



STARBOARD

STAND-UP PADDLE MAGAZINE



Pioneering Responsible Plastic Use With

PLASTIC OFFSET PROGRAM



VANUATU

Adventure, friendship and sustainable way of life

ART YOU CAN RIDE

Our Tikhine board with amazing art from Sonni Hönscheid. Sun, Wave and Ocean

SVEIN RASMUSSEN

NUTTIGA V.

PORNSUDA L.

SIPAPAR L.

sup.star-board.com

Riders: Donica Shouse and Shelby Schweitzer / Photographer: Abraham Shouse

LIVE THE TIKI LIFE.

Join us on a journey to protect our blue planet while riding the best gear ever.

Our welded, woven and fusion double chambered inflatable boards set the benchmark for durability, stiffness, weight and performance. Our Deluxe boards are simply more stable, lighter and with that amazing immediate reflex feel.

Our Blue Carbon composite boards have won 8 out of 10 gold medals at the ISA SUP Surf World's over the last five years. Starboard has also been leading the SUPRacer.com rankings for six years straight.

We created the Plastic Offset Program, whereby we calculated our plastic footprint to then tax ourselves and set up a fund to incentivize our coastal cleanups. We also have 230,000 Mangrove trees in the ground in the Thor Heyerdahl Climate Park, making us more than 10 x climate positive. So get a Starboard, let us plant a mangrove tree and pick up coastal plastic trash equivalent to 200 bags, protecting our blue planet.

Live the Tiki Life and join us on our journey to be better for the world.



WHAT WE LEARNED ABOUT BREAKING THE RULES

When we started paddling back in 2006, we dreamed about the amazing directions our sport could take and then started creating products to have fun exploring the possibilities. We would make the shortest, longest, widest and narrowest boards. We built ultra-light carbon sandwich boards years before the competition even used carbon. We were up to 3 years ahead of the pack and at times you might have thought we were nuts, but it was just too much fun helping develop the sport and then see it grow in all aspects.

I remember having to argue that it was good to have a carry handle in the board.

When we introduced that, as some riders felt it was “uncool” and dangerous for your toes.

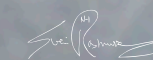
When we developed the ACE Board with Brian Syzmanski, there was regulation for max 12cm recess, so we had to break the rules to move forward. EVA decks were another thing we had to convince the world about. Waxing was supposed to be more “core”. Today’s design thinking is valuable, yesterday’s experience is vital, but tomorrow’s ideas are what we live for.

We are here to bring innovation and quality to the standup paddle experience.

We will always want to set the benchmark for the potential of our sport. Teamwork is essential and the development led by amazing people like Ollie O'Reilly, Raúl Delgado, and K. Film is what keeps us moving forward day by day. We, however, learned while we need to break the rules of convention, when it comes to getting things done, teamwork rules. Every member is vital and we can only bring you tomorrow’s boards yesterday, when we keep that fully engaged Tiki team spirit.

Our team mission? Two things: make better boards, make the planet a better place.

Are you on the team?



Svein Rasmussen
Chief innovator



SAVING THE WORLD IN 2 MINUTES

While searching mindfully into the mirror for the most efficient solution concerning plastic and climate crises we may find ourselves in the middle of the frame.

What are we going to do?

Let’s reduce or quit our habit of buying products wrapped in single-use plastic. If no alternatives are available, tell the shop keeper and send a message to the brand about your concern.

Pick up trash you see, it will help remind you to get off the addiction.

Want to get picky about your future?

Some say that 80% of our planet’s deforestation is caused by meat production as more land is needed to grow food for animals. The CO₂ emission of meat production is said to be similar to the total CO₂ emission from cars, planes, and boats. Eat for yourself, for your planet and be picky about your future.

Global average CO₂ emission per human per year is 5 ton. You can help plant 5 Mangrove trees and become climate net positive for one year.

Want to become an influencer?

Plant 50 trees to become 10 x climate positive and be a positive influencer. To further drastically impact the climate crises, how about promoting a 1% tax break for companies that go climate positive?

Financial managers would focus on tax savings and suddenly we create a pro-climate economy.

You already pay tax on everything and are not even allowed to cross an empty street on red.

So how about taxing / banning plastic bottles and other toxic single-use plastic items that we do not want recycled into our bodies. If you are really serious about your own well being, you can lobby for fast-tracking of regulation with your local government which might be both less informed and less concerned about you.

But not matter what you do – do something. Even if it’s just two minutes a day.

Every second counts – because we may be living at the edge of our time.



Photographer: Georgia Schofield

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Erik Schitzler, Olle O'Reilly and Svein Rasmussen

IMAGINE

Imagine getting your hands on the toys that everyone else will receive in 2 years' time. Imagine being able to make your own favourite toys at work. And doing it with the help from friends from around the world, at your favourite locations.

For us this dream has come true. We develop the latest Starboard products together with world's best riders at the best spots around the globe, all with one intention: to deliver to you the best gear possible.

Designed by the best, for the best.



Starboard has continued to lead the industry for over 25 years in both shape and technologies.

WHY IS STARBOARD DIFFERENT?



Starboard is the only brand that is strategically positioned just 45 minutes away from production, allowing us to have tight control on quality and development. The head office is located at Taco Lake where shaping, board testing and reworking can be done within minutes. This ability to learn and fast track development is a core part of our brand.

The world's best state of the art R&D facility allows us to control the entire process of shaping at every stage. All R&D is done in-house and shared between the different divisions from SUP, Windsurfing and Kitesurfing, helping us to fast track and test on multiple levels in a very dynamic environment.

We work with our team of **World Champion** riders to test all gear and provide valuable feedback for us to improve the performance to the highest level.

Our **team of shapers** are without a doubt some of the most experienced shapers in the industry, always learning and surprising us with their ability to solve problems. Their hands have literally shaped hundreds of boards.

Starboard has a wide span of **talented designers and innovators** that are responsible for bringing the latest innovations to market.

So why are we different? Where we are, what we do and how we do it – and who we are. We make decisions that make a difference.

HOW DOES THE TEAM WORK?

It's no secret. There is much to consider here. R&D is core to the success of Starboard, it has been for over 25 years and will be in years to come. It's what sets us apart in the industry and makes "innovation and quality" a reality.

The term "R&D", Research and Development, doesn't really do justice to tell the full journey, from theory and idea to the final product. It's hard, it's long, there are challenges, setbacks, it demands a lot and requires a team's full commitment to make it succeed.

But we wouldn't change any of it, because it's the journey to reach the final product that makes it all worth it, the stories along the way, the friendships you form and knowledge you acquire.

Of course, it's supposed to be hard. If it was easy, then everyone would do it. It's the extra effort, the sweat, the hours of testing and retesting, the time away visiting factories, and time spent working with your hands in the workshop that bring it all together.

Starboard's reputation as industry leader, with more world champions than any other brand, doesn't happen by chance. It's a result of the dedication from every single member of the team, the commitment to go that extra mile and push that extra stroke that makes Starboard stand out.

Working with the best designers and shapers, we are able to work at an incredibly fast pace to bring those ideas into new products. Having the world's best team riders to test the boards and provide their immediate feedback at the highest level helps us quickly filter what is working and what isn't. The testing, whether it's on the lake or in Bali, is critical to make sure we are creating the best product for our customers.

The product development cycle starts from market research, creating a brief on what to change and improve, shaping and designing the new boards and then testing the final design. The boards will be retested until the new design beats the performance of the current production reference board - to make sure that it does exactly what it is supposed to do reliably and efficiently. This cycle is often repeated, sometimes with over 10 prototypes until we are sure we have a board that's magic on the water.

Ollie O'Reilly, Raúl Delgado, Michael Booth, Trevor Tunnington and Connor Baxter
Photographer: Georgía Schofield and Rocío Tarodo

"Living the dream is not always as easy as it sounds though. It takes passion and commitment to continue to drive and keep the pace of the innovation."

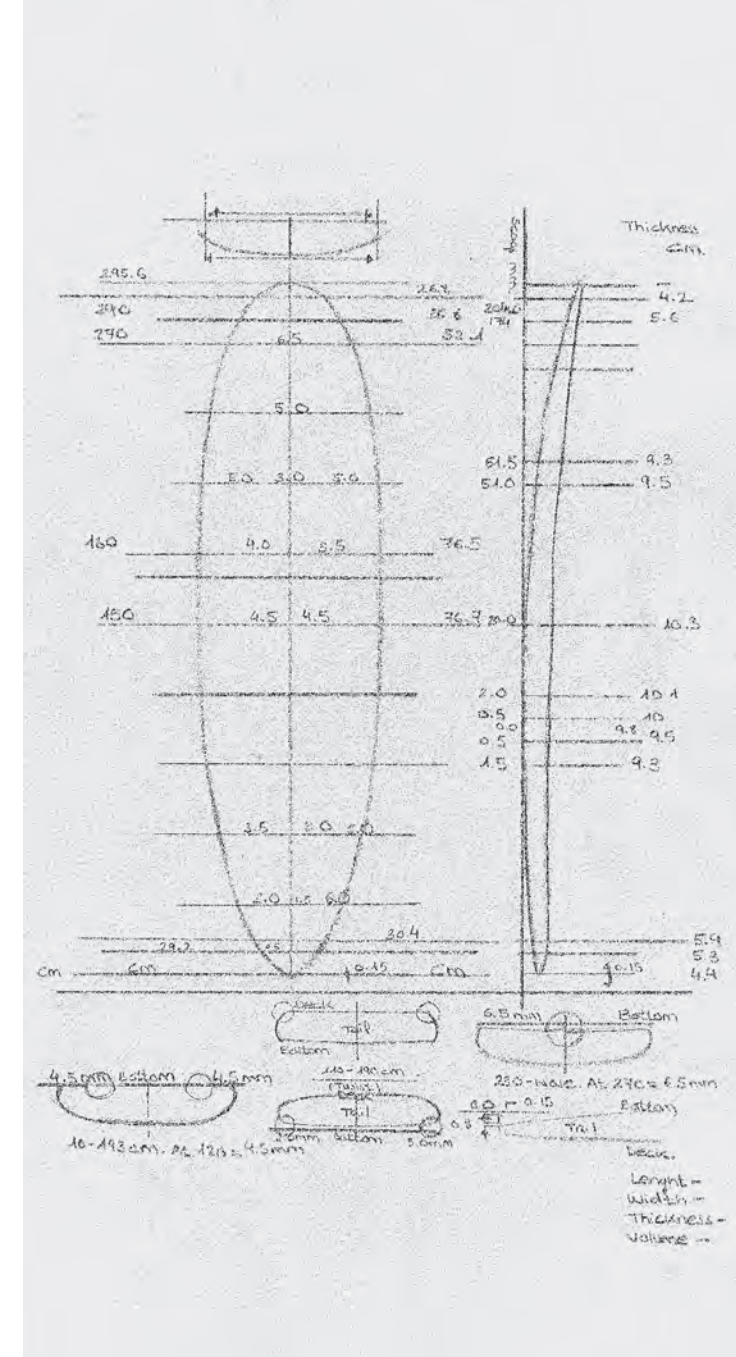
Ollie O'Reilly

Ollie O'Reilly
(Product Manager)



The state-of-the-art R&D facility, with custom made testing machines and advanced CNC tooling allows us to prototype faster and with a better quality than ever before. All our development is shared inhouse within SUP, windsurfing and kitesurfing, forming a wealth of knowledge and experience to help us learn at a faster pace than most can strive for.

It is not about winning, we believe that SUP is a sport made for everyone, and thus we want generations ahead to enjoy the sport as much as we do. We are working on new eco-innovations to build better boards for the planet and for the oceans. There's no time to wait until tomorrow for change, we have to do it now!



"Working with world champions and industry experts on a daily basis developing new concepts is the best way to learn everything you need about SUP boards."

Raúl Delgado

Raúl Delgado
(Inflatable Product Manager)

AWESOME PEOPLE CHALLENGED

SVEIN
RASMUSSEN



For 25 years we have been creating the most successful, award-winning boards on our blue planet, while getting more people onto the water. We love the spirit that goes into this amazing process, our riders taking home awards and you enjoying nature in the best way possible.

With its success, Starboard, however, became a major polluter within our industry, despite ending single-use plastic and introducing of solar energy. Knowing our responsibility and ability, we wanted to create a culture that goes about business differently. We want to leave a positive footprint every day and every year while inspiring everyone to join us.

Yes, it's a disaster in the ocean at the moment. We see it every day we paddle. So we collect 1.4kg plastic trash from beaches around our test centre in Thailand for every board we sell. This year we will, together with you, prevent 43 million gr. plastic from entering the oceans. Just a little start like most pioneering steps.

OLLIE
O'REILLY



At Starboard, no day is ever the same. One day I might be testing new race boards with Daniel Hasulyo on the lake. Another day I am hand carrying 9 boards to Bali to test with Zane Schweitzer. The variety and pace of work is exciting and always rewarding.

Yes, there are challenges and it's not easy. Juggling so many timelines, from production, to 2020 development and even 2021 at one time requires you to be organized. Not everyone can combine the best parts of life with work. The constant pressure to perform and deliver forces you to always strive to do better and work harder.

The best part is working with such an incredible team. I have met so many friends and feel incredibly proud to be a part of the Tiki family. I have to say a huge thank you for all the team's hard work and support!

Starboard has been building the best boards in the world for 25 years and continues to do so, while at the same time planning to preserve the environment along the way. My passion lies working towards this challenge and I am stoked to be working with such a great team to lead the change!

RAÚL
DELGADO



To combine your hobby or passion with your career is what everybody has as a goal. They say if you love your job, you will never work a day in your life. Starboard has enabled me to greatly boost my career with a diverse range of exciting and challenging projects. I've always been encouraged to go beyond my limits, increase my knowledge and develop new skills throughout my whole life and Starboard pushes me to continue doing so.

The thing I appreciate most about the company is that it has given me a great responsibility and the opportunity to shine in the industry, while working with experts and World Champions. Whenever there's an opportunity or challenge coming my way, I will adjust and jump right in!

APINAN
WATTANASUNTRON



Working with Starboard Team and experiencing their energy and drive has always inspired me.

What makes STB stand out is that every single employee has a stake in the company's success. You always have a voice no matter who you are, and good ideas are encouraged and fully supported.

This has given me a lot of satisfaction and determination to help develop the paddles to where it is right now. Being able to travel, test and meet inspiring costumers makes the job worthwhile.

By focusing on every single detail in every step, we provide the best paddle for everyone and, there are more exciting challenges lay ahead!

CAWAROT
PANGLA



I have improved a lot during my time here and continuously learning because of the challenges and opportunities that come my way. Working as a 3D Product Designer, my goal is to continue working with the R&D team by helping to expand their creative boundaries, increasing efficiency and improving the final quality of the products.

We love what we do, and it shows in the strong relationships we have built with our customers. This is exactly the working environment in which people can develop and make a difference! I am really proud to call myself a part of Starboard!

BALI TEST



“Starboard’s domination in SUP Racing, SUP Surfing and Windsurfing over decades didn’t happen by chance,

but through the execution of the master plan of our Chief Innovator, Svein Rasmussen. The world’s best shapers toiled tirelessly for countless hours in our workshop, combining their efforts with feedback from the most successful team of athletes in the industry.”

What does a day look like during your testing trip?

FULL ON. When great shapes meet perfect conditions and excited minds, it’s hard to set control on time. When tracking the swell forecast to plan the optimum waves for testing, we would test all day if the conditions are good. Wake up, quick coffee and breakfast, usually discussing and running through the models and shapes we have to be working on during the day and then straight into the water! When testing on the “Sanur Side”, we are super lucky to have the support of Rip Curl School of Surf as they have everything necessary to let us spend the whole day out. So we usually load a big traditional Balinese boat (jukung) with all the boards, paddles, fins, food, safety equipment, water that we need for the day and head out to test in some world class conditions over the reef.

How long do you normally need to stay in Bali to test the boards?

I spend a little more time on Bali than the rest of our Team. Besides testing, I have chosen Bali as a base for my seasonal foundation training with my trainer at Strength and Endurance Performance Academy (SEPA). So I spend at least a month there each time. Often I bring raceboard prototypes with me to have a complete understanding of the new shapes, not only on the flat and chop, but also in proper ocean conditions and surf. But the core testing sessions usually last three to five days.

When you do a testing, what do you need to do?

Testing the new shapes is a big responsibility. To be able to express an objective opinion and make sure that the boards are actually performing better we are doing a lot of swaps and comparisons between prototypes. We also do a lot of brainstorming on an off the water.

When it comes to raceboards we have to ensure the boards are identical in weight and balanced at the same point so we can entirely focus on the properties and effects of the new shape.

In case of the SUP Surf boards, fin positioning is crucially important. We also have to be very honest and firm in our feelings and perceptions and listen carefully to all feedback to make sure we take every aspect of the changes in consideration.

“It’s a lot of work; sometimes a lot of pressure but also a very satisfying feeling to be able to create better boards every year. I feel very happy and honored to have an important role in the R&D Team and besides racing, be able to host the other riders. Being able to race the board you create gives you an extra charge at the start line and knowing that hundreds of happy paddlers are enjoying their sessions around the world thanks to your feedback and work is a truly heart warming feeling!”

Daniel Hasulyo
2018 ISA SUP World Champion (Technical Race)
3 x SUP 11 City Podium Finisher

CORE EXERCISES THAT WILL SUPERCHARGE YOUR SUP



- 2x ISA World Distance Race Champion
- 2x Euro Tour Champion

I have been competing in sport for nearly 20 years now and over those years I have developed an in depth knowledge about training and racing. As I progressed with my athletic career I have been a part of many sports including Surf Life Saving, Sprint Kayaking and Surfski. In each of these even though they were all different I found that all the coaches I worked with always trained a group and never an individual. This tended to frustrate me as it was never specific to me or my goals and I always believed that I could do better. In 2016 I decided to take SUP competitively and I developed a training plan around myself and the goals I wanted to achieve. It was a risk, but it worked. I was able to use the skills I developed from previous coaches to become my own coach and become the ISA SUP Distance World Champion in that same year.

At the end of 2017 people were asking me to help them with their training and that's when Training By Boothy was born. All the plans I create are based around the individuals schedule and I work with them week to week on a personal level.

When training I focus heavily on aerobic threshold training as this is at the core of our SUP events. I will then structure in anerobic conditioning as required for upcoming events for myself and for others. My programs also have a heavy emphasis on developing and honing skills because if you can't stand on your board you can't be fast on it! I incorporate different cross training into my programing depending on what people like and the training they most enjoy. In my mind if training is fun, exciting and constantly changing we are so much more motivated to achieve.

I'm constantly on the road and have developed different workouts that give me the edge when I can't train in familiar environments. I wanted to share with you a few of the workouts I do on the road when I don't have a board. When strength training I like to incorporate all muscle groups and I tend not to do isolation sets. This set below focuses heavily on core strength as I find this is the basis of a good sup paddler and helps prevent injury.



TRAINING BY BOOTHY VISIT: www.trainingbyboothy.com



30 second interval with 10 seconds to change exercises.

I recommend to try to get up to 30 minutes and if you want to be extreme you can replicate up to 60minutes like I do! Happy paddling...

BODYWEIGHT SET 1



1. Push up



6. Stair runs



2. Single leg squat right



7. Plank



3. Single leg squat left



8. Side plank left



4. Crunch



9. Side plank right



5. Dips



10. Wall sit

BODYWEIGHT SET 2



1. Bicycle



6. SLRD Right



2. Jackknife Sit up



7. SLRD Left



3. Airplaning



8. Plank



4. Left leg bridge



9. Side plank left



5. Right leg bridge



10. Side plank right

STB
RACE
2020



Riders: Daniel Hasulyo, Connor Baxter and Michael Booth / Photographer: Georgia Schofield

BOARDS THAT WIN

HIGH SPEED, SERIOUS STABILITY

TO SEE MORE 2020 RACE BOARD
VISIT SUP.STAR-BOARD.COM



LIFE IS IN BOARD SHORTS

In 1994, Jean Louis Colmas helped Svein Rasmussen develop the first wooden-layup windsurfing board. It was lighter, stiffer and faster than anything that had come before. Over the last 25 years, Jean-Louise has remained an essential part of the Starboard story, traveling from his home in New Caledonia to Thailand to help get the first production boards from Starboard perfect. Now, his legacy continues – his son, Clément Colmas, aged 16-years-old, is a world-class downwind paddler and a team player in the game to save the planet. What is his life like in his island home? Let him tell you.

Life in New Caledonia is simple. It's hot. We live in board shorts. I'm still in school, so most of my days look just like this: go to school. When school is done, I take my Starboard Sprint and go train. In the summer, it's always windy – four months, non-stop – so we do a lot of downwinders. In the winters, there is surf, but even though this is the South Pacific, it's hard to get to. The waves hit our 1,700km great barrier reef – it's an hour away by boat. So if I want to train in surfing, it's actually very hard – I'm lucky if I get to surf one or two times a week in winter. But when the waves do come, they can be big – easily up to five meters.

Sometimes, I will go to a friend's lake to paddle – it's a very small lake,



Rider: Clément Colmas / Photographer: Nancy Tuyen

too small to really train, so we take an inflatable board and paddle along the coast line, looking for fruit trees or animals hiding in nature. It's warm, and sunny. It's truly a different motivation to paddle somewhere like this – on a race board, you're looking for performance, you're with your friends, it's a competition. When you paddle like this, it's just to enjoy the moment. It's for moments like this that my father and I are working to reduce our impact on the planet – when you live on a small island, you see the outcome of every action. We need the whole world to think like this.

by Clément Colmas

INFLATABLE



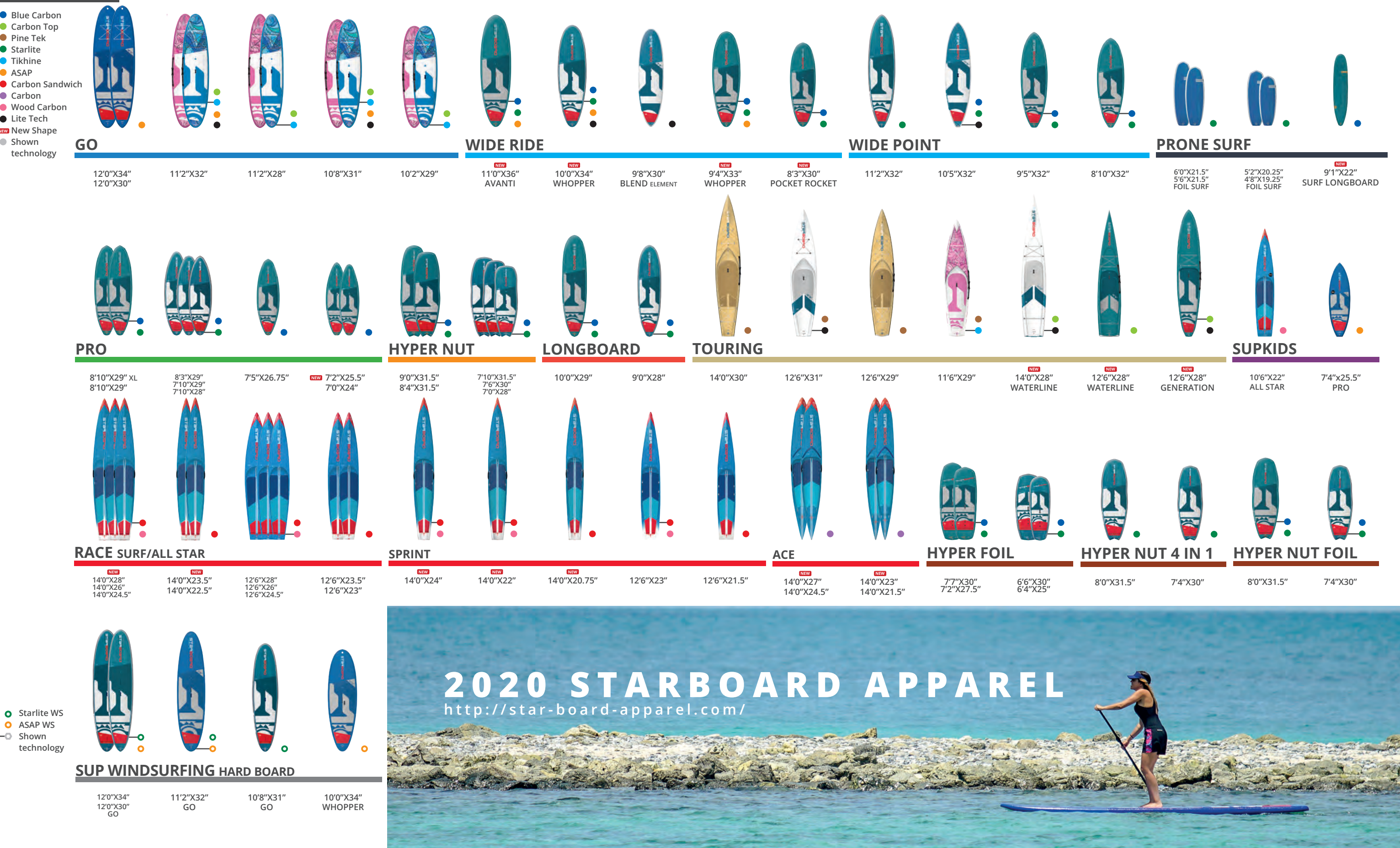
PADDLE



ACCESSORIES



HARD BOARD



INFLATABLE PERFORMANCE CHART

			ADVANCED WAVE	WAVE	ALL ROUND/ CRUISING	RACE	TRACKING	MANEUVER ABILITY	STABILITY	SPEED
IGO	12'0"x33"	IGO					7	4	10	10
	11'2"x32"	IGO					10	7	7	9
	10'8"x33"	IGO					6	5	8	6
	10'4"x32"	IGO					9	8	6	8
	10'0"x33"	IGO					5	6	9	5
	10'2"x31"	IGO TIKIHINE					8	9	4	7
SURF	11'2"x32"	IGO TIKIHINE					10	7	5	9
	9'5"x32"	SURF					9	6	10	9
AIRLINE	14'0"x28"	ALLSTAR					7	7	10	7
	14'0"x26"	ALLSTAR					8	8	7	8
	14'0"x24"	ALLSTAR					9	9	6	9
	12'6"x27"	ALLSTAR					6	10	8	6
TOURING	14'0"x30"	TOURING					10	6	10	10
	12'6"x30"	TOURING					8	8	8	8
	11'6"x29"	TOURING					6	10	6	6
	11'6"x29"	TOURING TIKIHINE					6	10	6	6
YOGA	10'0"x33"	YOGA					10	10	8	10
	8'0"x38"	TIKI MAT					0	0	9	3
RIVER	11'0"x34"	RIVER					8	6	10	8
	10'11"x31"	RIVER					10	8	6	10
	9'6"x36"	RIVER					6	10	8	6
TEAM WS	18'6"x60"	STARSHIP ALL WATER					4	3	10	5
	15'0"x55"	STARSHIP FAMILY					5	5	9	4
	16'0"x32"	TANDEM					9	9	6	9
TEAM	11'2"x38"	VISION					6	8	8	6
SUPKIDS	10'6"x23"	SUPKIDS RACER					10	6	6	10
	9'0"x28"	SUPKIDS					6	8	10	6
SUP WINDSURFING	10'0"x35"	SUP WINDSURFING WHOPPER					5	8	10	6
	10'8"x33"	SUP WINDSURFING IGO					8	10	8	8
	12'6"x30"	SUP WINDSURFING TOURING					10	6	6	10
ZEN	10'8"x33"	IGO					6	8	10	6
	11'2"x31"	IGO					8	10	8	8
	12'6"x30"	TOURING					10	6	7	10

* All data is score within its own specific range

ALL OF OUR PRODUCTS ARE PROUDLY DEVELOPED IN OUR THAILAND HQ.

DOUBLE CHAMBER SAFER - STIFFER

2016: THE QUESTION AT HAND

How can we increase the safety of inflatable boards? That's the question we kept asking ourselves. Inflatables are great and fun, but if something goes wrong and your board loses pressure, it won't be able to support you. So, we started to look for a place to add the extra floatation device on to the board, as stringer on the deck, as add-on rail. BUT then, we looked at our Vision board with the see-through window, the solution was there. This is where we came up with the concept of "a board inside a board".

IT WASN'T CHEAP

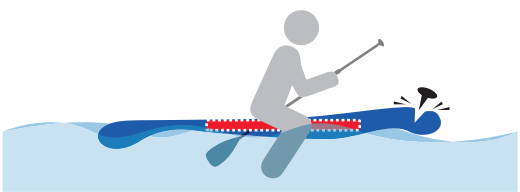
At the beginning of the process, our cost price to build it was quite high. So we could only implement it on the Ocean Rescue board which was a board to save lives – cost was not too much of an issue.

2018: CONCEPT TO MARKET

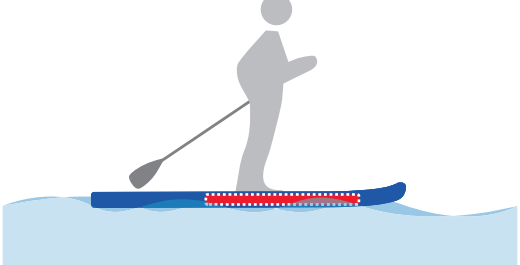
A few years later we changed the seam between the main and secondary chamber, replacing it with an I-Beam rail which increased durability and stiffness, reduced the cost. This win-win formula made it possible to offer it commercially on most of our range.

Raúl says it best. "It's like having a board inside of your board. Twice the stiffness and twice the safety."

SAFETY FIRST



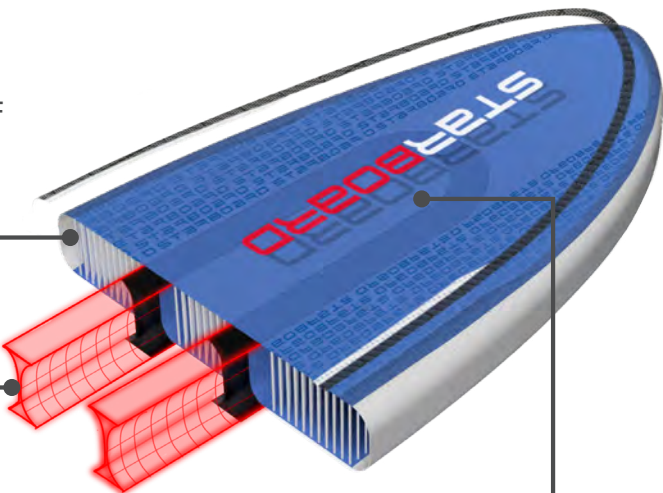
ULTRA STIFF



DROP STITCH EXTRA LIGHT & STIFF

DOUBLE I-BEAM STRINGER ULTRA STIFF

ADDED CHAMBER SAFETY FIRST



Double Chamber

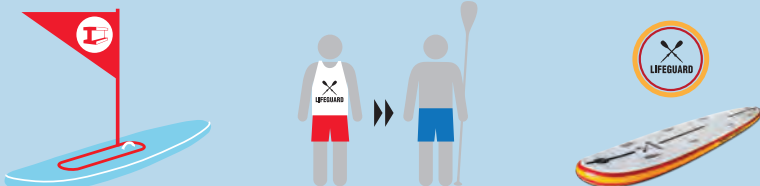


INCREASE THE SAFETY OF THE INFLATABLE BOARDS.

ADD THE EXTRA FLOATATION DEVICE.

THE CONCEPT OF "A BOARD INSIDE A BOARD"

HIGH COST TO BUILD.



INCREASE THE STIFFNESS WITH THE I-BEAM

CONCEPT TO COMMERCIAL

OCEAN RESCUE

DELUXE DOUBLE CHAMBER



"SAFETY IS ALL-IMPORTANT"





**LESS STRETCH AND
HIGHER STRENGTH**

Look inside your closet and compare your knitted clothes against the woven ones. You will find that the woven fabrics are significantly less stretchy.

Our inflatable boards used to be made with knitted dropstitch, but in 2015 we started experimenting with woven reinforcement layers.

However woven fabrics are complex to coat and laminate, so the coating process would leave pin holes which resulted in leaks and the lamination was not spreading evenly on the fabric resulting in wrinkles which caused twisting issues. It took years to fine tune the woven top and bottom fabrics and we also started to play with different values for weft and warp yarns in order to optimize weight / stiffness ratio of the final product. We decided to use the thicker yarns on the warp axis and to optimize weight with thinner yarns in the weft axis.

The result: the stiffest and lightest tech - Woven drop stitch.



KNITTED FABRICS



STARBOARD WOVEN FABRICS

THE PERFORMANCE REVOLUTION

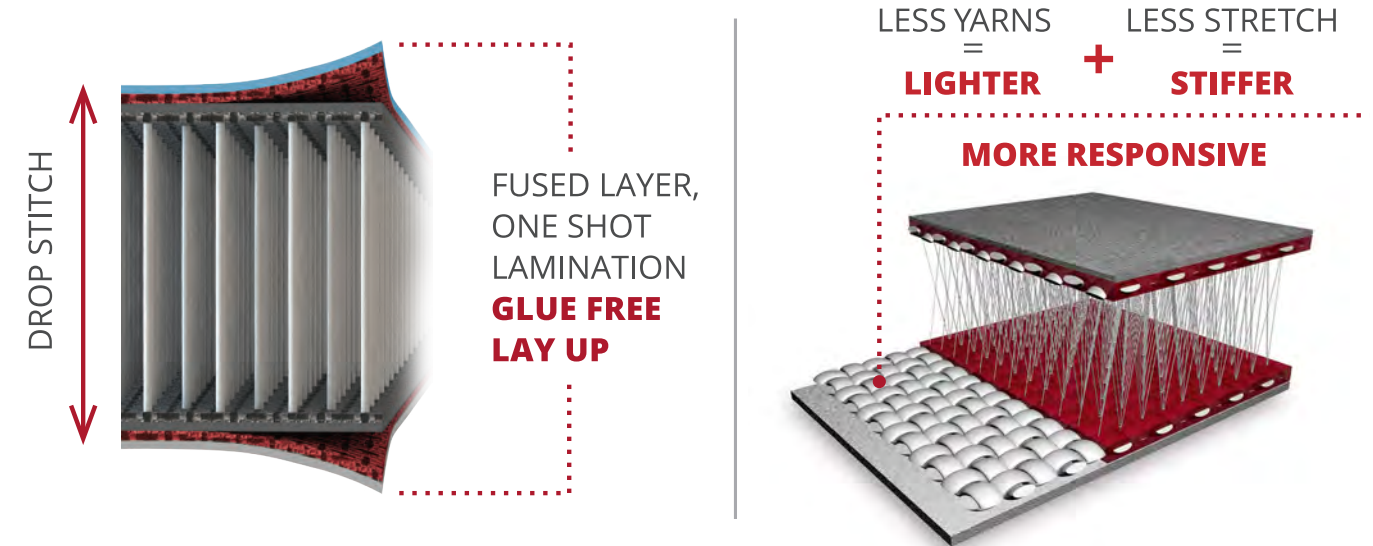
FUSION

LIGHTER • STRONGER • STIFFER



LIGHTER • STRONGER • STIFFER

= EXTRA LIGHT • STRONG • STIFF



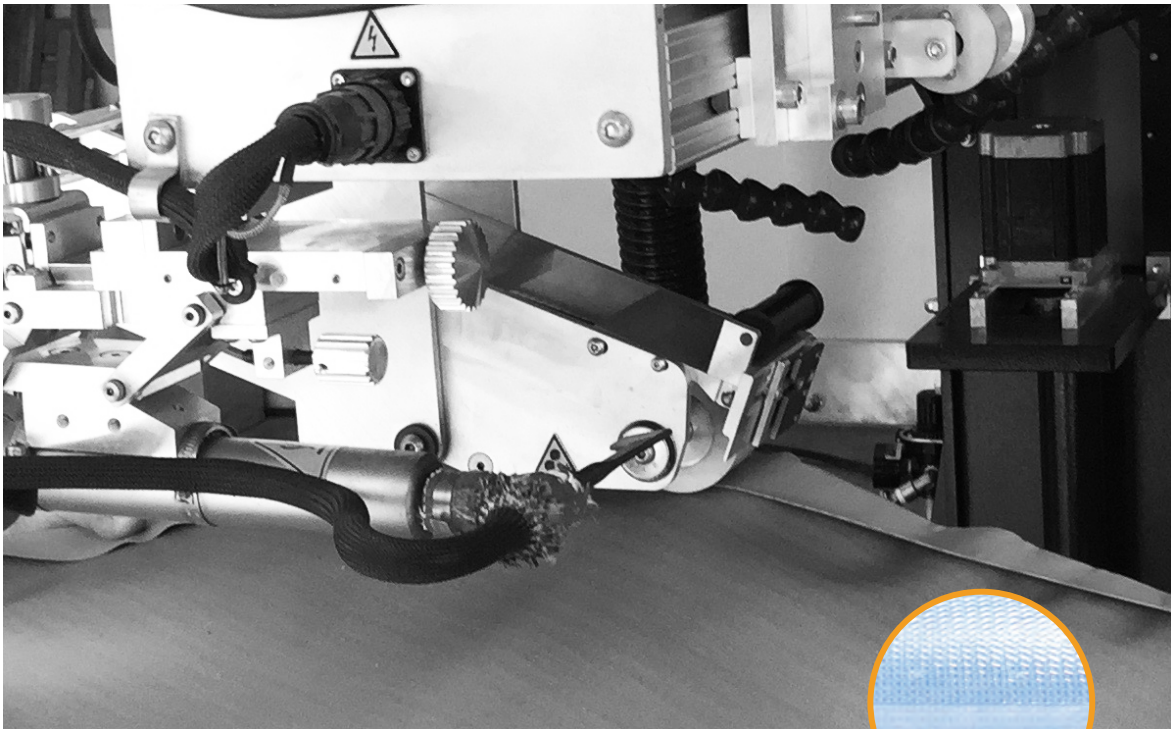
WOVEN TECHNOLOGY

Woven fabric weighs less because it uses less material. And because it only stretches diagonally, it holds more tension. What does it mean for you? A stiffer and lighter board with a better reflex sensation.

YARN REDUCTION LOWERS ENVIRONMENTAL IMPACT OF THE BOARD BY 10%

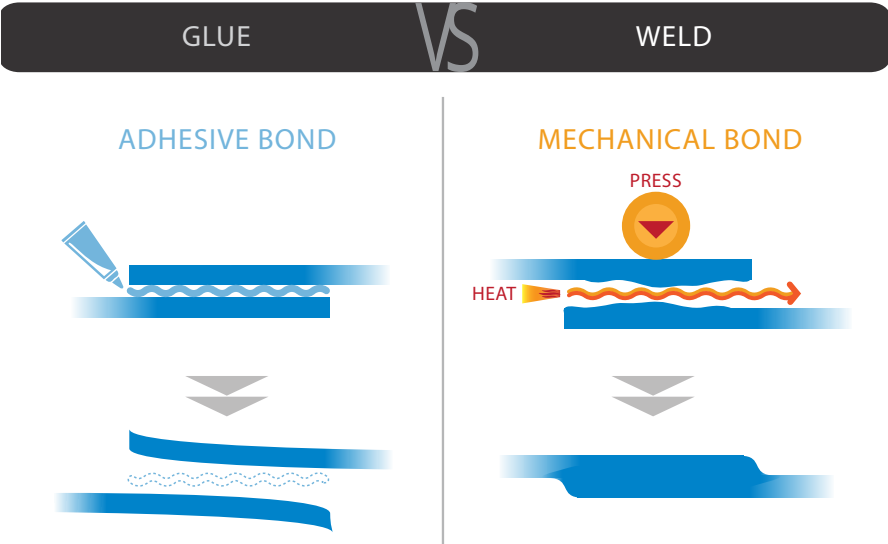
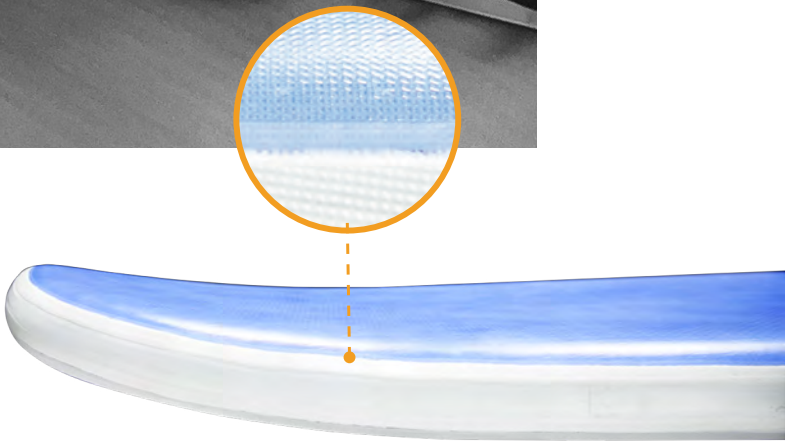
WELDED TECHNOLOGY

AN INTERVIEW WITH JOE (MANAGING DIRECTOR)



**MECHANICAL BOND
STRENGTH + DURABILITY**

Glue is never forever.
Starboard's new welding technique turns two into one – using heat to bond two separate pieces of PVC into a single solid unit. Heat-welded PVC creates a mechanical bond that's stronger, lasts longer – and is better for the environment.



Why did you decide to create Welding Tech? What was the inspiration? Can you tell us the story of Welding Tech's origin?
It was 3 years ago when we started to see a lot of boards in the market, including our own products, start to expire and show up with problems. We felt sad for customers who purchased an inflatable board, used it little over a couple of years, but then discovered it in an unusable condition. The glue deteriorated so the board leaked or the seam opened. It was unfair on the customer who was unable to enjoy our products for a reasonable amount of time. Equally, we were alarmed that our products might end up in a landfill after just a few years. As a manufacturer we felt it was our duty to find a better solution, that's why we started this project.

What objectives and goals did you have while creating Welding Tech?
Firstly, we looked at alternative glues. We went to the lab to test various types of glue. But we discovered that any glue has a limited lifespan, especially when used with PVC. We learned a lot about the parameters that affect a glue's performance. But we also realised that glue could never be the ultimate solution due to its limitations and the way it deteriorates over time. Therefore we sought another solution that offered a proper mechanical bond to the PVC layers. That led us to welding, to give a long-lasting bond between the layers of PVC, far more durable than any glue.

Can you explain the process of developing and creating tech? How do you test welding and glue? What's the result?
We saw that welding could be a good solution. It was already used in other PVC products like super-durable rafting boats and gigantic inflatable toys in the water park. But there were different methods of welding that we needed to experiment with to understand fully. We did a lot of research. Yet we found that no-one had been able to apply this technology to paddle boards. After much research and experimentation on all kinds of materials, we purchased a hot air welding machine to start the development. We had to make our own tools to overcome countless obstacles, but still failed to achieve the result we desired. Still, from all the experimentation we found that the hot air welding method provided the mechanical bonding we expected. This is the most important thing we wanted to achieve, while the other challenges are something we need to continue to work to resolve.

What challenges or problems did you face while developing welding tech? How did you solve them? We heard that Starboard developed this tech over several years?
There were many challenges during the development process. The biggest obstacle for welding drop stitch is all the hairy yarns inside the material. It made things very difficult, totally different from welding the seam of a hollow tube or rafting boat. To overcome this problem we needed to find the right tooling to handle the particular job. While experimenting with manual and handheld tools we found we were far from getting the consistency we needed. Then the challenge was to find a comprehensive machine with the tolerances we needed to get the job done. We spent months scouring the world looking for the machinery and the appropriate experience in dealing with this difficult material. In the end we had no option but to test and learn by ourselves.

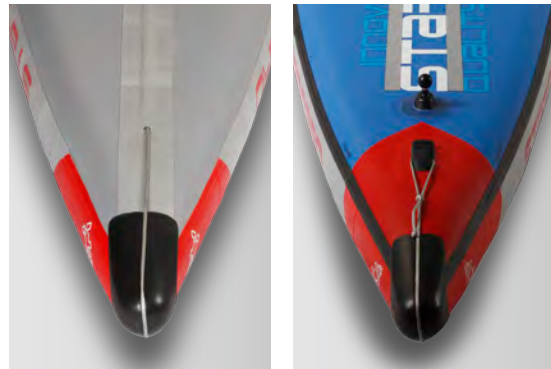
After we found the machine, we had to test and learn the key parameters essential for good results. With the technology it is easy to weld in straight lines, but all paddle boards have curves and corners which make things difficult. Still, we found we couldn't have everything and had to compromise. After crystalizing the concept we arrived at a middle ground where we had welding but found we could still use glue for the best cosmetic appearance of the products. It took a lot of trial and error to reach the result we were happy with.

When we introduced the idea of welding the seams our factory declined, saying they had tried and failed before. After we showed them a finished sample they were still skeptical, so we invited the factory owner and chief engineer to Thailand to show them the process. When we proved it could be done we worked with the factory to fine tune the process to make it practical for production.

Can you explain exactly how welding tech works technically from the developers perspective? Can you also explain it like you would to a child?
It is very simple, the top coating of the drop stitch material is a PVC layer and this PVC layer is melting under certain temperature. To put two layers of PVC together without glue, we need to heat up the two surfaces of PVC to the melting point then press it together. After cooling down the two PVC layers will bond into one.

While you were working on welding tech, were there any surprises that you did not expect? Did you learn anything, or have to learn anything to complete welding tech? What kind of emotions did you experience creating welding?
During the development process everything was new to us as we had no experience of welding. Also, we could find very little help or support as most others were in the same boat. But we learned there was a solution even when everyone said it was impossible.

What do you see for welding tech's future? (changes or further development?)
There is still room to further develop the welding technology. Today the technology and process give too little room for any error, so it requires an experienced welder and takes time to get a good result. We need better technology that allows more room for error, so each board consumes less time.



2020 Inflatable Allstar



AIRLINE TECHNOLOGY

AN INTERVIEW WITH SVEIN (CHIEF INNOVATOR)



Rider: Connor Baxter / Photographer: Ben Thouard

WHY DID YOU DECIDE TO CREATE AIRLINE?

We always look for ways to make paddle boarding a more enjoyable sport and a part of that is to create boards that feel more responsive and fun while also provide better glide.



All the racers had to be on inflatable boards and my weapon of choice for this race was definitely what made the difference.

The new and improved Starboard 14' Airline was a rocket ship, with the new side rails for stability and the stringer for stiffness – it made my job easier.

~Connor Baxter

Winner of 2018-2019 Salt Life Columbus Cup



"...with the new Starboard All Star and its patent pending Airline design coming on all their inflatable race boards, it looks like Starboard are closing the gap between carbon and air."

~ SUPboarder Magazine

What was the inspiration? Can you tell us the story of Airline's origin?

We were looking at how the America's Cup boats were able to deliver amazing progress in designs over the years and wanted to see if we could turn things upside down by using rig technology to improve our hull technology.

What objectives and goals did you have while creating Airline?

We wanted to create the fastest most responsive inflatable paddle board ever, but with minimal weight and cost increase.

Can you explain the process of developing and creating Airline?

How do you test the Airline? Any failures?

As often happens we went from idea to project within a day, so we utilized a used Touring board as the guinea pig.

At the start we simply drilled a whole in the fin box to anchor an aramid line. Then we pulled the line over the nose and anchored it into an eyelet on the top of the bow. The board was vaguely inflated so it would be easy to have the line in place. We then inflated the board to 18 PSI, but the fin box broke as it was not built to withstand the pressure and we had to make new and more robust fin boxes.

We also spent quite some time developing the little trim system to vary the stiffness. In the beginning we used some complex engineering trim systems and soon started to understand that a simple and strong system would be easier and more durable.

Why is it called Airline?

The board is filled with air as all inflatable and we then added the line on the aramid bottom, so it became Airline for simplicity.

Most airlines will accept a Starboard Airline race board, so it's all a home run.

What challenges or problems did you face while developing Airline? How did you solve them?

We saw issues in assembling the boards at the factory, so we had to train the workers carefully and provide them with good assembly guides to be able to ensure the precision needed for a board of this caliber.

Can you explain exactly how Airline works technically from the developers perspective? Can you also explain it like you would to a child?

The Airline technology works just like when you balance on a rope. The tighter the rope the more the line will be able to respond and feel stiffer.

Kids: the rope is so strong, that it helps the board come back to its original shape when something tries to bend it.

Can you explain Airline's responsiveness and stiffness? Can you explain the difference and why it is important?

Stiffness represents how hard it is to bend the board with an external force. Responsiveness is how fast the board regains its original shape after removing said force.

On the Airline, the line is shorter than the board, so when you pump the board up to 18 PSI, the line comes under hyper tension and increases the rebound of the board itself. A responsive board makes for a better sensation, a more stable platform and higher speed. We can perhaps also compare with a pair of magic skis, or the best tension for a tennis racket.

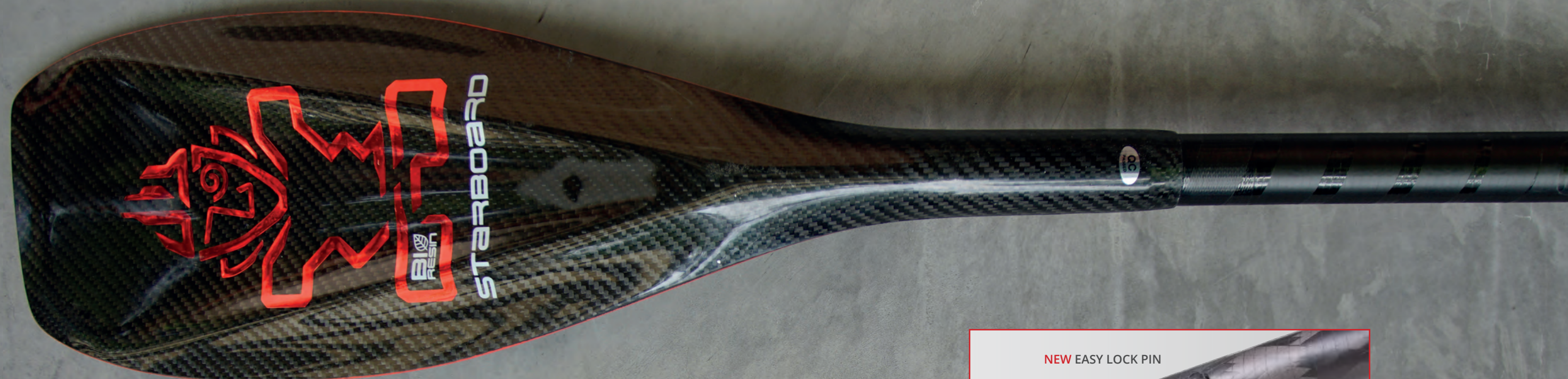
While you were working on Airline, were there any surprises that you did not expect?

We were surprised that when we checked the Airline board in our test lab, it did not turn out to be much stiffer.

What do you see for Airline's future? (Changes or further development?)

Into the future we will develop this amazing system further and even into windsurfing. The Airline was our first patent for Starboard SUP, so we can ensure for our customers a unique Starboard experience.

STB
PADDLE
2020



NEW EASY LOCK PIN

Photographer: Vith Chinchachokchai

THE TRUE WINNER

LIMA PREPREG CARBON

The very direct catch and ability to redirect automatically is what makes our world champion race team choose 2020 Lima.

BENEFIT OF PREPREG CARBON

High resistance and stronger than general carbon fabric.
Less resin absorption makes lighter weight.
More resistant to UV.
Patterned fabric, pronounced, straight and beautiful.



Photographer: Vith Chinchachokchai

THE EXTRA PRECISE ENDURO

SURF AND FLAT WATER

This new amazing allround blade suits anyone from World wave rider champion Zane Schweitzer to entry level flat water paddlers. The direct, powerful and extra-precise paddle shape with deep side concaves gets you from zero to hero.



FOIL CARBON
Designed for taking impact from foiling.

TRASH IN THE WATER?
Use the trash picker as a helpful tool to pick it up. It's made from recycled plastic and comes with every paddle. Store the trash in a bag, or pocket it until you reach the shore.

PROTECTING OUR

PLAY GROUND THROUGH

The oceans are our playground. We create boards to make sure we are having the greatest experience in the water with the highest quality products. As with most industries, ours also unfortunately contributes with a substantial negative environmental impact.

With the aim of mitigating our plastic use and helping the enjoyment of others with whom we share our playground, we have pioneered a Plastic Offset Program (POP). We holistically look at our use of plastic through measuring our plastic footprint and financially charging ourselves an internal tax.

Our ultimate aim is to formulate boards from totally natural elements, however, right now Starboards' boards are made from a range of various plastic materials. We have to ensure each type of plastic is analyzed thoroughly as each plastic has a different impact level. As a result of this, we categorize the plastic impact in three ways:

- 1. Duration of use / life cycle.
- 2. Toxicity of the plastic.
- 3. Quantity of waste.

Through focusing on these aspects, we are guaranteeing our plastic is properly analyzed based on its impact, which we offset.

Depending on the impact created by the plastic material the price of the tax charge can be anything from \$0.10 to \$0.50. By internally taxing the use of plastic within the company we have a plastic fund to pay for trash to be retrieved from beaches in Pattaya.



THE PLASTIC OFFSET PROGRAM



HOW DO WE MEET THIS ULTIMATE GOAL?

To offset the impact of plastic use within the company in 2018 Starboard need to collect 43,000kg by June 2019.

Not only are we re-claiming trash from nature's golden beaches, but we also give a second income to 29 team members in Pattaya. These individuals are spending 2-3 days a week, collecting trash and then sorting it into recyclables, fabrics and unusable trash. Items such as flipflops, straws, lighters and bottle caps are kept for artwork.

Currently, we have reached 42,422kg of our 43,000kg target, meaning we are very close to reaching our goal.



OUR TEAMS SMASHED THEIR RECORD
THREE DAYS IN A ROW;
FRIDAY 814KG, SATURDAY 672KG
AND SUNDAY A WHOPPING 1,063KG.

The team is working on its ultimate target goal daily. We have taken on an immense challenge, we are learning on the way and would love for others in all industries to join us to replicate the Plastic Offset Program. Together we can help our oceans and planet.

Please email blue@star-board.com for more information and keep an eye on blue.star-board.com for updates.

**We collect 1.4kg plastic trash for each board we sell.*

SIAN SYKES

Sian now runs Psyched Paddleboarding, a paddleboarding business in Wales. Sian is a regional rep for the environmental charity Surfers Against Sewage and is passionate about raising awareness, educating and inspiring others to reduce their daily consumption of single-use plastics. She was the first person to SUP circumnavigate Wales (solo and unsupported), a 1000-kilometer journey along canals, rivers, and sea. On the trip, she raised money for charity and collected plastic along the way, inspiring others to make a pledge against single-use plastics. This trip was single use plastic free. Further details can be found at

www.siansykes.com | www.psychedpaddleboarding.com.



Rider: Sian Sykes / Photographer: Ian Finch



Photographers: Ian Finch and Chris Davies

I was born in Wales, where my childhood was filled with adventure. I was fascinated by the sea. I loved being close to the water as it made me sparkle and shine. It was my mother's mission to educate me about the environment. She told me that I had a voice and inspired me to reduce my impact on the environment by boycotting certain brands, teaching me that small changes do matter and have an impact.

During my 20's I was so far removed from what I was accustomed to. Views of skyscrapers replaced ocean views and working long 18 hour days in advertising was my world. However when I was asked to work on an account, a brand I had boycotted since I was a child, it was the catalyst I needed to rethink where life was taking me. I left the city and moved home, closer to the sea and mountains, to find a better balance.

I was saddened since returning home to see so much plastic pollution washed up on the incoming tide and marring a beautiful beach. This is not what I remembered from my childhood.

I had to do something. I decided to join environmental activist group Surfers Against Sewage as a regional rep. In my role, I organised beach cleans with communities and visitors to the island helping to remove marine litter. It became obvious that this was not enough. I wanted to raise awareness and help to educate others to break their habit of reliance on single use plastics.

I had eureka moment to SUP around Wales to highlight this, as to what gets discarded in urban areas finding its way to a water source and subsequently ends up in the sea. The whole trip was single use plastic free, collecting litter along the way and inspiring others to make a pledge against plastics. The message was positively received. People were making positive changes and were empowered to reduce the consumption of single use plastics. When I returned to Anglesey, I picked up the grassroots movement campaign by Surfers Against Sewage for Plastic Free Community status for the island. This involved working with the businesses to avoid or find alternatives to three types of single use plastics,

empowering the community to attend beach cleans and inspirational talks at schools and clubs. Hosting mass unwraps at supermarkets highlighted the unnecessary packing used. I was absolutely delighted after a year when Anglesey was awarded the great honour of being the first county in the UK to have achieved Plastic Free Community Status. It is only the beginning and we are keen for the community to keep up the great work. We want other businesses, schools and clubs to sign up. We would like visitors to help with beach cleans, join boycotts of single-use plastics, and show solidarity by bringing only reusable mugs and bottles to the island. More recently I was privileged to host the Duke and Duchess of Cambridge for a Surfers Against Sewage beach clean with the support by Anglesey County Council. We were joined by pupils from Ysgol Santes Dwynwen (Newborough school). It was a very proud moment to share our wonderful news with the Royalty and for them to help with a beach clean.

TO SEE MORE 2020 TOURING BOARD
VISIT SUP.STAR-BOARD.COM

STB
TOURING

ALL ROUN DER

MEN'S ALL STAR SUP SUIT

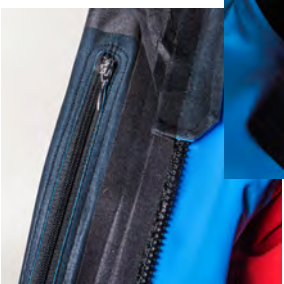
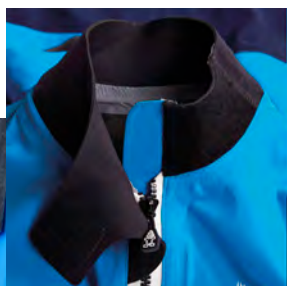
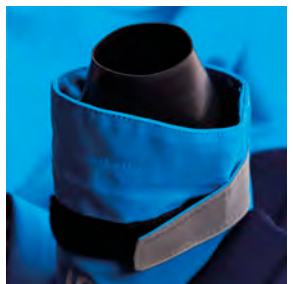
Made from Clima-Core breathable and waterproof fabric with latex seals on the wrists and ankle cuffs, it includes a waterproof front zip with a soft neoprene neck seal.

The anatomical panel layout allows full vertical and horizontal stretch at stress points situated on the back and side panels of the torso as well as the crotch. The fabric has a slight stretch for a slim fit and 100% paddling performance. The Starboard All Star SUP Suit is designed with the racer in mind;

SUPing in the cold will never be the same.

TOP FEATURES & HIGHLIGHTS

- Clima-Core Technology: Breathable & Waterproof
- Non-flapping and highly flexible material
- Anatomical paddle panels
- 100% waterproof zip
- Slim fitting
- Comfortable neoprene neck seal
- Waterproof key garage
- Adjustable latex ankle and wrist cuffs
- Reflective prints for visibility in diverse conditions



APM MARKETING GMBH
<https://www.star-board-sup.de>
Facebook: Starboard SUP Germany

Rider: Sian Sykes / Photographer: Ian Finch



A MIRACLE TREE MANGROVE

We want to share that the climate crises partially comes from deforestation.

We need to regenerate forests for the challenging years ahead and sea trees or mangroves are important players as they absorb more CO₂ than any while also helping clean the ocean, and shelter coastal villages for heavy storms.

We are a partnering in replanting one Billion mangrove trees over the next 10 years and the pilot project in the Thor Heyerdahl Climate with six million trees is already finished. The mangrove reforestation project in conjunction with WIF, aims at yearly absorption of the equivalent CO₂ emissions of a country like Norway.

For each board we sell we plant a tree, every tree counts and with your help we can inspire others to follow suit.

We do it because we love our blue planet, and our slightly mad, reckless and wonderful human species.



HEYERDAHL
CLIMATE PARKS

INFLATABLE RIVER



MARIO
STECHE



WHY DO YOU LOVE RIVER SUP?

River SUP is for me a welcome, multi-faceted change from paddling on shallow-water lakes. The immersion in the deep, partly untouched nature is like a vacation for me. I also love to move away from the mainstream. River paddling offers me action, challenge and a complete body workout!
~Mario Stecher

River SUP is for me the best combination between enjoying the beauty of the nature and feeling the power of water. Every corner is different and changes again on a new water level. You can learn and explore, and every day brings new things.
~Carsten Kurmis

I love paddling in remote areas that are inaccessible to other people. The seclusion and the beauty of nature can be enjoyed here to the full! You become one with the river and you can constantly find new lines with the flow of the water.
~Manuel Stecher



CARSTEN
KURMIS



6 TIPS FOR PADDLERS WHO WANT TO TRY RIVER SUP FOR THE FIRST TIME.

Never go alone!
If you get in trouble in the river, you need someone to rescue you! So never go alone – even if you know what you're doing.

Get some training
First time in the river – find a school or whitewater camp to do your first steps.

Pay attention to the weather
Know the water levels when you start, and how they might change throughout the day, and what that means for the river you're on.

Know the route
Rivers aren't like lakes or oceans – different parts of them are much more dangerous than others. You need to know where the dangers lurk. Don't know what's around the next corner? Check it out before you paddle it.

Pace yourself
When you get tired is when bad things happen – make sure you don't overstretch endurance, or your skills.

Never go alone!
Wait, we already said that? Well – we will say it again. It's one of the most important rules of whitewater.



MANUEL
STECHE



Riders: Mario and Manuel Stecher, Carsten Kumis and Sonni Hönscheid
Photographers: Georgia Schofield and Andy Klotz

What's been most helpful in transitioning to a 100% plant-based diet?



Abraham & Donica Shouse

Knowing a heart healthy diet, is a brain healthy diet, is a liver healthy diet and that same diet can save our planet. Having a supportive community and having a friend who is equally excited about plant foods makes a world of difference. The more time that goes by the better you feel and food becomes more flavorful as new taste buds are born every two weeks. Relax; real change can happen in small itty bitty little steps.

Vitamin B12 is the only supplement required on a 100% vegan diet. This vitamin is not made by plants and it's not made by animals either; B12 is made by microbes that blanket the earth and because of modern sanitary lifestyles we don't get it from the dirt and water like other animals.

Power of a plant-based diet

1. Even athletes are at risk for heart disease. A plant-based diet keeps athletes' hearts strong by reversing plaque, bringing down blood pressure and cholesterol, and reducing weight.
2. Meat consumption and high cholesterol levels exacerbate inflammation, which can result in pain and impair athletic performance and recovery. Studies show that a plant-based diet may have an anti-inflammatory effect.
3. A plant-based diet, which is low in saturated fat and free of cholesterol, helps improve blood viscosity, or thickness. That helps more oxygen reach the muscles, which improves athletic performance.
4. Plant-based diets improve arterial flexibility and diameter, leading to better blood flow.
5. Plant-based diets, which are typically low in fat and high in fiber, can reduce body fat. Reduced body fat is associated with increased aerobic capacity—or the ability to use oxygen to fuel exercise.

Secret Recipes

Power Bars (or balls)

- 10-15 dates, pitted
- 1 c. favorite nuts
- 1 c. oats

**This recipe is super flexible; try variations by adding 1/3 c. superfood powders such as cocoa, maca, moringa, or spices like cinnamon and clove.

Once blended shape mix into desired bars or balls. Roll balls in bowl with coconut milk powder or peanut butter powder until desired stoke level. Store in an airtight container in a cool place.



TIPS TO DO SUP YOGA HEADSTAND

with Kelly Huck

BE IN THE MIDLINE

squeeze your legs and feet together to maintain stability and to keep your balance.

SLOWLY LIFT YOUR LEGS UP

one at a time or both at once engaging your core. Reverse to exit.

LIFT SHOULDERS UP

and away from the board to take the weight off your head and neck.

PLACE KNEES ON ELBOWS

feel stable here before taking your legs up.

USE THE TOP OF YOUR HEAD

and be in the center of the board, at the handle.

WALK FEET IN TOWARDS YOUR HEAD

to stack your hips over your shoulders.

USE THE PADDLE HOLDER

to secure the paddle.

BE IN CALM AND FLAT WATER

for your safety.

MAKE A TRIPOD BASE

with your head and hands on the board; elbows bent at a 90o angle.



ZANE'S DEEP BLUE LIFE



Finding time for passion and blue life choices today isn't easy. This is why I find it so important to start and finish my day with journaling – it gets me excited to start my day with balanced intentions, and finish with reflection on the things that made today great, while examining the things I could have improved.

I believe that finding a healthy routine that we can follow each day can make positive ripple effects in our personal lives and our community and environment. That's what the Power of Choice, is all about: making choices that we can be proud of that are a part of the solution and not the problem. Small choices daily add up.

My journaling follows a unique style that I developed in which we find encouragement to embrace our Power Of Choice and manifest our daily desired outcomes through the natural high from gratitude and mental preparation. With this practice we develop a "Blue Mind Shift", and start to become aware of and acknowledge the Blue Life Choices we can make daily.

You can practice this yourself with a list of three things.

3 things you're grateful for in the morning
3 Blue Life choices or selfless actions
3 things that will make today great!

In the evening, think about this and how you could have made today better. Have fun with this practice that helps you to create a "Blue Mind Shift" and get a step closer to your goals each day!



ZANE'S DEEP BLUE LIFE CHALLENGES

Getting creative with my daily Blue Life choices is one of the things I find joy in. Some days it can be something simple, some days it's a little more complex. Here's a few choices I make daily

1. PACK THE RIGHT LUNCH

Organic food? Not far enough. Make sure you've got Blue Life Tools like:

- wooden utensil kit
- reusable water bottle
- meal/food packaged sustainably in glass or beeswax cloth

2. DO "POCKET OF PLASTIC CHALLENGE", A little bit of beach cleanup can go far – and inspire your friends to adopt the challenge as well. You'll lend a helping hand to our voiceless friend (the oceans and beaches) by picking up at least one piece of plastic that's in your path across the beach or in the lineup. Take a photo and post your findings with "#PocketOfPlastic" and challenge a friend to do the same by tagging them!

Feeling a little more ambitious? Organize a five minute beach cleanup at your next event or party at the beach. I like to do this sometimes before setting up and after we pack down. Invite your friends to help you leave the beach or park cleaner than it was when you arrived.

Wanna make a big impact? Create a full on beach cleanup or interactive community

engagement. At home in our local community I have teamed up with the Westin Ka'anapali Hotel and we host a beach cleanup called the, "Westin Waterman", on the first Friday of every month! It was a very easy proposal that was accepted warmly when we proposed to invite Westin employees and guests to take part in an engagement with the local community that allows us to inspire visitors to adopt a "Blue Mind Shift" during their vacation, by taking part in this beach cleanup just in front of the hotel.

3. MAKE "BLUELIFECHOICE" WHILE SHOPPING The more we practice making "Blue Life choices", the easier they come. Try it when you're shopping. We can support brands that are making eco-friendly decisions in the choice of their materials, means of production and workplace ethics. The easiest way to start is by choosing things that are packaged sustainably.

You can also challenge your household to have two days out of the week committed to a whole-food plant-based diet. It's a healthy lifestyle choice and a great way for us to minimize our footprint through diet choice. The impact our meat and dairy industry has on our environment and atmosphere is huge – this is why I have personally adopted a whole food plant-based diet over the last three years and always encourage my friends and family to do so two days out of the week!

4. DIY (DO IT YOURSELF)

- A.I.R
 - Avoid
 - Intercept
 - Redesign

It's a simple idea. Recently, I have moved into a tiny home that was built from a 40 foot shipping container, which is what over 80% of all produce and other materials are imported into Hawaii in. There's a ton of these on the island. So it was a great way to adopt a lifestyle with less of an impact. For my girlfriend Kim and I, it allowed us to look closer at the things we own and use most often. We have so much fun giving away old clothes to our friends and family and as well less fortunate in our community.

5. CHOOSING BRANDS TO PARTNER WITH THAT ARE LIKE MINDED

As a professional athlete, this is something that has been a big challenge to work around. Many sponsors within our industry advocate products that are toxic to our lifestyle and health along with contributing to distraction of our environment and the workforce during the process of building their products. This is why I choose to partner with brands like Starboard, that are making positive ripple affects in our industry by innovating alternative materials and means of production!

What does it mean for you as a waterman or woman? You can make the same choice – support brands making a difference.



Rider: Zane Schweitzer / Photographer: Abraham Shouse



THE WIDE RIDE WITH REAL GLIDE

THIN RAILS ON WIDE BOARDS

TO SEE MORE 2020 WIDE RIDE BOARD
VISIT SUP.STAR-BOARD.COM

Photographer: Georgia Schofield

AMBASSADORS FOR THE PLANET

OUR ONE YEAR ENVIRONMENTAL EDUCATION CURRICULUM IS BASED ON SEVEN CORE THEMES, AND UNDERPINNED BY DESIGN THINKING AND THE VALUES THAT WE LEARN BY SPENDING TIME IN NATURE. IT'S A CHOOSE-YOUR-OWN-ADVENTURE CURRICULUM: IT CAN BE IMPLEMENTED AS A YEAR LONG PROGRAM OR A FLEXIBLE LEARNING PLATFORM WITH A FOCUS ON EXPERIENTIAL LEARNING & OUTDOOR EDUCATION.

OUR PROGRAM STARTS WITH DESIGN THINKING...

Design Thinking is a powerful approach to creating innovative solutions for real world problems.

Championed by the likes of IDEO and Stanford University, Design Thinking provides a great opportunity to focus on vital skills like critical thinking and creativity. It also encourages curiosity, resilience and entrepreneurial ways of working.

AND FOCUSES ON EXPERIENTIAL LEARNING...

Inspired by educational innovators Sir Ken Robinson & Ricardo Semler. Our lessons are structured as 'experiences' and empower children to choose their own learning pathway & lean into their strengths.

AND OUTDOOR EDUCATION

Kids who are connected to nature are more likely to protect it. So all our lessons can be taught outdoors in a way that encourages children to explore and discover the natural world around them.

Each lesson is aligned to the UN Sustainable Development Goals

Our ethos - Empower kids to lean into their strengths and pick a cause they care deeply about.

We're developing a workbook, teacher training manual & lesson plans, so the program can be taught 100% offline if need be. These tools will also be available online. We've designed the curriculum in a flexible format so it can be delivered in a variety of ways: A year long curriculum, a study program for a term, an Environment Week project or standalone lessons.

THIS IS HOW IT WORKS...

We start by teaching the basic principles of Design Thinking, so kids learn innovative & creative ways to solve problems. Kids & teachers choose which direction they'd like to go and dive into any of our 21 lessons. Along the way, there will be time allocated to work on individual, group & class projects. Plus we'll share stories of amazing people who are protecting the planet.

THE UNITED NATIONS GLOBAL GOALS

The United Nations is an international organisation that counts almost every country in the world as a member. Their main job is to bring people together and maintain peace around the world.

They also work hard to improve living conditions for all and to make the world a better place.

In 2015, world leaders agreed to 17 goals for a better world by 2030. These goals have the power to end poverty, fight inequality and stop climate change. Guided by the goals, it is now up to all of us to work together to build a better future for everyone.

These goals are called the Global Goals for sustainable development.

Throughout the Ambassador For The Planet book, you'll find out which of the Global Goals match to the challenges we are trying to solve.



OUR GOAL IS TO INSPIRE THE NEXT GENERATION TO BECOME AMBASSADORS FOR THE PLANET



Aki
JAPANESE/NIGERIAN/FINNISH
MEANING: BRIGHT



Kekoa
HAWAIIAN MEANING: COURAGEOUS



Mali
THAI MEANING: FLOWER PLANT



Zola
AFRICAN MEANING: PEACEFUL/EARTH



Mayer Rasmussen



INFLATABLE
8'0"x28" SUPKIDS iGO
[ZEN]

THE STORY OF SUPKIDS

We believe that when kids fall in love with an outdoor sport, they fall in love with the outdoors.

The SUPKids story starts in 2014 in Australia where we ran our very first program.

We worked alongside the Royal Flying Doctor Service to deliver a SUPKids programs to an Indigenous community just north of Cairns.

In 2015 we travelled to Thailand to hang out with the Starboard team

we realised our intentions were aligned.

Our program is designed to teach kids SUP, water safety & environmental education, with 5 core themes.

Lesson One Safe SUP

Lesson Two SUP Adventures

Lesson Three Ocean Plastics

Lesson Four Healthy Supkids

Lesson Five Ambassador for the Planet

Our SUPKids schools teach our programs

on lakes, in rivers, in the ocean and in safe waterways in all sorts of awesome locations.

SUPKids has been developed for kids age 5-12, and can be delivered in three ways:

SUPKIDS CAMP As a 5 day camp.

SUPKIDS PROGRAM as a 5 week program

SUPKIDS DAY or as a one day activity.

Here at SUPKids we're committed to giving back - to the environment and to the communities we work with.

We run programs for under-privileged kids & we plant a mangrove tree for every SUPKid who takes our program.

We've got SUPKids schools all around the world - connecting kids to nature and building the next generation of change makers.

For more infonation: sup-kids.com

STARBOARD JUNIOR OCEAN AMBASSADOR.



I AM MIKAELA, a young girl who loves the ocean, nature and my beautiful home planet called Earth. I live a clean healthy life and try my hardest to protect our oceans and environment at all times. My motto is "Be Brave" and I am stoked to be the very first Starboard Junior Ocean Ambassador. With this responsibility, I am committed to help educate, inspire and spread the word about all the values we at Starboard see core to living a sustainable and eco friendly life.

My story started when I was very young. Growing up on the shores of the Atlantic Ocean in North East Florida, I was destined

to be a water girl. My love and passion for the ocean started when I was only one year old and my dad would catch waves on his SUP then hold me on the board's nose as we surfed all the way to the shore. At that point there was no looking back. I have pursued everything ocean and enjoyed all it has to offer, from being a highly competitive surfer, to paddle boarding and now probably one of the youngest girls to be foil boarding.

I am so happy to have been presented the opportunity to be a Junior Ocean Ambassador as it was already in line with how I have always lived. I truly understand the importance of keeping our oceans clean. Not only for a healthy environment but for the future of our planet. I advocate continuously about reducing the need for single use plastics and helping to clean our beaches and oceans.

I know that there are many big programs that are committed to help solve the world's pollution problems. But as an eleven year old girl, I also want to help protect our ocean and its wonders for generations to come. I believe this starts with each and every person doing what is right. This includes leaving no trace and

doing your part when it comes to keeping our beaches clean. As part of my Be Brave motto, I always promote my "One Piece at a Time" effort. If every person who stepped on a beach left no trace but also picked up even a single piece of trash how much better off would we all be?

This starts with me. I have promised myself and have committed to always leave no trace and I will never leave the beach without picking up at least one piece of trash. So how about you? Are you ready to promise and commit to my "One Piece at a Time" effort?

I AM MIKAELA, Starboard's first Junior Ocean Ambassador, a girl who wants to help save our home.





MERIYN TINGA
THE PLASTIC SOUP SURFER

A few summers back I built my first surfboard from plastic waste that I found on my local beach. I used an old ironing rod and a gas-torch to press all the garbage together. It is a smudgy, ugly piece of artwork. I kite-surfed this ‘plastic log’ 350 kilometers along the coast. It earned me a nickname: the Plastic Soup Surfer.

Two years later, I built a kite-foil-board using 60 littered plastic bottles and surfed this across the rough North Sea: from the Netherlands to England. This record attempt kicked off a petition: I want a ‘deposit fee’ on small plastic bottles in the Netherlands. With 60.000 signatures I made it to the Dutch government and the “Plastic Soup Surfer Resolution” was adopted. We will see a ‘deposit fee’ on small plastic bottles in the Netherlands in 2021.

A year later I built yet another board from plastic bottles – this time a SUP. I paddled it down the Rhine from source to sea; over 1000 kilometers. With the plastic waste I found in the river, I used bailiffs to go up to the CEO’s of



Coca Cola and the Dutch supermarket chains, to make them ‘formally aware’ of the impact of their plastic packaging.

My fourth expedition, will this time excuted with a 3D printed foil-windsurfer made using littered bottles. A week long journey finishing in the Netherlands.

GENERATION BLUE
EARTH POSITIVE WITH MANGROVES

Small moves can spark massive ripples. Starboard sponsors a mangrove in Thor Heyerdahl Climate Park for every board sold. This forest sequesters CO₂ and produces oxygen every day, while being a nursery for many marine and terrestrial species. Despite their vital role, mangroves have suffered devastating rates of deforestation and are at risk of extinction. Restoring mangroves is one of the most effective ways to protect biodiversity and act on climate. How can we scale up Starboard’s pioneering mangrove protection to restore billions of lost mangroves globally?

Generation Blue is building an app to enable anyone with a mobile phone to be a mangrove guardian. For each tree you sponsor, you’ll receive a blockchain-based Mangrove Coin with GPS coordinates. Think Bitcoin, but backed by mangroves. It’s a cryptocurrency with purpose. You can monitor your tree’s ecological impact over time, including carbon sequestered, oxygen produced, and biodiversity. And you can invite your friends to join. None of us can solve the climate crisis alone, but together we can move mountains. Starboard is a shining example of an Earth Positive, with a commitment to be 10 times Climate Positive.

The Return on Earth for mangroves is especially high: a dollar invested in mangrove restoration has a \$1000 impact over a decade. Planting a tree a week makes most global citizens Earth Positive. Please join the regenerative revolution at www.EarthPulse.io!



BRANDS FOR GOOD
YES, WE CAN! DO GOOD AND TALK ABOUT IT.

It used to be “good” is something you do and don’t talk about! In order to change that, we founded BRANDS FOR GOOD seven years ago. Because we were and still are convinced that if we really want to take the topics of sustainability and social responsibility seriously, then we MUST talk about what already exists. More than that: share, inspire, support and learn from each other!

Sharing is caring!

Thus we communicate the countless, important and changing commitments, initiatives, products and projects of our great partners wherever possible!

Big brands can make a decisive contribution to change. It is always inspiring when Patagonia, Jones Snowboards or Starboard share knowledge and content in our panel discussions. Cooperation is the new leadership! Entire sustainability departments within these brands dealing with these important challenges makes a huge difference.

But now we, the end consumers, also have to contribute. We have to inform ourselves and believe that each of us can make a contribution. Let us talk and share about these experiences, activities, actions and knowledge, because only if we share, inspire and learn from each other it will have the necessary snowball effect.

DO GOOD AND TALK ABOUT IT!

GREENROPE

GreenRope was born in 2013 in the heart of Puglia (Italy) from passion and from the energy of ideas of a group of young people. Our initiatives are based, overall, in the protection and conservation of the environment and biodiversity and in the topic of sustainable development. We aimed to create a network of organizations in South Italy. Thanks to this, nowadays, many people and projects collaborate together. Sea Turtles & Cetaceans conservation, together, realizing Marine Biology Camps for students from all over the world; Surf and SUP schools create important workshops dedicated to the preservation of the sea; many volunteers support the activities of monitoring the coast during the breeding season of sea turtles in order to preserve their nests and much more, thanks to hundreds of small and big actions and events in South Italy and in Europe.

“The goal of GreenRope has been this since the beginning. To create a network of ideas, actions and people, in order to preserve, for real, our sea and coasts”, says Stefano Bellomo. “Thanks to Starboard and SUPKids we keep on realizing our important initiatives with kids, in order to make them fall in love with the sea because we only preserve what we truly love. Doing this, they become ambassadors of the planet.”





THE WHALE COMPANY ENVIRONMENTAL EDUCATION AND CONSERVATION

You may remember the eco couple, Carlos and Carolyn who built their first Stand-up Paddleboard entirely out of plastic bottles in 2017. We followed them as they paddled 12 marathon distance paddles in 12 countries across Europe on their 'Bottle Board'. Their journey then brought them to the Starboard headquarters in Bangkok where they spent a few months developing their education programme and building plastic bottle boards with schools and communities in partnership with several Trash Hero groups in Thailand. The boards were even raced by our own, Svein Rasmussen and Daniel Hasulyo at the annual Cobra races in Pataya!

Since then, the adventure activists, who are both teachers by profession, have registered The Whale Company as a charity. They have two objectives: environmental education and conservation and their mission is to inspire positive behaviour change surrounding plastic consumption using SUP as their tool to do this.



www.thewhalecompany.org
carolyn@thewhalecompany.org
1 Acfold Road, London, SW6 2AJ



AOM WE SUP THAILAND BRAND AMBASSADOR

Every day I am happy, when I play and stand on the board. 3 years ago, I started as an ordinary person with an extra love for sports. This was the starting point. Now, I have been given great opportunities from Starboard and have been a part of the WeSUP Thailand team. This has been the beginning of helping SUP become a well-known sport to Thai people.

But one critical thing I saw whilst paddling is the change of nature, death of aquatic animals and coral, and of course garbage. Which is destroying it all. Everywhere I go when traveling to SUP, whether it is sea, river, canal or lake, I see it. I cannot stand still and do nothing when I am traveling. Every time, the team comes back to the shore from the sea, we bring back garbage. I started talking with my friends, we agreed that we must grow consciousness, tell our stories to children who will grow into adults of the future. After this, I went to study the Starboard SUP Kids program. Shortly after, I opened a camp for Thai Children.

We focus on environmental conservation by providing fun and warm knowledge. Children learn through living together with nature. They awaken their conscious minds and infuse a new understanding of nature's importance, human relations, and all living things. The various activities help them to understand. Through living together with others, they learn to care for others, by planting mangroves they explore nature through SUP, and by collecting garbage and bringing it back they make a new use for trash items. All of this will make children, and parents, who come to the camp with us grow the knowledge through good experience to give back to nature.

Let nature be a classroom.



Ocean Ambassadors

BALI IS PLASTIC BAG, STRAW, and POLYSTYRENE FREE

The 23rd June, 2019 marked a big day in history for all of us activists, environmentalists and longtime supporters of the plastic free movement. It is a day to celebrate! As we welcome the long awaited ban on single-use plastic bags, straws and polystyrene on our island home, Bali.

Supermarkets and restaurants in Bali have already started preparing by changing back to more traditional ways of packaging. Has anyone seen the banana leaf wraps? They are the BEST.

"Bali becomes the first Indonesian province to successfully implement a province-wide ban on single-use plastic bags, straws and polystyrene."

OCEAN AMBASSADORS CANADA

Our oceans are in trouble. But without a personal connection, it's difficult for us to feel inspired to save them. We are energizing a growing community of Ocean Ambassadors by engaging young people in the seas that surround us. We start these ambassadors on their journey by forging an early relationship with the ocean. Leadership, education and wet feet are the core of our Ocean Camps. They engage participants on multiple levels: challenging minds, exercising bodies and inspiring hearts. Ocean Camps empower young people to think critically and creatively about the world around them — discovering links between human society and the ocean in an out-of-the-box way.

Our mission is to support the next generation to live differently – to inspire young people to be Ocean Ambassadors. We've had many schools go plastic cutlery, straw, or bag 'free.' We have supported many schools to have older students, after participating in our program, teach younger students about the marine plastics crisis. We've also had groups of students start letter campaigns involving entire communities to encourage local governments to implement legislation to eliminate single-use items.

Students leave our Ocean Camps feeling that the ocean is an incredibly fun, beautiful and powerful place that is worth caring for. As Jacques Cousteau said,

"People protect what they love."



**SUCK UP YOUR CO₂ EMISSIONS,
PLANT A TREE!**

THROUGH OUR PARTNERSHIPS WE ARE OFFSETTING
CO₂ EMISSIONS ON THE TRADE SHOW OUTDOOR BY ISPO'S
ELECTRICITY CONSUMPTION.

BY PLANTING CO₂ ABSORBING MANGROVES,
OUTDOOR BY ISPO'S ELECTRICITY EMISSIONS
WILL BE CLIMATE BALANCED 10 TIMES OVER.

TAKING US ONE STEP CLOSER
TO PROTECTING OUR OUTDOOR ENVIRONMENT.

Our partners for a deep-blue, sustainable future:

ISPO Munich UNTIL SUPKIDS FOUNDATION WATER TREK

STARBOARD

To find out more on offsetting your carbon footprint
please email: blue@star-board.com

PASSION FOR BETTER

Make it better... to help you live better lives

Keep Home Cool and Comfortable
by using **Active AIRflow™ System**
Home Ventilation System

Make Packaging Degradable & Eco-friendly
by using **FEST - Degradable Natural Fiber Food Packaging**

What's in your sunscreen?

www.avasol.com - @loveavasol

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Generate Power from the Vast Surface of Water
by using **Floating Solar Farm**

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SCG



Sonni Hönscheid

Photography: Georgia Schofield and Andy Klotz

ART YOU CAN RIDE

SONNI HÖNSCHEID

When did you first realize you were an artist?
(Fast forward story :))

I grew up on the most beautiful beaches. My dad was a professional windsurfer and we spent almost six months of the year on Maui. When I was five years old we moved to a beach house on the Canary Islands. Corralejo (on Fuerteventura) was just a small fishing town back in the day and we had a very free childhood playing on the rocks, building small beach huts out of driftwood, making boats out of old windsurf boards, and fishing. Our way to school was along the beach. In front of our island, is another small island called Lobos. Looking at that island everyday I started painting it, first on paper, then on wood. Lobos being a clown, a princess, etc. Lobos has one of the best reef breaks in Europe and when I was good enough, my dad took me on the little zodiac to go and surf there - a dream came true! Now on days with Stand-Up Paddling, I'm able to get to the island with my own power, paddle around it and surf some waves on the way. it grounds me and I get the same feeling of joy, like surfing my first wave there. After finishing school I studied to be a nurse. I did my license as an international tennis trainer and then my parents and i opened a surfshop together. It was a small shop but everything out of wood my dad and I built together. A surfer friend introduced me to making figures out of driftwood and beach trash. When I started traveling with surfing, I collected things I could use for my collages from all the beaches around the world. I had this frame from a trophy I won on my first surf contest. When our house was flooded after heavy rain, I kept the frame, it was something really special to me, even if it was just the frame left. I started working on this frame filling it with many small pieces of my collected beach trash, lots of colors and details. There are about "20 Faces" in this painting by the time I finished it. For me at that time it meant a lot and expressed everything I wanted to. My dad is a shaper and I went to the workshop with him to help to tape the lines for the airbrush on the boards - it completely fascinated me. Perfect lines, curves. One day I painted my first canvas and that's when I noticed how passionate I really feel about painting. I started painting one canvas after the other. Soon I got my first exhibition, but to be honest at the beginning I was really insecure about showing my art for the first time, as you feel like it's giving a lot of insight into your life and yourself. I was my biggest critic. I had to get used to it, but eventually I felt really good presenting my art in public. I was able to communicate and inspire people in a different way. And after selling my first paintings, I realized that I "officially" was an artist!



What's more important to you, your art or the ocean?

I need the one for the other - it's the perfect balance. The ocean inspires me with all its beauty. Being out there gives me the biggest sensation of freedom and I like the challenge of proving myself, being able to become one with the elements. Painting is like writing a diary for me - art and the ocean create the "perfect balance".

What do you want to express through your art?

Art is a way of communicating. I use this medium to inspire and sensitize people in different ways.

Does your art have a purpose?

The art opened up a completely different world, which I don't want to miss anymore. I love to share it with people, see their reaction when they see the colors and lines, and hear their thoughts about the message a painting wants to share. My purpose is to reflect the beauty in the world we live with all its habitats and how important it is to keep the balance.

Here is a speech from my sister Janni at the opening of my art exhibition last year:

"As a professional surfer, I traveled a lot around the world in places like Hawaii, Micronesia, Indonesia, Australia, California, Maldives, Morocco. Always looking for the perfect wave. The more I traveled, I discovered that this perfect place does not exist at all, but that it exists only inside ourselves. and that it is a combination of moments and experiences. Sonni manages to bring these creations onto canvases.

A reflection of the most colorful places, cultures, people, waves. - sometimes these are moments that happen by the way.

And so all this connectedness, light, color and energy comes in her pictures. There are no limits between under / over water, humans / animals, dark / light. No time, No beginning, No end.

I understand their colors as an energetic flow - the soul - which only becomes visible to us through the signing of the black lines - the embodiment.

And so they melt together in here and now.

It's the MOMENTS from all over the world that stay.

It's the MOMENTS that stay even when we are no longer.



TIKHINE SUN

The Painted Warrior is returning from a journey in a small paper boat, made for her by her child. On the boat are written the words love, courage, faith, hope, and family - the five core values we wanted to convey when we started the Paddle For Hope events.



TIKHINE WAVE

Tiki Fish
The fish are swimming towards the flowing vivid lines, getting out of their “comfort zone”, ready to take the risk. If you follow your passion and listen to your heart, you’re doing the right thing. Don’t let others stop you, follow your own path. Be different.



TIKHINE OCEAN

Tiki Mangrove painting
This painting is inspired by the spiritual force where the 4 elements - “Water, Earth, Fire and Air” - descent from. It’s to remind people to be respectful to the environment to keep those elements in balance.



Art you can ride



SHOULDER CARRY STRAP

- Easier to carry as the board simply hangs effortlessly on the shoulder.
- Wide extra padded shoulder strap for extra comfort.
- Frees up your other arm to multi-task, hold your coffee, a paddle, or phone.
- When not in use, the elastic bungee sits flat on the board so it doesn't drag in the water.



FREE LIGHTWEIGHT LEASH

- At only 70g, the leash is incredibly lightweight and discrete so that it doesn't interfere when paddling.
- Soft cushioning means it will compress and flatten when stood on.
- Easy to attach to the leash ring without needing any excess rope loop like on most other leashes.
- The leash cuff is made from Yulex, a natural rubber with 80% less carbon footprint than normal neoprene.



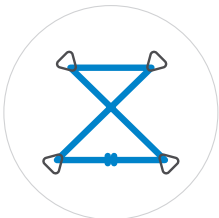
PADDLE HOLDER

Attached your paddle when not using it.



FLAT CARRY HANDLE

Is made discrete for extra comfort when doing Yoga yet, still easy to carry.



BUNGEE TIE DOWN

On the nose for storing gear and supplies.



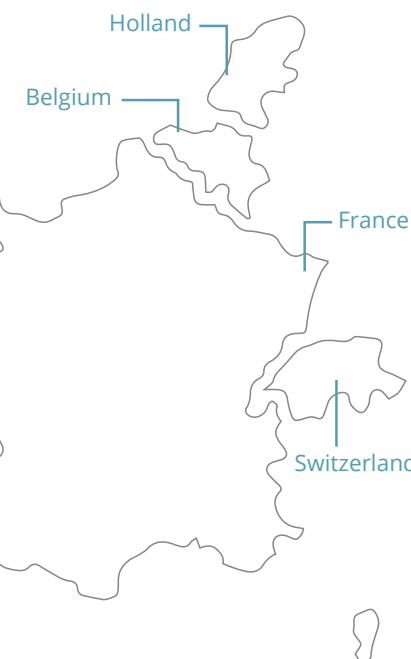
MATCHING TIKHINE PADDLE

Get the complete Tikhine set with the different matching Tikhine paddles.

DESIGN AVAILABLE

	INFLATABLE				HARD BOARD				
	11'2"x32" iGO	10'2"x31" iGO	12'6"x30" TOURING	11'6"x29" TOURING	11'2"x32" GO	11'2"x28" GO	10'8"x31" GO	10'2"x29" GO	11'6"x29" TOURING
SUN	●	●		●	●	●	●	●	●
WAVE	●	●	●		●	●	●	●	
OCEAN	●	●							

EUROTRIP WITH BART and FRANZ



Bart De Zwart



Franz Orsi

Having an inflatable, has opened up a new world to explore. I take my roller bag with my board and paddle on the train, plane or car, no hassle. Normally, for a short adventure or long expedition, I start with Google. I can spend hours and days looking at the satellite images of foreign places and countries, planning my next trip. Then some background information about the place I go, weather, culture, things to see, and off you go.

When we planned this short trip through Europe there was not too much planning though. We call them mini adventures. I was excited to see some new places from the water. So Franz and I looked for a combination of some easily accessible cities and some nature. What I like about the mini adventures is the simplicity. Just grab the SUP roller bag, some clothes, a paddle, and hit the road and see what you find. We normally have a general idea where we're going, for the rest we see what comes on our way. Normally I love to travel by train with my ISUP. You can get comfortably anywhere in a short time and luggage is never an issue. This time we decided to go with a small car.

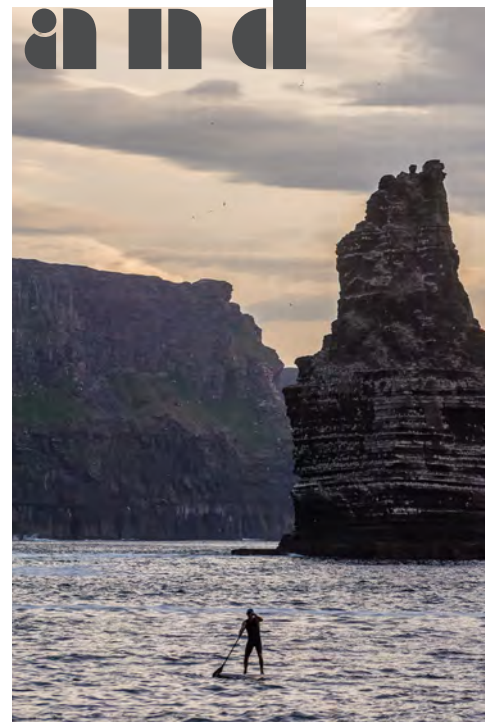
Photographer: Franz Orsi

Ireland

I had been in Ireland many years ago and had fond memories. So I was curious if this country still is this green, mystical place, full of culture and friendly people. I have to say, Ireland fully lived up to my expectations. The cool thing about these mini adventures is that you can time them with the weather. Ireland looked sunny for a couple of days. "Let's go there" we thought. We picked up a rental car at the airport and drove straight to the west coast.

First stop; Cliffs of Moher. Towering more than 200 meters straight out of the sea, it is a raw and magnificent sight. We took a not-touristy back road and parked the car close to the cliff. Getting to the water from this point was a challenge. A tiny path on this very steep cliff led to the bottom of the cliffs where we could enter the water. The cold water and crushing waves gave us another challenge. Once out on the water you realize what a beautiful place it really is. The raw energy of the waves crashing on the cliffs, the smell of seaweed and fish and thousands of sea gulls flying around us or nested in cliffs.

We came in again at 9 when the sun was starting to set. After another climb back up, we looked for a small bed & breakfast in Doolin. The host told us we could probably still get a bite to eat in the pub next door. That night made our first experience in Ireland complete. A small band was playing loud Irish folk music and the owner found us one last plate of stew



from the kitchen. It was perfect. The next day we drove through small fishing villages, passed lakes with castle ruins on their shores and we went for a paddle on the river in Galway. Highlight of the day was Mullaghmore Head where we paddled just off the road next to the green pastures with big Irish sheep. We windsurfed with a nice offshore breeze and the silhouette of a beautiful castle in the background. Another perfect day. On our

third day we met up early morning with local legend and team mate Finn Mullen who lives in Bundoran. In the winter he rides the giant waves there. Although not giant this day, we jumped in the water with him and rode some of the peeling waves, breaking on the sandy beach. After breakfast we headed for the airport. But not before we made time for one more stop: paddling Lough (lake) Erne. (lake) Erne.





Bart De Zwart and Franz Orsi

THE HOLLAND JOURNAL

I am Dutch and lived there mostly the first 18 years of my life. I still go back there every year to do races. But to be honest I haven't seen much of Holland. With Franz it was a perfect opportunity for a mini adventure in the Netherlands. It is a very urban country with a lot of lakes, canals, rivers and the North Sea, so plenty to paddle. Here are many great paddles in a city.

Our trip took us first to Delft. Although very much a student town now, this Middle Ages city still has a very old center, full of Dutch grachten (canals). The best way to see this city is by Stand-Up Paddle board. A quick pump got our boards inflated and up to pressure and off we went.

All the backs of the houses face the canals and although it was market and the streets were crowded, on the water we had all the space we wanted with the best views.

After this old city we went to Rotterdam. My sister is one of the mayor's assistants. She told me how modern this city has become. Rotterdam is the second biggest city in Holland and one of the busiest ports in the world. The inner-city is modern with some great buildings and bridges. The river Maas runs through the middle of town. The river is crazy busy with river boats, tug boats and cruise ships going up and down through the city. But it's also an exciting place to paddle if you watch out for the traffic.

We saved the best for the evening. A paddle through the Dutch tulip fields.

My grandma used to rave about the tulip fields at the Keukenhof so I thought we should check it out. We were not the only ones going there. Even on the radio they told people not to go there because it was over full. For us it was a different story, once we reached a good entry point to get to the canals which run through the tulip fields. We had a first class view, up close, paddling through the fields with thousands and thousands of tulips in many bright colors. Funny that after all these years I had never seen this up close. But it was a truly great experience.





Most great cities in Europe have great rivers running through them. We wanted to explore a few more of those cities. Our next mini adventure lead us to Ghent, Belgium. We parked our car in the middle of the center, walked to the canals and started paddling in the middle of this Middle Ages town. Living in the USA now makes you realize how rich the culture and history is in Europe. In America a 100-year-old building is old, in Europe old starts at 300 or 400 years. In Ghent many buildings are from the 16th or 17th century. Paddling here lets you go back to another time. After great evening paddle we went for a some extra culture, to a Belgian fries bar. We Dutch think that the Belgium has the best fries and chocolate. I am not sure why they call fries 'french fries' in America. We had some great fries with a nice goop of mayo on the side.

Our next town was Strasbourg in France. This medieval city is now the home of the European parliament, a hyper modern building, conveniently right on the water. For us an excellent place to start off city paddle. In 25 minutes we paddled from this modern architectural highlight, made of steel and glass in a futuristic shape, to a city center with medieval city walls and castles. Some locks to control the flow of the different rivers and canals made paddling in this city very interesting. Carrying the board from one canal to the next, running between the people on the busy streets, before jumping in the water again made for a colorful journey.

Being right on the border with Germany, the architecture, the food and the culture in Strasbourg are a mixture of French and German. A beautiful city but we both felt we wanted to see a few mountains, so for our last mini adventure we drove to nearby Switzerland.



Bart De Zwart and Franz Orsi

Belgium And France



Bart De Zwart and Franz Orsi

Switzerland



Although I love the water, grew up on a house boat on the water and sailed around the world on a boat, I still love the mountains and feel right at home.

Swiss people love the outdoors and have a great balance between work and free time. There are so many opportunities for play. Apart from the mountains and the snow, they have many rivers and lakes. After a great night in a tiny little village hotel and good old Swiss hospitality, we headed for the Brienz lake and Thuner lake. We quickly pumped our boards and went for a short windsurf session on the SUP with the compact rig and a paddle session at Interlaken. Both lakes have the snowy mountain backdrop which make this such a beautiful place to paddle. After some Swiss cheese, fruit and Swiss chocolate we drove to our last paddle session in Bern. The rivers in Switzerland are fresh (read cold) from all the melting snow but they run with a nice current, which makes them ideal to explore. We put our boards in the beginning of the Old Town in

Bern. A town with a lot of history, viewing it from the river is great because the whole site just passes by. We pass old stone bridges and every bend reveals another beautiful part of the town. The current is fast enough that you have to watch out for small rapids and back eddies. SUP is such a great way to see a place. Six days and five countries and five mini adventures. After I realize again why I love the inflatable SUPs. It makes Stand-Up Paddling so easy and accessible and there is so much to explore in the city, the country or in nature. Go paddle and explore!

my race is

different

Fourteen-year-old Fiona got the offer to wake up at 5:45am during the summer to learn how to Stand-Up paddle board. She rolled her eyes, but she did it. Now, at 22, Fiona Wylde can't wait to wake up early every morning and go Stand-Up paddle boarding.

I had no clue the avenues Stand-Up paddling would take me, let alone the the different opportunities that existed. But I did know how to have fun, and that is what sent me down this path. I found my passion very quickly. Whether it being windsurfing or SUP, I felt comfortable on the water. Paddling is unique, it takes strength, technique and most of all attention to detail. I can work on my technique and improve my strength, but looking and watching the way the wind and the water move comes naturally. It's a simplistic sensation of being able to understand your surroundings that makes me feel grounded, and I feel this most on the water.

Stand-Up Paddling challenges me every day and brings me so much happiness. The sport has taught me that success and happiness is not linear, but the desire to improve and better myself is. When there is passion, anything is possible. I was diagnosed with Type 1 Diabetes at 18 years old, my first year as a professional Stand-Up Paddler sponsored by Starboard. It was a big blow to everything I had worked towards, but passion carried me through. My dreams were too big to be held back by a faulty pancreas and today SUP keeps me healthy and fit, making my Type 1 Diabetes' management easier.

I've met some of my closest friends thanks to SUP. It doesn't matter, young or old, the passion of being on the water has brought us together and will continue to do so for many years!

The sport, and the people at Starboard who I am fortunate enough to interact with everyday, have changed my life for the better. It just goes to show when there is passion, the sky is the limit.

See you on the water.

Fiona Wylde
2016 SUP Race World Champion



THE ART OF FLIGHT

“

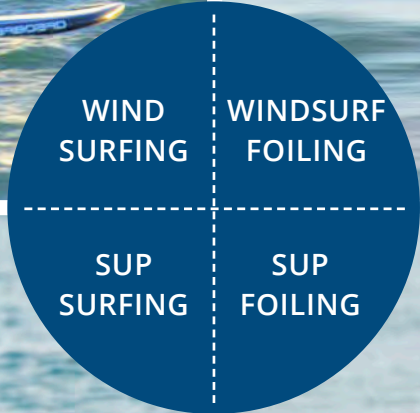
Foiling has been around for a long time but just in the last few years it really started to expand and explode in all of the different water crafts. I tried back in the day but the gear was heavy and scary! Not only did you have to be going at high speed you were strapped into a surfboard with a cheese cutter on the bottom. The gear that we are using nowadays has taken a big leap forward making it more accessible and less intimidating. I have been absolutely loving the new boards and foils Starboard has created and it has allowed me to take full advantage of all the different conditions that my home town, Maui, has to offer. Not to mention the possibility it has opened up around the world with small waves, big waves, downwind swells and tidal bores. My favorite part about foiling at the moment is that I am at a beginner all over again and that is the best stage of anything you decide to learn plus you can't get much closer to the feeling of flying than on a foil board and that will grab anyone's attention. Whether you are going to try it for the first time or you have done it in the past my biggest tip would be start off slow and try it behind a boat. These new foils are designed for low speed lift and that's what has changed the game allowing more room for error. It is simply amazing and addictive so once you try it you will be hooked for life and won't be able to stop talking about!

”

Connor Baxter
8x Maui-2-Molokai World Cup of
SUP Champion – (World Record Holder)



Photographer: Abraham Spouse



HYPERNUT FOIL 4 IN 1

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- Creates a flat spot in front of the fins for extra acceleration.

A QUICK TRIP TO KIWI-LAND



Photographer: Georgia Schofield



I had actually never been to New Zealand before - kinda sad for an Australian! So when Georgia suggested a shoot I was frothing! We aimed at a good time of year, and kept our eye out for a good forecast. As luck would have it, a good swell popped up right in time for the Tairawhiti SUP and Foil Comp - so I bought a last-minute ticket to give it a go.

As soon as I got out of the plane Jeremy, Starboard NZ partner, picked me up and we drove about four hours to a spot where we camped on the beach at a spot called Pukehina. We woke up to the sound of the surf and as soon the sun rose we were out there. We hit a few other spots - Tulligan Bay Wharf and then we headed up to the contest. It was fun, loads of fun - but I was under major pressure to get to Australia. I did my heat - got out of the water, did a three-hour drive to a regional airport, barely made my flight to Brisbane, then did the state title back in Oz the next day.

I used to do quite a bit of surf sniper missions - but I can't really look at the charts all the time and take off on a plane. But we do a lot around home, and that's good.

I love what I do. I love surf. We get to go to so many places around the world to compete. If I get the opportunity to go somewhere I haven't gone before, I always go. You meet so many cool people, in so many cool places. It opens up your world to so many different things.

When I was younger - about 20 - I went to the Philippines, and gave all my surfboards to the kids. In Indo, you just take extra clothes, shoes - you come back with nothing because you just give it all away. It's important to think about what we do - whether it's taking care of kids or taking care of the planet. I'm not as vocal as others about my efforts to live more consciously. I do it for me. But it's great to know I can ride for a brand that cares about the planet and know that the board under my feet is as eco-friendly as possible. It makes every wave feel even better.

Shakira Westdorp
3 x ISA World Champion



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~Peter Murphy



Rider: Rocio Tarodo / Photographer: Georgia Schorfield



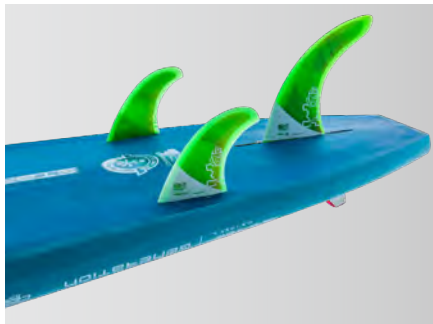
GENERATIONS

AHEAD OF THE REST

"The Generation is aimed to be an **easy surfing, race/touring board for everybody and anybody**. This board has elements of many of my favorite boards in the Starboard range. It reminds me of the Starboard Longboard when **surfing** - the thin and sharp tail is very user friendly when turning in surf - the All Star when **racing** in all water conditions and the **Touring** when it comes to **stability** and **user-friendliness**. We have chosen the 5.5 side fins and a 230 center fin as it worked the best when carving it up in the surf and is the most stable option.

Features that you will love in the new Generation include the **flat deck**. It's a simple and elegant design that is perfect for somebody getting into racing, wanting **an easy surfing 12'6**, or for just **general cruising**. The nose is a blend between a longboard, touring board and one of our Pro styles and I haven't come across a race/touring board that surfs as well as this."

~Trevor Tunnington



Rider: Nik Sams / Photographer: Georgia Schofield



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BART & TREV EXPLORE THE ISLANDS OF VANUATU

Starboard team riders, Bart de Zwart and Trevor Tunnington, explore the beautiful islands of Vanuatu in the remote South Pacific Ocean – just off the west coast of Fiji – on Stand-Up Paddle boards. This is an amazing and inspiring story of adventure, friendship, and a sustainable way of life.

The expedition evolved from Bart's fond memories of sailing through the islands with his family back in 2007 – a journey that made Bart fall in love with the people, nature and culture of the islands. The Dutch expedition paddler gives us an account of his travels through the island which he did with fellow Starboard paddler, Trevor Tunnington;

IT BEGINS

"Another loud explosion, we looked at each other with a mix of excitement and worry. It made us wonder what we would see up there. We were walking towards Mt Yasur on Tanna, one of the few very active volcanos which were considered 'relatively safe' to view up close. It was still a two-hour walk but the noises this volcano made were already loud and frightening.

While we were walking I thought of how we got here: I sailed the islands of Vanuatu in 2007 with my wife and daughter and we had very fond memories of the people, nature and the culture. So, the expectations were high. But what we found, made us fall in love with the people and gave us a rare insight into their unique way of life.

FRIENDSHIPS

For this SUP expedition, I had asked Starboard teammate, Trevor Tunnington, to come along. He didn't need much convincing and was immediately on board. Trevor answered without hesitation, "A SUP expedition, to one of the most friendly but also most dangerous nations [in terms of natural disasters] on earth! What is there not to like?"



THE GEAR

We would travel light; two Starboard inflatable paddleboards (Touring 14' x 30" and iGO 11'2 x 32"), easily foldable three-piece paddles, a tent, sleeping mats, an emergency ration of food and water and some basic navigation gear. We opted to take an iGO deluxe double chamber for the safety aspect as the additional chamber makes crossing safer when we are far out at sea.



ISOLATED IN PARADISE

Vanuatu consists of 13 main islands and many small ones, making it an ideal place to paddle and explore on Stand-Up Paddle boards. Due to its remoteness, Vanuatu is also one of the least visited countries in the world, and apart from the main island, the islands' villagers rarely see tourists.

The day after arriving, we took a short island hop flight from the mainland to the island of Tanna on a tiny plane. Looking over the shoulder of the pilot, we could see the island appear on the horizon, black volcanic rock juxtaposed by white sandy beaches. Once on the ground, we found a guy with a 4x4 who was willing to take us to Port Resolution, a village on the opposite side of the island. After a 2-hour drive on barely manageable and muddy roads, we arrived at our destination.

It is customary in every village in Vanuatu to first go to the village's chief and ask for his permission to visit and stay in the village. Normally you always arrive with a gift, so did we. We had brought T-shirts, lycras and hats, which were very much appreciated. After a discussion with the chief, he gave us permission to stay, offered a great spot to put up our tent on a cliff overlooking the beautiful bay.



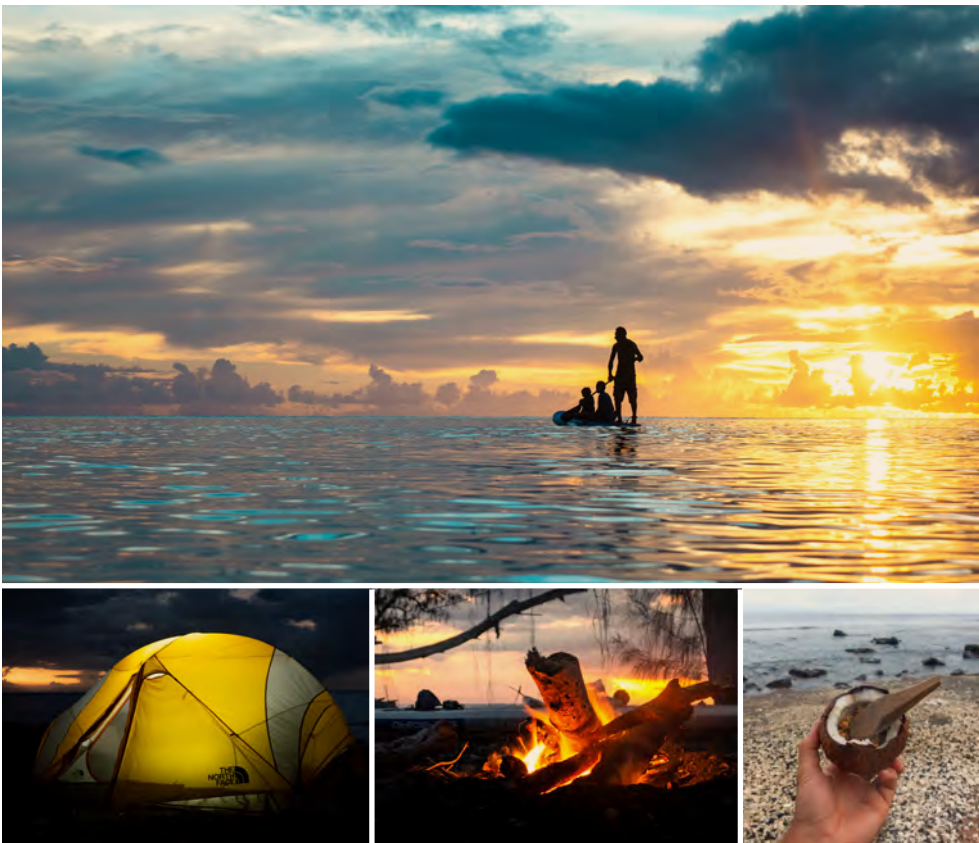
Photographer: Trevor Tunnington

LIVING THE TIKI LIFE

We had a swim at the deserted white coral sand beach on the other side of the village before starting our long walk to the active volcano, Mt Yasur. I couldn't help but think to myself that this is the Tiki Life feeling. Hiking up the slopes of the mountain, the thunder like explosions got louder and louder, we soon found ourselves in front of the entrance to the volcano. After a brief ceremony and some instructions not to jump over the crater's edge, we went to the rim for a closer look. A light sulphur smell greeted us when we got close to the edge. We then saw smoke and deeper down, the lava boiling at the bottom of the crater. We were standing there watching this spectacle when suddenly we got hit by a pressure wave caused by a loud explosion from deep within the volcano, which threw up the lava hundreds of meters into the air – a lot higher than where we were standing. The first reaction of our little group of people was to duck down and run for cover. This was so freaking awesome and thrilling at the same time.

RAW POWER

The lava explosions kept coming every five minutes or so – and so we stayed on the rim into the evening as it got darker and the light diminished so the spectacle got even more impressive. After a few hours at the volcano, we made our way down and fortunately found a ride on the back of a 4x4 to our tent, saving us the 2.5-hour walk back.



Photographer: Bart De Zwart and Trevor Tunnington

ADVENTURE

The next morning we inflated our boards and paddled for a few hours around the island to the next village, Ipikel. On the way, we came across something straight out of a scene of a BBC Planet Earth series – a shark feeding frenzy! About five sharks were hunting a school of tunas out at sea. We saw water splashing and fins coming out of the water. We paddled towards it for a closer look and before you knew it, we were right in it. A few sharks were pushing them close together and the others were happily biting at any tuna coming their way. I pushed my camera underwater, hoping that the sharks would not mistake it for a tuna, to get a shot of the action beneath the surface. We continued our paddle along the coast to Ipikel and as we got closer we noticed someone was waving to us, guiding us to a safe landing spot through the beach break. It turned out to be Chief William. A crowd quickly gathered around us as we pulled our boards and gear on the beach. They were as excited to see us, as we were to see them.

THE SIMPLE LIFE

If there is one thing you take away from travelling in Vanuatu, it is the way the Vanuatu people live. The contrast to the way the Western world lives couldn't be more different. Chief William and his adopted son, also named William, showed us around their village and explained a lot of the ways of their culture. In the village, they don't use money. They grow everything they need on their land, use natural building materials and manage to have a culture without currency – only trading if required. They have a lot of time for each other and themselves – no one is in a hurry or is stressed. Everyone is friendly, helpful and seems very content. It is a simple but also a happy, rewarding life.

TREV & BART DISCOVER KAVA!

That evening we were invited to drink Kava with the men of the village. It is a ceremony they do almost every night in a special area of the village. Pacific cultures traditionally use the Kava drink during rituals and social gatherings, and only men are invited. The way they make the Kava is also very 'special'. They take a mouth full of cava root, chew on it for about 15 minutes, then, with a lot of noise, they jiggle it from the back of their throat and spit it out on a leaf. They then put a little of the gathered mush in a piece of cloth, pour water over it and wring out the cloth in a coconut shell, extracting a yellow milky liquid which is highly sedative. I drank only a little, which immediately numbed my lips and mouth. Trevor drank the entire bowl and seemed to enjoy the feeling. Me, on the other hand, not so much. The following day we were woken up by the pigs running around our tent, which we had put up right in front of the chief's hut. After a fried fish for breakfast that the chief had caught fresh that morning, we packed up our gear and took off and had a great downwinder to Waisisi.



Photographers: Bart de Zwart and Trevor Tunnington

TABU

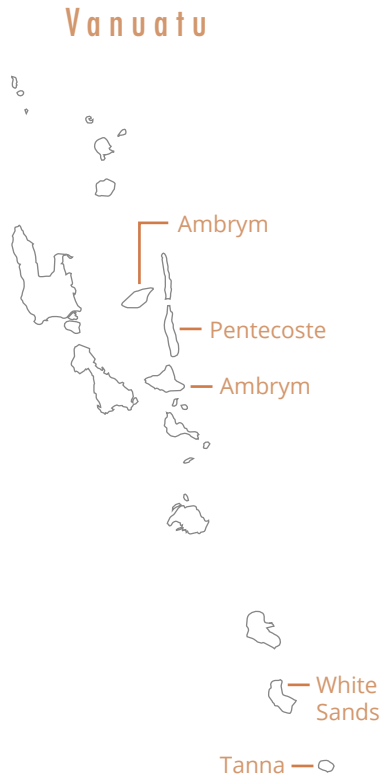
We were once again greeted by a local villager as we were pulling in. At first, he looked bewildered and then became curious. He called fellow villagers and they all came out with the chief in front to see what had just arrived. The chief "John" was very friendly and showed us a great place to put up our tent. He told us that most of the bay was 'Tabu' – one was forbidden to swim and fish. This is a ritual the chiefs hold every year to give the fish in the bay time to lay their eggs. Nobody knows exactly when the Tabu period ends and everyone could fish again. There are no set dates as the chiefs from the surrounding villages sit in a hut on the beach discussing it all day for days on end, deciding when the fishing season can reopen. The villagers told us it is mostly a couple of weeks before the chiefs decide with a ceremony that fishing season is on again. However, we and all the kids in the village were allowed to swim on one side of the bay where the waves broke on the reef. We decided it was a good idea to take the kids out on our SUPs. It turned out to be a high light for them as well as for us. The whole village went wild when one of them tried to paddle into the waves and fell off – everyone was laughing joyfully.

COCONUTS

In the afternoon some of the kids asked us if we liked to go to get coconuts. We walked into the jungle and a few of the kids climbed up the 50ft tall palm trees, barefoot and fearless. We had even more respect for their skills a couple of days later when we tried climbing the palms ourselves but failed miserably. The kids here walk to school every day, about 1.5 hours trek each way. And again, nobody seemed to complain, rather the opposite, they all seem genuinely happy. Our last night on Tanna we shared a meal with the chief and his wife, sitting on the ground as is customary.

THE SIMPLE LIFE

Most islands and villages have no electricity but interestingly there are a few cell phone towers. We did see more and more huts with a small solar panel for one light at night or to charge a phone. They use rain or river water to drink and cook.



For the second part of our trip, we flew to Ambrym.
Our 12-passenger plane landed on a tiny grass airstrip.
A short walk through the forest brought us to the volcanic
lava rock beach where we inflated up our boards.

Ambrym is another volcanic island, but after flowing for 10 years, the lava flow recently stopped. Although it has stopped flowing on the surface you can still hear the powerful rumbling underneath the surface.

Apart from the constant threat of the volcano, the inhabitants endure frequent earthquakes and cyclones. Only five years ago a category five Cyclone hit the island and destroyed everything. Although some residents now rebuild with concrete blocks, most simply head into the forest and rebuild their huts in a short time with the natural resources they gather.

SUSTAINABLE LIVING

I had just read that we are consuming 1.7 times what the earth is capable of restoring annually. In Vanuatu, clearly, most people don't take more from the earth than it gives ~ and because they only use natural resources directly from their back yard they don't have any waste or garbage! We didn't see any plastic or waste other than what is washed up on the beaches from their plastic consuming neighbours from afar, like China or the Philippines.

WATER IS PRECIOUS

After spending a night on a deserted beach along the coast we wake up only to realise that one of our full water bags had a leak and was now empty, leaving us without water. The temperatures and humidity in Vanuatu are high ~ and so is our usage of water. After a couple of hours paddling, we explore the land where I saw a river on the map. Unfortunately, the river was dried out and we had to continue to the next village with a bigger river to find water. By the time we got there, we were very thirsty. Fortunately, everywhere we went we met people that are genuinely friendly and tried to help us. An older woman sitting under a tree in a small village gave us water and felt we also needed some bananas. We eagerly bite into the fruit and fill up with water ~ life can be so simple!

DUGONG?

That evening we camped near a village on the north-east point of Ambrym after once again getting permission from the local chief. Once settled in, we gathered some fruits for dinner and then went for a paddle with some kids in the waves. At some point, Trevor came racing into the beach. For a moment Trevor thought he saw a saltwater crocodile which does roam the northern part of Vanuatu and is very dangerous but this turned out to be a Dugong, a large friendly seagrass eating mammal.

VINE JUMPING!

The following morning, we make the crossing to the next island, the famous Pentecoste. In the southern part of this island, they practice Vine Jumping, the origin of modern-day bungee jumping, and something which became very famous with thrill seekers the world over. Every year in the months of May and June, since as long as locals can remember, the young men get a chance to prove their bravery. Instead of bungee, here they use vines out of the forest and construct a rickety wooden tower from which to jump, built from small trees. This makes the whole tower very flexible and is one reason why most jumpers survive the jump. Trevor and I talked to Samuel and many people in the next village we visited. Although they are very proud, they all admit, it is very scary to do.

REFLECTIONS

Trevor and I had many conversations about their way of life compared to ours during the hours we paddled between the villages. It seemed that the people on most islands live with another rhythm. They sit under the trees for hours and discuss life, love and death. Kids have a lot of time to play and they do so without toys and love the water. Our kids in the Western world could learn so much from them. On these last two islands, we saw that for some villages it was hard and complicated to keep the old ways and traditions. There are so many external influences coming with tourists and returning citizens who have worked in Australia and come home money and, of course, smartphones. Even in the most basic villages, with no electricity, no cars, no-money economy, there were always one or two phones owned by the younger men and they all knew what Facebook was. It will be hard to stop Vanuatu from slowly changing and modernizing. The Chinese are buying up a lot of land which worries the locals and although most try to resist, some will break, go for the money and change their lives forever. I am just afraid it will not always change for the better.



Photographers: Bart de Zwart and Trevor Tunnington

Once in Fiji, before Trevor and I headed our separate ways home, we concluded that Vanuatu is a very special place.

We saw some spectacular sites but what mostly touched us were the people.

With no exception, young or old, chief or fisherman, rich or poor, every single person was friendly, kind and very generous with what little they possessed. We can all learn a lot from them.

Go on an adventure and explore the world by SUP!"



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