivers or simply choosing to travel a little easier, you can achieve it riding with us.



WATERMAN  
175 and FORTÉ DU PRINCE DE MONACO



WATERMAN  
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## C4 WATERMAN iSUP RIGID AIRCORE



### iSUP MENEHUNE

*(C4I305) 8'1 x 30.0 x 4.0 17.2 lbs. 121 L*

*THRUSTER FIN SET UP / PERMANENT VINYL*

Beginner to intermediate. Under 150 lbs. Progressive rocker that is great for surfing and river riding. Included: Deck pad, pump, repair kit, travel bag and board strap.

*C4I305-BLU WHITE/BLUE/WHITE*

*C4I305-TEAL WHITE/TEAL/WHITE*

### iSUP BK PRO

*(C4I201) 9'11 x 33.25 x 4.0 20 lbs. 165 L*

*THRUSTER FIN SET UP / CUTTLEFISH BOX*

Recommendations: Beginner to advanced. Under 200 lbs. Based on the proven template of the Brian Keaulana BK Pro. This iSUP has a progressive rocker, but sets itself aside by being the only model on the market to offer a winged swallow tail. All we know is— you can feel the performance of the swallow tail! Included: Deck pad, FCS fins, pump, repair kit, travel bag and board strap.

*C4I201-RED-BLK-GRY RED/BLACK/GREY*

*C4I201-LTG-DKB-DKG LIGHT GREY/DARK BLUE/DARK GREY*

\*DESIGNATED BOARD WEIGHTS ARE APPROXIMATE.



## C4 WATERMAN iSUP RIGID AIRCORE



### iSUP RAPID RIDER

(C41108) 10'0 x 34.0 x 4.0 24 lbs. 170 L  
THRUSTER FIN SET UP / CUTTLEFISH BOX

Recommendations: Intermediate to advanced. Under 220 lbs. C4 Rapid Rider is the stand-up paddleboard that doesn't need to run from the gnarliest whitewater rapids. This military-grade inflatable SUP is the result of four years of intensive R & D by C4 Waterman's crack team of river-to-sea experts. Nothing alarms the unique triangular plan shape and double-X width of the C4 Rapid Rider. The unique shape allows the paddler the ultimate in stability, coupled with amazing turn and spin dexterity at low planing speeds in even the trickiest currents. This board can crank a full 360 whip turn twice as fast as any conventional SUP paddleboard. The incredible stability and snappy turn rate makes this board a terrific fitness or cruiser vehicle for novices. Included: Bungee attachment points, FCS fins, deck pad, pump, repair kit, travel bag and board strap.

C41108-WHT-BLK-WHT WHITE/BLK/WHITE  
C41108-WHT-WHT-WHT WHITE/WHITE/WHITE

### iSUP CMAC ATB

(C41104) 10'6 x 30.0 x 4.0 22.8 lbs. 158 L  
THRUSTER FIN SET UP / CUTTLEFISH BOX

Recommendations: Beginner to advanced. Under 220 lbs. This model has been the longest standing in our iSUP line, but don't expect it to be outdated. Based off the success of the CMac ATB (All Terrain Board), the 10'6 iSUP was born. It still holds the title of most purchased iSUP to date. Included: Deck pad, FCS fins, pump, repair kit, travel bag and board strap.

C41104-YEL-BLK-BLK YELLOW/BLACK/BLACK  
C41104-WHT-WHT-WHT WHITE/WHITE/WHITE

\*DESIGNATED BOARD WEIGHTS ARE APPROXIMATE.

# A Central American Epic

By Victor Myers

We started the Deflated film project two years ago over a round of beers. The original idea was for two brothers to do a motorcycle trip all over Central America. After one too many rounds the plan quickly morphed into a motorcycle odyssey with film gear and iSUPs in tow. Starting in Belize, we planned to motor to the coast of El Salvador, paddling rivers and lakes we passed along the way and hit both oceans.

That original trip lasted about a month and took us all over Belize and Guatemala but it just wet my appetite for motorcycle touring with a quiver of gear, so I took another month off work and with my brother's friend Skyler in tow, we embarked on another jaunt to the Pacific coast. All told we put about 3000 miles on the bikes and had an amazing time documenting our rides, the people we met and the rivers and breaks we paddled.

It was an amazing trip, but as it was winding down we felt like it lacked purpose. On the last night of our trip we ended up at Backpackers' hotel, in the Rio Dulce, where we had stayed months before. While drinking a few beers one of us noticed a caption at the bottom of the menu that stated that *"all proceeds from the hotel and restaurant go towards Casa-Guatemala School and Orphanage."*

We were impressed by what a great concept that was, and disappointed we didn't have time to visit the orphanage and do some filming. Over a few liters of Gallo we ended up meeting Heather, who ran the hotel and the orphanage. She mentioned that she wanted to get a fleet of SUP's. She thought it would be a good way to attract customers as well as be a source of revenue for the orphanage. We stayed in touch with Heather.

Eleven months later, a group of friends and I traveled back to Casa-Guatemala along the Rio Dulce. We donated a fleet of iSUPs from C4 Waterman and loads of medical supplies as well as money we raised. We spent a week donating our time at the orphanage in any way we could help. We painted, cleaned, helped in the classrooms, worked the clinic and got the kids out on the water.

We were able to film our trip, as well as the school and orphanage. At the end of our stay we paddled the 20 miles to Livingston and then three of us made an ocean crossing of the Gulf of Honduras to Belize on the C4 12'6" iTrekkers. We arguably put in one of the longest days ever on inflatables, paddling upwind



To see the Deflated Film Project and donate go to [www.deflatedfilm.com](http://www.deflatedfilm.com)

Photos by Peter Mcdermott

across the Bay of Honduras. All told, about two ten hour days.

The iSUPs, with their Rigid AirCore construction, are real boards, they are fitted with real fins, and perform amazingly well. Because of the logistics of our trip they were our only option for paddlecraft. The fleet of C4s saved the day. Best of all, at the end of our trip, we deflated the iTREKKER's and easily tossed them on a Cessna for the flight home.

We would like to give the C4 Waterman crew a huge heartfelt "Thank You" for donating the fleet of boards to the project. We couldn't have done it without your help.

Note: Victor Myers is the owner and operator of Corridor Paddleboards in Boise Idaho. Over the last 10 years of his life he has spent part of every winter in Central America guiding any watersport you can think of.







## C4 WATERMAN iSUP RIGID AIRCORE



### iSUP XXL

(C41106) 10'9 x 34.0 x 4.0 25 lbs. 183 L  
THRUSTER FIN SET UP / PERMANENT VINYL

Recommendations: Beginner to advanced. Up to 240 lbs. Heavy whitewater or heavy person, this XXL will float your boat. With a full nose, generous wide point and plus-sized tail, this board is not scared of the juiciest part of the rapids. Perfect for that advanced paddler looking to up their game or the bigger rider who wants a board suitable to themselves. Included: Bungee attachment points, deck pad, pump, repair kit, travel bag and board strap.

C41106-WHT-WHT-WHT WHITE/WHITE/WHITE  
C41106-WHT-YEL-WHT WHITE/YELLOW/WHITE

### iSUP XXL WINDOW

(C41105W) 10'9 x 34.0 x 4.0 25 lbs. 179 L  
THRUSTER FIN SET UP / PERMANENT VINYL

Recommendations: Beginner to advanced. Under 240 lbs. What could possibly make the XXL iSUP any better? Why not throw a window in it! Perfect for paddling the keiki around the lagoon, down the stream, over the reef or across the lake. Nothing like sharing the fun of SUP with a little person. Ideal for families or rental fleets looking to add that extra appeal. Included: Bungee attachment points, deck pad, pump, repair kit, travel bag and board strap.

C41105W-WHT-OLV-WHT WHITE/OLV/WHITE  
C41105W-WHT-RED-WHT WHITE/RED/WHITE



## C4 WATERMAN iSUP RIGID AIRCORE



### iSUP BK PRO

(C4I202) 10'11" x 34.0 x 4.0 25 lbs. 183 L  
THRUSTER FIN SET UP / PERMANENT VINYL

Recommendations: Beginner to advanced. Under 240 lbs. Based on the proven template of the Brian Keaulana BK Pro. This iSUP sets it self aside by being the only model on the market to offer a winged swallow tail. Included: Deck pad, FCS fins, pump, repair kit, travel bag and board strap.

C4I202-RED-BLK-GRY RED/BLACK/GREY

C4I202-LTG-DKB-DKG LIGHT GREY/DARK BLUE/DARK GREY

### iSUP BK PRO 150

(C4I301) 10'11" x 33.5 x 6.0 25 lbs. 275 L  
THRUSTER FIN SET UP / CUTTLEFISH BOX

Recommendations: Beginner to advanced, up to 275 lbs.

Identical in rocker template and planshape as C4's groundbreaking BK Pro model, this 150mm-thick board has been ramped up and amped up with 50% more thickness than its twin! This extra-thick BK Pro is ready to do battle with some plus-sized whitewater rapids or carry more gear on your overnight trip. Plus, the military-style digital camo finish is perfect for that next stealth mission.

C4I301-TAN-OLV-TAN TAN/OLIVE/TAN

C4I301-DGC-WHT-DGC DIGITAL CAMO/WHITE/DIGITAL CAMO





## C4 WATERMAN iSUP RIGID AIRCORE

### iSUP iTREKKER

(C4I207) 12'6 x 31.5 x 4.0 26 lbs. 198 L  
THRUSTER FIN SET UP / CUTTLEFISH BOX

Recommendations: Beginner to advanced. Under 245 lbs. This is one of the most exciting models in the line. Our third generation 12'6 Rigid AirCore. The iTREKKER adds to all the features that made our River Runner the fastest board on the river at the TEVA Mountain Games in 2010 and 2011. This 12'6 has been widened by an inch and a half and the hips have been pulled back for paddler stability. Whether taking on elite whitewater races or taking an adventure on your local waterway, the iTREKKER will be the finest companion.

Included: Bungee attachment points, FCS fins, deck pad, pump, repair kit, travel bag and board strap.

C4I207-CAM-BLK-CAM CAMO/BLACK/CAMO  
C4I207-TAN-OLV-TAN TAN/OLIVE/TAN

### iSUP iTREKKER 150

(C4I302) 12'6 x 31.0 x 6.0 28 lbs. 290 L  
THRUSTER FIN SET UP / CUTTLEFISH BOX

Recommendations: Beginner to advanced, up to 285lbs. Like the 10'11" BK Pro 150, this iSUP has been double-stuffed to 150mm(6")-thick and loaded up with more bells and whistles for the adventure paddler. Go ahead and bring that solar powered espresso machine on your next paddle to the back of beyond-----with an additional 90 L of volume and plenty of bungee attachment points, the iTREKKER 150 is the pack-horse of the SUP kingdom.

C4I302-TAN-OLV-TAN TAN/OLIVE/TAN  
C4I302-WHT-WHT-WHT WHITE/WHITE/WHITE





Kuio Young putting the Blowfish to the test.



**WATERMAN™**

## What makes the iSURF boards so unique?

What if you aren't going to save lives with an iRESCUE jet ski sled or win an elite whitewater race on an iSUP? What if you just want to surf? Now C4 Waterman has applied the same rough-and-ready technology to our new iSURF line. Designed by Dave Parmenter, these four models utilize classic plan-shapes married to slippery bottom rockers, and granted thrust with the addition of C4's revolutionary, patent-pending Cuttlefish fin boxes, which allow you to attach on the tail any FCS surfboard fin array.

Safe for kids, durable and stable for lesson or rental fleets, the iSURF Puffersticks, iZAP, and Blowfish nonetheless deliver enough performance and speed for the hardcore surfer. Go big on those close-out floaters, or kite surf, or push your keiki into their first wave. ...then roll up the board into a backpack and go. You can stuff your board into an overhead barrel and then the overhead bin-----the C4 iSURF boards are the ultimate travel surfboards.



## iBLOWFISH SHORTBOARD

(C41203) 5'11 x 21.0 x 3.0 10 lbs. 46 L  
TWIN FIN SET UP / CUTTLEFISH BOX

The ultimate board for the surfer who wants to unpack and smack. This 5'11 has all the characteristics of a twinnie with the bonus unique flex patterns and drive offered from the Rigid AirCore Technology.  
Included: FCS fins, deck pad, pump, repair kit, travel bag and board strap.

C41203-WHT-RED-WHT WHITE/RED/WHITE



## iPUFFERSTICK LONGBOARD

(C41209) 8' x 21.0 x 3.0 13 lbs. 63 L  
THRUSTER FIN SET UP / CUTTLEFISH BOX

The iPufferstick comes from a proven template and the seal of approval from the C4 Waterman team. Ideal for junior's first board, rental homes, wandering surfers, public commuters or jet-setting go-getters. Get ready to blow your mind. Included: FCS fins, deck pad, pump, repair kit, travel bag and board strap.

C41209-WHT-BLU-WHT WHITE/BLUE/WHITE



## iPUFFERSTICK LONGBOARD

(C41210) 9' x 23.5 x 3.0 -- lbs. -- L  
THRUSTER FIN SET UP / CUTTLEFISH BOX

The iPufferstick...

C41210-WHT-GRN-WHT WHITE/GREEN/WHITE

## C4 WATERMAN iMAT



### iMAT 6.5' X 13.1' X 8.0 (C4I110)

- Designed for travel, safety, portability, durability and performance.
- Tested and approved by Maui Fire Dept. and Maui Lifeguards and also used by Hollywood's top stunt men for water safety and management platform.
- iMAT deflates easily for travel and storage.
- Includes high-volume hand pump and pressure gauge.
- iMat is soft on impact but rigid and stable. Mat is flexible and contours well to changing surfaces.
- Eight stainless steel 3" D-rings. Additional accessories available to customize your iMAT.
- The iMAT comes in rescue colors and/or agency specific color schemes and logos when need. iMAT thoroughly tested for functional dimensions and volumes. Ideal for stabilizing platform in unstable environments.
- Heavy-duty, military-quality construction, double thickness PVC with UV resistant coatings. Suitable for beaching a jet ski on top.
- Inflates, deflates quickly and rolls up for easy storage and portability.
- Stiff and stable in all water conditions.
- iMATs are the only inflatable's used by US lifeguards.
- Custom colors and assorted dimensions available.



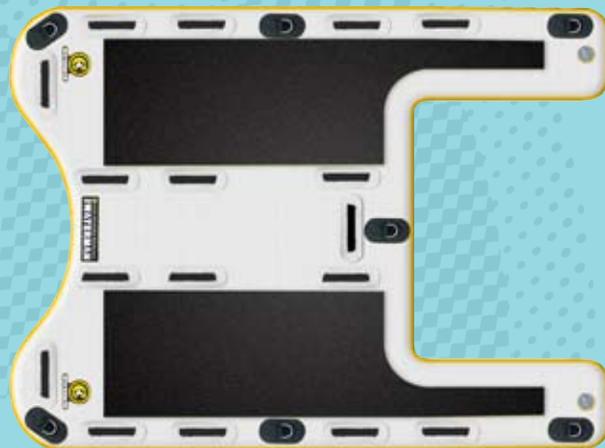
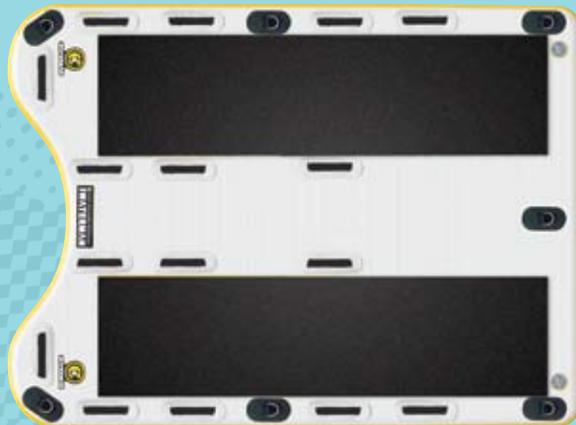
# C4 iBOATSLED

(R304) INBOARD 12' x 7' x 8.0 100 lbs. (R305) OUTBOARD 12' x 7' x 8.0 75 lbs.

Recommendations: Designed to extend off transoms of inboard and outboard vessels, moored or underway at top speed. The iBOATSLED is a light, and safe way to increase the footprint of your vessel. This bombproof Rigid Aircore sled makes entering and exiting the water simple, safe, and fun. Can also be detached for use as a portable dock.

- Rigid Aircore Technology
- Ergonomic skeletal-structured webbing handles welded to the deck for safe, comfortable grip without pinching fingers.
- Sled is soft but stiff, lightweight but super strong, a portable yet rock-solid craft.
- Designed for durability, safety, portability, and performance.
- Heavy-duty, military-gauge construction using double-thickness PVC with UV resistant coatings.
- Board quickly and easily deflates for travel and storage.
- Includes high-volume hand pump.

*CUSTOM COLORWAYS*







## C4 SUPSQUATCH

(C4iSQUATCH) 16'8 x 77.5 x 8.0 75 lbs.

**Recommendations:** This enormous bodyboard/floating amusement park draws more smiles than all our products put together. Silly or serious, flat water or big surf, whitewater rapids or placid lake-- we're not going to tell you how to use the C4 SUPSquatch....you tell us what you want to do!

- **Rigid Aircore Technology**
- **Ergonomic skeletal-structured webbing handles welded to the deck for safe, comfortable grip without pinching fingers.**
- **Board is soft but stiff, lightweight but super strong, a portable yet rock-solid craft.**
- **Designed for durability, safety, portability, and performance.**
- **Heavy-duty, military-gauge construction using double-thickness PVC with UV resistant coatings.**
- **Board quickly and easily deflates for travel and storage.**
- **Includes high-volume hand pump.**

*BLUE/BLUE/BLUE*



## ARCHIE KALEPA

The term 'waterman' is thrown around much too loosely nowadays. The status of Waterman cannot be granted by sponsors, the surf media, nor can it be bestowed upon by your own self. The title can only be awarded to you by your fellow watermen - that rare collection of men and women that have mastered all the ocean skills that make them waterborne Jedi.

At the very core of that tight-knit union, stand the Hawaiians. Standing like the sturdiest koa tree amidst that archetypal sea-going race is Maui's Archie Kalepa, the 'waterman's waterman.'

A self-admitted adrenaline junkie, Archie is that rarest of the modern breed of 'extreme athletes' - a tow-in surfing, parasailing, dirt-biking, distance-paddling maniac who is humble and keeps quiet about his adventures. As Maui's chief water safety officer, Archie utilizes his nearly three decades as a water safety professional to bring control, responsibility, and professional risk assessment to all his off-duty adventures, whether diving to the deepest seafloor or perching atop the crest of a monster winter wave at Jaws.

Like his close friend and C4-partner, Brian Keaulana, Archie Kalepa is one of Hawaii's greatest ocean sports pioneers. A key player in

Brian's push to modernize and innovate stand-up paddling, Archie became the leading trailblazer in establishing long-distance SUP racing when he completed the first stand-up solo crossing of the Molokai Channel in 2004. And working with Brian, Archie has been instrumental in the design and testing of C4 Waterman's ground-breaking iRESCUE line. Combining their cumulative 75 years of lifesaving experience, as well as their mutual pioneering of jet skis and sleds in tow-in surfing and rescue work, Archie Kalepa and Brian Keaulana have redesigned and refined water rescue gear to a paramilitary level.

As professionals, as innovators, as Hawaiians, Archie and Brian represent the very foundations of C4 Waterman's values.



photo: explore.org

 RIGID INFLATABLE WATERCRAFT

**WATERMAN**

Photo: Buzzy Kerbox

# RESCUE



WATERMAN





## iRESCUE FEATURES

- Designed for travel, safety, portability, durability and performance.
- Tested and approved by Maui Fire Dept. and Maui Lifeguards.
- Board deflates easily for travel and storage.
- Includes travel bag and high-volume hand pump.
- Board is soft but stiff, lightweight but super strong, a portable yet rock-solid craft.
- Outline and the rocker are carefully calibrated to work in harmony with the board's flex pattern to create a sort of cantilever drive delivered with each stroke and down-weight phase of paddling. This means the board is energized as you paddle, and pops out of tight spots in the rapids or on the wave.
- Seven ergonomic welded, skeletal-structured webbing handles are included for safe and comfortable gripping without pinching fingers.
- Thoroughly tested for the proper length and volume, the iRESCUE is capable for all rescue demands.
- Heavy-duty, military-quality construction double thickness PVC with UV resistant coatings.
- Stainless steel D-ring attachments.
- Unlimited usage. Inflates, deflates quickly and rolls up for easy storage and portability.
- Stiff and stable in all water conditions.
- The only inflatable used by U.S. lifeguards.
- Dimensions: Standard; 10'8 x 25" x 4" or JR Guard model 10' X 24" X 4" under 23 lbs.
- Standup Paddle Model Dimensions 10'9 x 34 1/2" x 4" under 25 lbs.



## iRESCUE

10'0 iRESCUE Board (R101)

10'8 iRESCUE Board (R102)

10'9 iRESCUE XXL SUP (R103)



\*DESIGNATED BOARD WEIGHTS ARE APPROXIMATE.

# iSLED FEATURES

- Custom rigging and hardware included with each iSLED.
- Designed for travel, safety, portability, durability and performance.
- Tested and approved by Maui Fire Dept. and Maui Lifeguards and also used by Hollywood's top stunt men for water safety.
- iSLED deflates easily for travel and storage.
- Includes travel bag, high-volume hand pump with pressure gauge included for quick and easy inflation.
- Safer point of contact compared to foam core/EVA-styled sleds.
- Additional heavy-duty friction minimizing fabric on nose section of sled to increase longevity.
- The iSLED is soft on impact but rigid and stable under maximum capacity in all water conditions.
- Ten ergonomic, welded, skeletal-structured webbing handles.
- The iSLED comes in Rescue colors and/or agency specific color schemes and logos when need.
- Thoroughly tested dimensions and volume to work with all makes of Jet skis, the iSLED is capable of all rescue demands.
- Heavy-duty, military quality construction, double thickness PVC with UV resistant coatings.
- Heavy-duty stainless steel and forged plastic attachment points.
- Stiff and stable in all water conditions.
- Dimensions: 70"x41.5"x4" under 23 lbs deflated.
- Faster through the water than hard sleds due to proprietary dimpled skin. The outline and the rocker is carefully calibrated to work in harmony with the flex pattern of the iSLED when it is energized by the ski.



iSLED (R104)



\*DESIGNATED BOARD WEIGHTS ARE APPROXIMATE.

# iSLED BK PRO RESCUE FEATURES

- ▶ Tested and approved by Maui Fire Dept. and Maui Lifeguards and also the preferred choice of many of Hollywood's top stunt men for water safety.
- ▶ Lighter, softer, and safer compared to heavy foam core/EVA-construction sleds.
- ▶ Faster through the water than hard sleds due to proprietary dimpled skin. The outline and the rocker is carefully calibrated to work in harmony with the flex pattern of the iSLED when it is energized by the ski.
- ▶ Thoroughly tested dimensions and volume work with all makes of jet skis, so that the iSLED BK PRO is capable of all rescue demands.
- ▶ Heavy-duty, military-gauge construction, with double-thickness PVC and UV resistant coatings.
- ▶ The iSLED BK PRO is soft on impact but rigid and stable under maximum load in all water conditions.
- ▶ Ten ergonomic, welded, skeletal-structured webbing handles.
- ▶ Heavy-duty stainless steel and forged plastic attachment points.
- ▶ Stiff and stable in all water conditions.
- ▶ Custom rigging and hardware included with each iSLED.
- ▶ Designed for safety, durability, portability, and performance.
- ▶ iSLED deflates easily for travel and storage.
- ▶ The iSLED BK PRO comes in rescue colors and/or agency-specific color schemes and logos, on request.
- ▶ Includes travel bag, high-volume hand pump with pressure gauge for quick and easy inflation.
- ▶ Dimensions: 8'x48"x4" under 37 lbs deflated.



This new design was the brain child of Hawaiian water safety pioneer Brian Keaulana. Designed to carry multiple passengers, the unique indented tail design allows for a smooth, quick climb-on as well as creates a wake that make it easier for passengers/victims to mount the sled.

## iSLED BK PRO RESCUE (R301)



\*DESIGNATED BOARD WEIGHTS ARE APPROXIMATE.

## C4 NIPPER FEATURES

- Designed for travel, safety, portability, durability and performance.
- Tested and approved by Maui Fire Dept. and Maui Lifeguards.
- Board deflates easily for travel and storage.
- Includes travel bag and high-volume hand pump.
- Board is soft but stiff, lightweight but super strong, a portable yet rock-solid craft.
- Outline and the rocker are carefully calibrated to work in harmony with the board's flex pattern to create a sort of cantilever drive delivered with each stroke and down-weight phase of paddling. This means the board is energized as you paddle, and pops out of tight spots in the rapids or on the wave.
- Four ergonomic welded, skeletal-structured webbing handles are included for safe and comfortable gripping without pinching fingers.
- Thoroughly tested for the proper length and volume, the Nipper is capable for all rescue demands.
- Heavy-duty, military-quality construction double thickness PVC with UV resistant coatings.
- Stainless steel D-ring attachment.
- Unlimited usage. Inflates, deflates quickly and rolls up for easy storage and portability.
- Stiff and stable in all water conditions.
- The only inflatable used by U.S. lifeguards.
- Dimensions: 6'6 x 17"x4" under 15 lbs deflated.



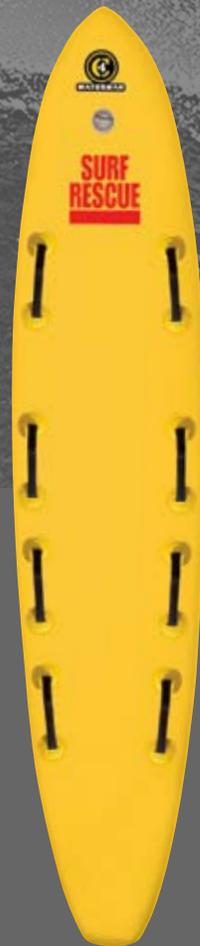
C4 NIPPER  
(C41109)



\*DESIGNATED BOARD WEIGHTS ARE APPROXIMATE.

## JUNIOR GUARD FEATURES

- Designated as the Official Boards Of The United States Lifeguard Association.
- Tested and approved by Maui Fire Dept. and Maui Lifeguards.
- Rigid Aircore Technology
- Board is soft but stiff, lightweight but super strong, a portable yet rock- solid craft.
- C4's Patent-Pending CuttleFish Fin System included.
- Eight ergonomic, skeletal-structured webbing handles welded to deck for a safe and comfortable grip without pinching fingers.
- Outline and the rocker are carefully calibrated to work in harmony with the iSUP's flex pattern to create a sort of cantilever drive delivered with each stroke and down-weight phase of paddling. This means the board is energized as you paddle, and pops out of tight spots in tough water or on the wave.
- Thoroughly tested design is exactly the correct length and volume, the iRESCUE is capable for all rescue demands.
- Heavy-duty, military-gauge construction double-thickness PVC with UV resistant coatings.
- Ideal training board for junior or aspiring lifeguards.
- Designed for travel, safety, portability, durability and performance.
- Board easily deflates for travel and storage.
- Includes high- volume hand pump and travel bag.
- Dimensions: 9' x23.5"x3" under 20 lbs deflated.



## JUNIOR GUARD MODEL (R302)



\*DESIGNATED BOARD WEIGHTS ARE APPROXIMATE.

## C4 CO-FOUNDER TODD BRADLEY

Showing off paddles dating back to the early days of C4 and standup paddling.



# C4 WATERMAN PADDLES

Nearly a decade after C4 Waterman founder Todd Bradley designed and built the first all-carbon fiber stand-up paddle, C4's SUP paddle line is well into its 5th generation. First to the market, and still leading the way in innovation and performance, the C4 paddle is still ergonomically and mechanically the only sport-specific paddle on the market.

C4 Waterman paddle design has its roots in the water, not on computers or at trade shows with 500-pound weights bending them. The shaft diameters and blade shapes, the dihedral angles and power-face contours, the materials and balance, all derive from the combined lifetimes spent in the water by SUP pioneers Todd Bradley, Brian Keaulana, and Dave Parmenter.

"I have a personal affinity with every blade that carries our stamp," says veteran waterman and C4 CEO Todd Bradley, who has designed and built paddles for all types of paddle sports under his 'Pohaku' label for over 20 years. "I'm very passionate about it. I have always loved the challenge of designing something new, and then testing and refining it. It's so rewarding."

Bradley, who has over 50 Molokai Channel crossings under his belt, not only heads the company, but also drives the development behind our entire paddle line. "C4's paddle range covers everything from stand-up surfing, to SUP racing, to whitewater hotdogging, and outrigger canoe paddles and steering blades, and on into use-specific rental and demo paddles. Living in the ocean sports Mecca of Honolulu, not a day goes by that I'm not pulling water with some kind of paddle."



### X-WING PADDLE (P201)

- Full Carbon
- 6-degree angled blade
- Comfortable Carbon palm grip handle
- Patent pending dihedral keel power face
- Zero apex deep water blade
- New patent pending X-Wing shaft
- Ideal for racers and recreational paddlers looking for more reach and depth in their stroke

Weight: 18.5 oz.  
Length: Up to 92"  
Blade: 6.9"



**XPR PADDLE (P108)**

- Carbon shaft
- Carbon/Kevlar blade
- 6-degree angled blade
- Oval & tapered ergonomic shaft
- Comfortable Carbon palm grip handle
- Patent pending dihedral keel power face
- Blade has two flex patterns designed to power each stroke

Weight: 22 oz.

Length: Up to 86"

Blade: 8.5"



**RIVER TUFF TIP™ PADDLE (P103)**

- Carbon shaft
- Carbon/Kevlar blade
- 6-degree angled blade
- Comfortable Carbon palm grip handle
- Patent pending dihedral keel power face
- Oval & tapered ergonomic shaft
- River Ready
- Tuff Tip blade **TUFF TIP™**
- Ideal for rocky shore lines or hazardous river banks

Weight: 28 oz.

Length: Up to 86"

Blade: 8"



**CARBON PADDLE (P107)**

- Full Carbon
- 6-degree angled blade
- Comfortable Carbon palm grip handle
- Patent pending dihedral keel power face
- Oval & tapered ergonomic shaft
- The perfect all around blade
- World's first sport specific stand up paddle

Weight: 23 oz.

Length: Up to 86"

Blade: 8.5"



PAHU PAHU PADDLE (P104-ELB)

- Full Fiberglass.
- 6-degree angled blade
- Comfortable Fiberglass palm grip handle
- Patent pending dihedral keel power face.
- Oval & tapered ergonomic shaft
- Polynesian tattoo art by Keone Nunes.
- Solid color on the back
- For paddlers with an eye for design

Weight: 28 oz.  
 Length: Up to 86"  
 Blade: 8"



PAHU PAHU PADDLE (P104-ELR)



KA UHI PADDLE (P105-ELY)

- Full Fiberglass
- 6-degree angled blade
- Comfortable Fiberglass palm grip handle
- Patent pending dihedral keel power face
- Oval & tapered ergonomic shaft
- Polynesian tattoo art by Keone Nunes
- Solid color on the back
- For paddlers with an eye for design

Weight: 28 oz.  
 Length: Up to 86"  
 Blade: 8"



KA UHI PADDLE (P105-ELW)



### FIBERGLASS PADDLE (P110-BLK)

- Full Fiberglass
- 6-degree angled blade
- Comfortable Fiberglass palm grip handle
- Patent pending dihedral keel power face
- Oval & tapered ergonomic shaft
- Solid color on the back
- The weekend warrior's paddle

Weight: 29 oz.

Length: Up to 86"

Blade: 8.5"



X-WING

### FIBERGLASS X-WING PADDLE (P301)

- Full Fiberglass
- 6-degree angled blade
- Comfortable Carbon palm grip handle
- Patent pending dihedral keel power face
- Zero apex deep water blade
- New patent pending X-Wing shaft
- Ideal for racers and recreational paddlers looking for more reach and depth in their stroke

Weight: 18.5 oz.

Length: Up to 92"

Blade: 6.9"

# We All Need to Explore

By Todd Lawson

Exploration is different for everybody. We are an eclectic group of Canadian adventurers and we call ourselves the C4 Explore Team. Why? Because the values the C4 Waterman brand was founded upon resonates with us.

Individually we're everyday people, we work, have commitments, schedules and responsibilities. Together, we're a motley brigade of travellers, skiers, climbers, mountain bikers, paddlers, writers and photographers.

We fell in love with SUP because it allowed us to see our world with new eyes. I can imagine that that was what Brian Keaulana and his friends were feeling when they first started this sport off in Makaha.

Our local waterways, that we had explored only on kayaks and canoe, were suddenly completely new again. We started by paddling rivers like the Elaho in Squamish in the middle of the harsh Canadian winter. Over the course of the last year we would get together any chance we could and in that period we SUPed down 6 different rivers in our backyard and visited high alpine lakes like Lake Lovelywater... places that had never felt the slice of a stand up paddle before.

The more time we spent on our boards on our little mini-adventures around our backyard, the quicker we realised the potential for much grander adventures.

Because of the versatility of iSUPS and the ability to put them on your back and go, the lightbulbs started going off for ideas of adventurous trips with uncertain outcomes.

But above all else, for us, exploration provides unlimited intangibles that can only be measured in everlasting memories, like new friendships, closer bonds, overcoming challenges, and most importantly a deeper connection with nature.

Balance is what we do continually, our jobs and our families. Endurance is something we long for, not just in the physical nature but also in the longevity of our lives. Strength is at the heart of our team and really resonates with the kind of bonds and friendships we share with each other and the environments we visit. And Tradition, well I hope we continue the tradition of Waterman in the same spirit that Brian and the people of Makaha have done for so long. We're proud to be part of the C4 Ohana.







**12K 3-PIECE CARBON PADDLE (P112)**

- Full Carbon
- 6-degree angled blade
- Comfortable Carbon palm grip handle
- Patent pending dihedral keel power face
- Round shaft
- 12K Carbon weave
- 3-piece and adjustable
- For paddlers who want to pack and play

Weight: 29 oz.  
 Length: 73" - 82"  
 Blade: 8"



**3-PIECE FG PADDLE (P113-ELW)**

- Full Fiberglass
- 6-degree angled blade
- Comfortable Fiberglass palm grip handle
- Patent pending dihedral keel power face
- Polynesian tattoo art by Keone Nunes
- 3-piece and adjustable
- Round shaft
- SUP's best travel friend

Weight: 29.5 oz.  
 Length: 73" - 82"  
 Blade: 8"



**3-PIECE FG PADDLE (P113-BLK)**



### KIDS ADJUSTABLE PADDLE (P302)

- Full Fiberglass
- 6-degree angled blade
- Patent pending dihedral keel power face
- Simple easy design
- Ideal for rentals and friends
- Easy to use button mechanism

Weight: 29 oz.  
Length: Up to 72"  
Blade: 8.5"



### ADULT ADJUSTABLE PADDLE (P303)

- Full Fiberglass
- 6-degree angled blade
- Patent pending dihedral keel power face
- Simple easy design
- Ideal for rentals and friends
- Easy to use button mechanism

Weight: 29 oz.  
Length: Up to 86"  
Blade: 8.5"



Photo: Rico



### CARBON OC DOUBLE BEND PADDLE (P116)

- Comfortable Carbon palm grip handle
- Light, strong, oval double bend carbon shaft
- Perfectly angled blade

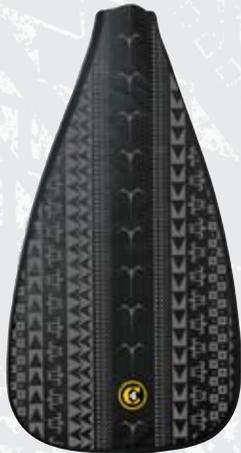
Weight: 18.5 oz.

Length: 56"

Blade: 9.5"



# Accessories



**C4 KA UHI BLADE COVER (PBA102)**

- Zipper closure
- Neoprene Material

Length: 20.5"

Width: 10"



**C4 PADDLE BAG (PBA101)**

- Zipper closure
- Adjustable Velcro fit
- Adjustable shoulder strap
- Carry handle

Weight: 15 oz.

Length: 88"

Width: 9.5"

# Where The River Is Flowing, SUPers Are Going

By Charlie MacArthur

There are two ways people paddle rivers. They either bob along, like a cork with no purpose other than to stay in the main flow and make it through. Then there are those paddlers who seek to harness all the river's energy --- all the cross currents and waves and eddies --- to increase speed, efficiency, and fun. Whether in a canoe, kayak, or stand-up paddleboard, this is the true art of running a river. In the new hybrid sport of SUP-ing rivers, this means carefully tipping the board, edging the heck out of it at every opportunity, to 'surf' the current and move where you want to go.

Interestingly, there are also two types of SUP river craft: Those that edge well and those that don't. Novices clamor for width and stability, but the problem with super-wide, super-stable 8-inch-thick, high-sidewalled SUPs is that while they are aircraft carrier-stable they are very difficult to tilt on to their edge. And when it is hard to press the edge into the water, or "bury a rail," carving a turn becomes nearly impossible, and catching the wrong edge becomes much more probable. It's like trying to hold a tight angle on a wave face on a board that is too wide and thick---impossible!

C4 Waterman's Rigid AirCore boards offer the best performance for real river running. They are the stiffest, most durable inflatables on the market, yet they flex and synergize with the rivers energy when necessary. They are the ONLY boards with river-specific rocker profiles designed to match the unique water features they are intended for. The latest innovation is C4's patent-pending "Cuttlefish", a low-drag high-impact plastic baseplate which allows the use of any set of removable FCS fins, allowing the serious paddler to customize a fin array to every paddling situation.

It's been 8 years since I began stand-up paddling in whitewater rivers. Designs have radically improved from the tippy 12-foot long surfboard and sailboards on which I started paddling.

Leading the design team for the C4 Waterman inland waterway products, and teaching SUP techniques to newcomers, has proven to be extremely rewarding and rife with opportunities to innovate. I feel extremely fortunate to be at the vanguard of a new sport, helping shape the future of river paddlesports, with my Hawai'i 'ohana at C4.



chasefoto.com

Charlie MacArthur has been an ambassador at C4 since the companies beginning. He is also the founder and president of Aspen Kayak and SUP Academy in Colorado.



# Accessories



## KEEP ESSENTIALS SAFE & DRY

- Water tight
- Clear side panel
- High visibility yellow
- 10.75" x 14"
- Durable PVC material

CYLINDER DRY BAG (XBA201)



C4 SOFT RACK (AP303)



C4 TAILGATE PAD (AP304)



## PUSH THE PORTABILITY BOUNDARY

- Full sized and fully adjustable
- Accomodate's all iSUPs and equipment
- Top and clamshell style side opening for easy loading
- Side compression straps
- 3-Piece paddle pocket
- Self contained pump compartment
- External bungee web
- Compression waist belt
- Sternum strap
- Load-lifter stabilizer straps
- 54" L x 27" H
- 600D nylon material

iSUP TRAVEL BACKPACK (ABA305)



C4 SUP 50" RACK PADS (AP301)

# Accessories

## PADDLE GRIPS



(PG101-CAM)



(PG101-RED)



(PG101-PNK)



(PG101-LTB)



DECK DOTS (C4HG104)



STOMP PAD (C4HG103)



EZ STRAPS (AM301)



PRO DECK PAD (C4HG101-BLC)



PRO DECK PAD (C4HG101-GRY)



PRO DECK PAD (C4HG101-MBL)



RACEBOARD PAD (C4HG102-GRC)



## LEASHES

7' STANDARD (XL04)	10' HEAVY DUTY (XL07)
9' STANDARD (XL05)	10' RACE LEASH (XL08)
11' STANDARD (XL06)	7' COMP (XL01)
	9' COMP (XL02)
	11' COMP (XL03)

# Accessories



**12 VOLT PUMP KIT (XF201)**

The Bravo BTP 12 high-pressure pump is the perfect solution for quickly inflating any one of our Rigid Airecore products. Hook it up to a 12 volt battery and it puts out up to 15 psi air pressure.



**CMAC RIVER FIN (XF201)**



PUMP PRESSURE GAUGE DETAIL

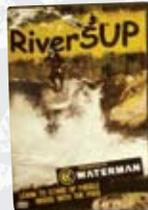
**VALVE TOOL (XM104)**



**REPAIR KIT (XM107)**



**D RING (XM105)**



**RIVER SUP DVD (XM01)**

**RIVERSUP "HOW TO" DVD VOLUME 1**

RiverSUP is a revolutionary new DVD. This unique production is the first DVD to focus exclusively on the challenging and invigorating sport of stand-up paddling (SUP) on whitewater rivers. Stand-up paddle surfing has burgeoned in popularity around the world and now a dedicated crew of Rocky Mountain river-rats have taken the sport from its roots at the ocean into an entirely new realm.



**DVD VOL 1 (XM02)**

**STAND-UP PADDLE SURFING "HOW TO" VOLUME 1**

This "How To" DVD has 50 minutes of stand up surfing tips from Brian Keaulana, product knowledge from Todd Bradley, and insight from Dave Parmenter interwoven with hot stand-up surfing from Hawaii and the Indian Ocean. 50+ Minutes of high quality video.



**DVD VOL 2 (XM03)**

**STAND-UP PADDLE SURFING "HOW TO" VOLUME 2**

65 minutes of advanced tips from Brian Keaulana, additional product knowledge from Todd Bradley and expert insight from Dave Parmenter in this new how to DVD.

This DVD is geared for intermediate and advanced stand-up paddlers.



**PUMP KIT (XM106)**



**RAIL PROTECTION (AG301)**

# APPAREL

C4 Waterman's mission is to innovate and perpetuate the Hawaiian waterman lifestyle and to provide premium sport-specific SUP gear to the paddle sports community.

C4's new apparel line stems from our desire to share the performance-based clothing that the C4 team uses in Hawaii and around the world - gear that looks good and performs as well wet as it does dry. Our test pilots run the gamut from beginner to expert and from athlete to businessperson. Based on collected feedback, we've incorporated the core elements of simplicity and functionality into our apparel, while never failing to add the signature elements that make C4 Waterman's products excel in water and on land.

We take pride in being the pioneers of the SUP industry and the only stand-alone company to offer truly unique SUP-specific apparel.



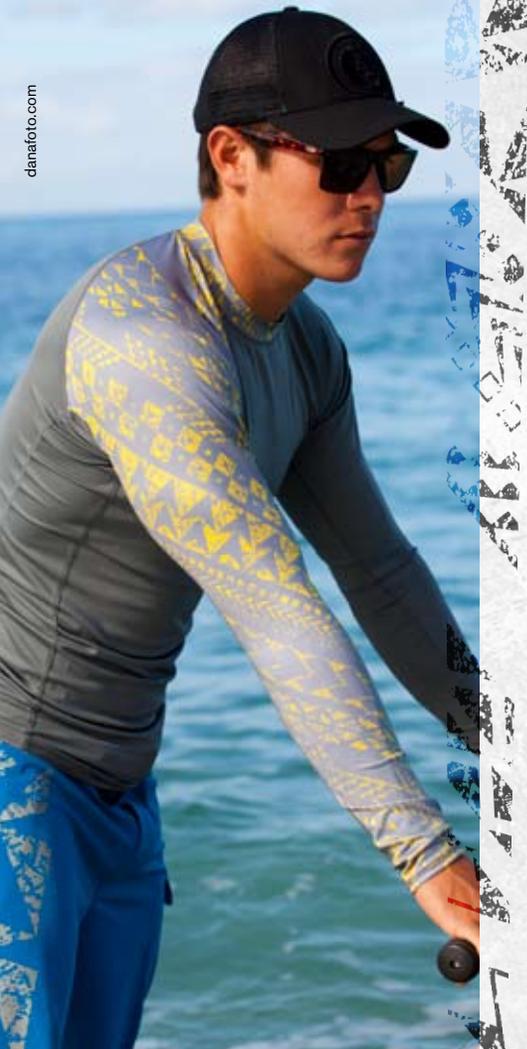


The tattoo art of Keone Nunes continues to be the sound inspiration of our apparel line. He artistically captures 1000's of years of Polynesian tradition and our company values in his unique art.

It might take years for Keone Nunes to agree to kakau (tattoo) a person, if he ever does at all. "The purpose is not to decorate the body, but to embed the individual with mana, or spirit," he says. Nunes tattoos in the ancient Polynesian way, "tapping" ink onto the skin using hand tools. His designs carry meaning. Traditionally, kakau would be given for specific reasons, like protection or to honor the ancestors, but you won't be breaking any kapu, or prohibitions, by wearing one: Nunes has created the designs so that they are free from restriction.

In our 2013 offering, his designs carry strong meaning in every garment while still emitting that signature Hawaiian flair that has defined our brand.

The result is an expanded, fine-tuned, functional and fashionable line created for the technical needs of the waterman and woman... garments with mana.



CHARCOAL

## MEN'S HAPA RASHGUARD (MR106)

Long sleeve with traditional tattoo inspired print  
Flatlock stitched, boardshort loop fastener, snug fit  
Content: 6 oz. lycra, UPF 50+ sun protection  
Colorways: Charcoal, Navy, Silver  
Sizes: S, M, L, XL, XXL



GREY

## MEN'S PU'ULU (MT301)

Long sleeve with traditional tattoo inspired print  
Low neck design, flat lock stitched, boardshort loop fastener, snug fit  
Content: 6 oz. lycra, UPF 50+ sun protection  
Colorways: Black, Grey, White  
Sizes: S, M, L, XL, XXL

## MEN'S MOKUNA RASHGUARD (MT303)

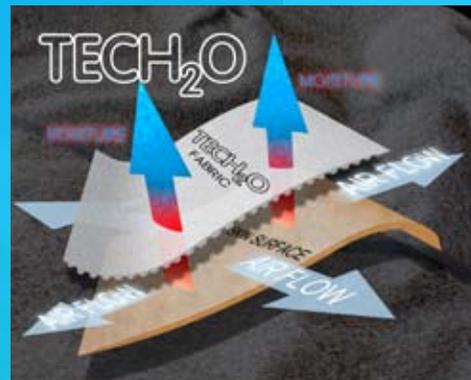
Long sleeve with traditional tattoo inspired print  
Low neck design, flat lock stitched, boardshort loop fastener, snug fit  
Content: 6 oz. lycra, UPF 50+ sun protection  
Colorways: Black, Grey, Navy  
Sizes: S, M, L, XL, XXL



BLACK

GREY

NAVY



When hitting the water, form and function walk hand in hand. The quality of your experience typically follows the quality of your gear. C4's got you covered. Literally.

C4's exclusive TECH2O apparel is made of a newly developed technical performance fabric. It presents a fresh alternative to skin tight lycras or rash-inducing fabrics that only become more abrasive when wet. TECH2O's feather-light wicking weave is designed to be worn both in the water and on land. Coupled with an ultra-soft feel and form-complementing cut, this unique polyester knit offers the kind of quick-drying superior breathability required to keep your body cool and comfortable. The next time you're ready to step outside, think TECH2O. Think C4.



TECH<sub>2</sub>O

## MEN'S SLEEVELESS **LIGHTWEIGHT** (MT309)

Lightweight and breathable high performance jersey with vent technology  
C4's branded TECH<sub>2</sub>O feather-light wicking and quick dry fabric  
keeps you cooler and more comfortable  
Content: 90% polyester, 10% lycra microfiber  
Colorways: Black, Heather Blue, Silver  
Sizes: S, M, L, XL, XXL



TECH<sub>2</sub>O

## MEN'S SHORT SLEEVE **LIGHTWEIGHT** (MT308)

Lightweight and breathable high performance jersey with vent technology  
C4's branded TECH<sub>2</sub>O feather-light wicking and quick dry fabric  
keeps you cooler and more comfortable  
Content: 90% polyester, 10% lycra microfiber  
Colorways: Black, Heather Blue, Silver  
Sizes: S, M, L, XL, XXL





TECH<sub>2</sub>O

### MEN'S LONG SLEEVE **LIGHTWEIGHT** (MT307)

Lightweight and breathable high performance jersey with vent technology  
C4's branded TECH<sub>2</sub>O feather-light wicking and quick dry fabric  
keeps you cooler and more comfortable  
Content: 90% polyester, 10% lycra microfiber  
Colorways: Black, Heather Blue, Silver  
Sizes: S, M, L, XL, XXL



## MEN'S SHORT SLEEVE **SUP SHIRT** (MT304)

Loose fitting style with crew neck design

Content: 100% polyester, UPF 30+ sun protection

Colorways: Black, Grey, White

Sizes: S, M, L, XL, XXL



## MEN'S LONG SLEEVE **SUP SHIRT** (MT302)

Loose fitting style with crew neck design

Content: 100% polyester, UPF 30+ sun protection

Colorways: Black, Grey, White

Sizes: S, M, L, XL, XXL





## MEN'S POKOLE SUP SHIRT (MT306)

Short sleeve, loose fitting style with crew neck design and tattoo inspired print  
Content: 100% polyester, UPF 30+ sun protection  
Colorway: Black, Grey, White  
Sizes: S, M, L, XL, XXL



## MEN'S LOA SUP SHIRT (MT305)

Long sleeve, loose fitting style with crew neck design and tattoo inspired print  
Content: 100% polyester, UPF 30+ sun protection  
Colorway: Black, Grey, White  
Sizes: S, M, L, XL, XXL



## MEN'S MESH HOODED JACKET (MT310)

Breathable lightweight mesh jacket  
Content: 100% polyester  
Colorway: Black  
Sizes: S, M, L, XL, XXL





## MEN'S NEOPRENE WATERMAN JACKET (MT311)

The ultimate jacket for any waterman facing less that ideal conditions

Content: 2mm neoprene

Colorway: Black

Sizes: L, XL



## MEN'S NEOPRENE WATERMAN COAT (MT312)

A long coat for any waterman facing conditions that went from bad to worse  
Content: 2mm neoprene  
Colorway: Black  
Sizes: L, XL



LARGE ZIPPERED POCKETS



CONTOURED HOOD WITH  
VELCRO CLOSURE



FREE MOVEMENT BACK CUT



VELCRO WRIST CLOSURE  
WITH PULL TAB



## MEN'S PERFORMANCE PANT (MBO303)

Designed for cool weather conditions. Lycra strategically placed for venting and comfort, 2mm neoprene acts as anti-abrasion and padding where you need it.

Content: 4-way stretch performance poly spandex blend combined with 2mm neoprene

Colorway: Black

Sizes: S, M, L, XL





BLACK



## MEN'S MALEKO BOARDSHORT (MBO301)

4-way stretch lightweight fabric, double waist closure, low rash lycra fly, pocket signature paddle holster, zippered closure pocket, 21" outseam

Content: 91% polyester, 9% spandex

Colorways: Blue Velvet, Black, Quartz, Khaki

Sizes: 30, 32, 34, 36, 38



BLUE VELVET



QUARTZ



KHAKI



CAWATERMAN



CYPRESS



## MEN'S HALAWAI BOARDSHORT (MBO302)

Durable, 2-way stretch fabric. Neoprene back panel for added mobility  
Double waist closure, low rash lycra fly, signature paddle holster,  
zippered closure pocket, 21" outseam  
Content: 100% polyester  
Colorways: Cypress, Black, Vintage Brown  
Sizes: 30, 32, 34, 36, 38



BLACK



VINTAGE BROWN



### KAKAU (MT301)

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Premium, 100% combed ringspun cotton, 4.3 oz.

Sizes: S, M, L, XL, XXL

Colors: Military Green, Black, Silver

Full color front print, blank back



### NALU (MT302)

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Premium, 100% combed ringspun cotton, 4.3 oz.

Sizes: S, M, L, XL, XXL

Colors: Black, White, Silver

Color front print, back neck print

**WATERMAN (MT201)**

Premium, 100% combed ringspun cotton, 4.3 oz.

Sizes: S, M, L, XL, XXL

Colors: Kelly Green, Black, Navy

Color front print, back neck color print







### C4 LOGO (MT106)

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Premium, 100% combed ringspun cotton, 4.3 oz.

Sizes: S, M, L, XL, XXL

Colors: Black, Military Green, Silver

Full color front print, blank back



### CORE FOUR (MT108)

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Premium, 100% combed ringspun cotton, 4.3 oz.

Sizes: S, M, L, XL, XXL

Colors: Black, Silver, White

Color front print, blank back

# WOMEN'S APPAREL



GREY



GREEN



PINK



SILVER



TURQUOISE

## WOMEN'S PARTIAL PRINT RASHGUARD (WR101)

Long sleeve with traditional tattoo inspired print  
Content: 6 oz. lycra, UPF 50+ sun protection  
Colorways: Grey, Green, Pink, Silver, Turquoise  
Sizes: S, M, L, XL



PINK

TURQUOISE

WHITE

## WOMEN'S HAPA RASHGUARD (WR103)

Long sleeve with traditional tattoo inspired print

Content: 6 oz. lycra, UPF 50+ sun protection

Colorway: Pink, Turquoise, White

Sizes: S, M, L, XL





## WOMEN'S KINI RASHGUARD (WR301)

Long sleeve with traditional tattoo inspired print

Content: 6 oz. lycra, UPF 50+ sun protection

Low neck design, flat lock stitched, snug fit

Colorways: Black, Reef Blue, White

Sizes: S, M, L, XL



BLACK

REEF BLUE

WHITE



TECH<sub>2</sub>O

**WOMEN'S LONG SLEEVE (WT302)**

Lightweight and breathable high performance jersey with vent technology  
C4's branded TECH<sub>2</sub>O feather-light wicking and quick dry fabric keeps you cooler and more comfortable  
Content: 90% polyester, 10% lycra microfiber  
Colorways: Black, Silver  
Sizes: S, M, L, XL





# TECH<sub>2</sub>O

## WOMEN'S SLEEVELESS **LIGHTWEIGHT** (WT303)

Lightweight and breathable high performance jersey with vent technology  
C4's branded TECH<sub>2</sub>O feather-light wicking and quick dry fabric  
keeps you cooler and more comfortable

Content: 90% polyester, 10% lycra microfiber

Colorways: Black, Silver

Sizes: S, M, L, XL



SILVER

# 17 Miles of Serenity

By Mariko Strickland

"Wooosh...tap..tap...wooosh...tap..tap..." This is the sound I hear repeating when I am effortlessly gliding on the ocean, my paddle flicking the surface to catch that unseen energy. One bump to the next.

I have been trying to articulate how it feels to be consumed in this state of repetition. It came to me while I was paddling towards Palama Buoy on the South-side of Kaua'i. I was totally immersed in what I like to refer to as a, "meditative moment." I became one entity, one motion with the movements of the ocean. I was "in the zone," I just had to let out a "cheeehoo!" For that instant I was flying high, escaping from reality, and was simply, in the moment. I have never taken drugs before but I can confidently say- the calming high you receive on the ocean beats any drug on today's market!

Stand up paddling has evolved into so much more than just a sport, an exercise tool, and a strong presence in the surf lineup. It has become a unique form of water transportation to some of the most beautiful and remote areas in the world.

This sport we call SUP has allowed me to explore more than 75% of my islands coastline. Amongst these physically challenging adventures, I have been fortunate enough to experience countless breath taking moments. Stand up paddling has the ability to take individuals on a spiritual journey that allows one to be at peace in his or her element.

Imagine surfing continuously from one swell to the next, gliding by 17 miles of pristine and undeveloped coastline. Meet Na Pali Coast, my favorite stretch of local waters to paddle. Na Pali means "the cliffs," which suits it perfectly with its astounding pattern of rugged valleys. This sixth wonder of Hawaii also consists of hidden beaches, unique sea caves and ancient Hawaiian grounds. As you surf and paddle your way along the coast in the shadow of the Na Pali escarpment, immersed on the roaring ocean swells, you can literally feel the mana pass within you.

All the unique elements of Na Pali remind us visitors how sacred a place it is, which deserves our utmost respect. This is not just any paddle; it is an experience of a lifetime. SUP is not just a sport that takes us to amazing places; it's a vehicle to self-discovery that I never knew existed.





C4 AMBASSADOR - MARIKO STRICKLAND





## WOMEN'S KAI BOARDSHORT (WBO301)

Designed in a durable, 2-way stretch fabric with signature tattoo inspired inside waistband, 4-inch inseam, comfortable and flattering style with unique kai embroidery

Content: 100% polyester

Colorways: Black

Sizes: 2, 4, 6, 8, 10, 12



*"Above all, we at C4 Waterman hope to bind all of us together in a big strong ohana based not on the equipment we choose to paddle, but in the love we share for the blue part of this Blue Planet."*

*-Brian Keaulana*





## WOMEN'S PADDLE TIGHTS (WBO302)

Superior comfort, calf length design, medium rise, snug fit with beautiful tattoo inspired side print

Content: 4-way stretch performance poly spandex blend

Colorway: Black

Sizes: XS, S, M, L



## WOMEN'S NEOPRENE WATERWOMAN JACKET (WT304)

Designed to shield you from water and wind and keep you warm

Made from high quality neoprene, fast drying and lightweight

Added mesh venting under arms and tattoo inspired sleeve accent

Content: 2mm neoprene

Colorway: Black

Sizes: S, M, L, XL





## C4 AMBASSADOR - JENNY LEE

To say Jenny has grown with C4 Waterman is truly an understatement. Her uncles, Brian, Dave and Todd have known her since her first visits to Makaha as one of Rell Sunn's most cherished menehune surfers. Now a budding waterwoman herself, Jenny has been part of the C4 team since 2007. In 2011, after extensive training, Jenny became part of an elite group of female water safety officers employed by the City and County of Honolulu.



**BACK IN BLACK TRUCKER HAT (MH301)**

Black fabric with 3-D embroidered logo  
Adjustable snap back  
Color: Black



**BLUE KA UHI TRUCKER HAT (MH302)**

Custom tattoo inspired print with embroidered logo  
Adjustable snap back  
Color: Blue



**ARC HAT (MH304)**

Grey twill with embroidered logo  
Adjustable snap back  
Color: Grey



**ULI TRUCKER HAT (MH303)**

Slate Blue with embroidered logo  
Adjustable snap back  
Color: Slate blue



**KA UHI TRUCKER HAT (MH107)**  
Custom tattoo inspired print with embroidered logo  
Adjustable snap back  
Color: Black/Charcoal



**FLEXFIT VISOR (MH105)**  
Black fabric with embroidered logo  
63% polyester, 34% cotton, 3% elastine



**KA UHI VISOR (MH108)**  
Custom tattoo inspired print with embroidered logo  
Adjustable velcro  
Color: Black/Charcoal

Photo: Todd Lawson



**WATERMAN**

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