YES.

YES FOR LIFE.

WELCOME TO TWENTY SEVENTEEN

YES FOR LIFE.
"QUESTION EVERYTHING GENERALLY THOUGHT TO BE OBVIOUS" Dieter Rams

Each year, the founders and designers at YES. are inspired, driven, motivated…call it what you will… by the same simple pleasures. An activity that gave us a culture and an identity has framed and flavored some of the most memorable moments of our lives. Whether it’s the exotic pursuit of untouched zones in far-off lands, the scoring of “first chair” at the local resort after a dump, or finally landing a trick we’ve slammed a hundred times. The spark is just as simple— and plentiful— as it was when linking a couple turns was all we could manage.

Last year was a huge design year for us and we’re humbled by the recognition awarded to our efforts by our fans, our peers and the industry. And true to the spirit that got us here, for 017 we again pushed the needle further…always in our own way. If it isn’t obvious by now, we at YES. are not measuring ourselves against any other brand or playing catch up with “emerging trends”. We do what feels right, we fill voids that we see and we honestly have no idea where this path will take us. Forwards, backwards, it doesn’t matter. As long as we’re moving, we’re happy. And if you get that, you get YES. And you should come ride with us.
POWDER
While it had won plenty of fans at the shop and in the mags (thanks, TWS Good Wood!), last year’s PYL was a little overshadowed by the understandable hype surrounding the 20/20 PowderHull. This year we urge you to take some turns on the Pick Your Line and experience something truly unique, courtesy of the Tapered Underbite. Classic directional drive and stability, coupled with a lively turning radius and edge hold that most free-ride boards have accepted as trade-offs.

WHAT YOU MISSED LAST YEAR

POD POWDERHULL
It had to be done. If our groundbreaking powder-planing theories were able to make a true twin float like a directional board, what would it do to the funnest powder board ever created? Next time it dumps 20cm’s+, or you find yourself in a heli or at Baldface, let’s hope you’re ready for what comes next.

HOW TO USE THIS BOOK WHAT TO LOOK OUT FOR

STREET

Yes?

HARDGOODS

PUBLIC

JACKPOT

EMOTICON

BASIC

GREATS

TYPO

TOP

STANDARD

2017 Dealer Book

yesnowboard.com
TWS GOOD WOOD WINNER FOR ALL-MOUNTAIN BOARDS UNDER 450$.

Since unveiling the Underbite outline 3 years ago, the Basic has racked up every magazine award available. Incredibly easy to ride for those that want to cruise, yet responsive and stable enough for the likes of Benji Ritchie to reach for the Basic as his go-to deck.

UnderBite 101 - By stepping the outline in under the bindings (rather than out), UnderBite disrupts the surface area that has contact with the snow while the board is on edge. Without any extra rider effort, this disruption effectively increases edge control and provides a very confident, enhanced arc in your turn with no drag.

PUBLIC

RIDERS
- Austin Sweetin
- Justin Mulford

SHAPE
- True Twin

OUTLINE
- Radial

FLEX
- 3/5

BASE MATERIAL
- Extruded

CORE
- Full Poplar

GLASS
- Biax

BASE PROFILES
- Flat Rock 2-0-2

RESORTS
- Everyone

TRUE TWIN

ART BY DU STIN ORTIZ

ART BY TD A

2017 Dealer Book yesnowboard.com

BASIC

RIDERS
- Everyone

SHAPE
- True Twin

OUTLINE
- UnderBite

FLEX
- 3.5 / 5

BASE PROFILE
- Camrock

CORE
- Full Poplar

GLASS
- Biax

BASE MATERIAL
- Extruded

RESORTS
- Everyone

TRUE TWIN

ART BY DU STIN ORTIZ

ART BY TD A

2017 Dealer Book yesnowboard.com
JACKPOT

A ‘PARK BOARD’ THAT IS SO MUCH MORE.

Last year we re-designed the Jackpot and unveiled Mid-Bite to the world. Todd Richards didn’t know what was up with those funky edges but he claimed it was the best park board he’d ever ridden. TWS Good Wood testers agreed and yet another trophy went up on YES.’s crowded mantle.

Responsive, fast, playful and stable - all attributes brought to you via a simple but ingenious disruption of traditional radial sidecut. Mid-Bite cheats the odds by having a narrower waist width that creates faster toe-to-heel response time. Landing stability and the platform necessary for ollies and take-offs is maintained by bringing the board width back out just outside the binding areas.

RIDERS

Austen Sweetin
Todd Richards
Clint Allen

SHAPE

True Twin

OUTLINE

Mid-Bite

FLEX

4 / 5

BASE PROFILE

Camrock 4-4-4

CORE

Full Poplar

GLASS

Triax

BASE MATERIAL

Sintered True

TYPO

A BASIC ON STEROIDS, THE TYPO HANDLES BIGGER TERRAIN AT BIGGER SPEEDS.

Taking the TWS Good Wood-winning shape of the Underbite Twin, we set the stance back 5mm for a more all-mountain setup that’s ready for resort powder sessions. We also upgraded the base and gave it a little more pop for a responsive ride on a larger field.

Underbite 101 - By stepping the outline under the bindings (rather than out), Underbite ‘corkscrews’ and disrupts the effective edge you normally use to control with the snow when the board is edging. Additionally, extra edge width, this disruption effectively increases edge pressure on the areas where you need it most, helping to initiate and hold your turn. The effect is stable edge control and a very confident, unweighted feel in your turn with no drag.

RIDERS

The dedicated resort rat.

SHAPE

Directional Twin

OUTLINE

Underbite

FLEX

4 / 5

BASE PROFILE

Camrock 4-4-4

CORE

Full Poplar

GLASS

Biax

BASE MATERIAL

Sintered Spec

JACKPOT

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RIDERS

Austen Sweetin
Todd Richards
Clint Allen

SHAPE

True Twin

OUTLINE

Mid-Bite

FLEX

4 / 5

BASE PROFILE

Camrock 4-4-4

CORE

Full Poplar

GLASS

Biax

BASE MATERIAL

Sintered Spec
WHILE HELEN HERSELF RACKS UP FANS, HER BOARD COLLECTS MORE AWARDS AND A WELL-DESERVED FOLLOWING.

Last year the Hel got what would seem to be a subtle update to its outline when we took the same shape and dimensions of her original board and applied Underbite. Most importantly, the result was that Helen was even more stoked on her favorite board, and making Helen smile is reward enough. But just to prove the tech is no fluke (and to make sure we weren’t just drinking our own Kool-Aid®) we submitted this board to the key industry board tests and sure enough, it came back a winner. Which is not to say we don’t drink our own Kool-Aid® - we do - but it confirms that Underbite is not just marketing hype, but a technology you can feel and appreciate.

HEL YES.

Riders
Helen Schettini

Shape
Directional Twin

Outline
Underbite

Flex
4 / 5

Base Profile
Directional Camrock

Core
Poplar + Bamboo

Glass
Biax

Base Material
Sintered True

Underbite

146 149 152 155

LAST YEAR’S TWO GOOD WOOD WINNER FOR WOMEN’S PARK BOARDS RETURNS.

Playful, intuitive and responsive - the Emoticon helps snowboarders have fun by making it easier to express your own style.

A true twin shape and softer flex, the real genius of this board is its unique Underbite outline. Subtle but noticeable indents along the sides of the binding area re-distribute your body weight onto areas that help you turn. The effect is stable edge hold and a very confident, energetic ride in your turn. No wonder, just a board that rides as well as you know you can.

Riders
Everyone

Shape
True Twin

Outline
Underbite

Flex
5 / 5

Base Profile
Camrock 4-4-4

Core
Full Poplar

Glass
Biax

Base Material
Extruded

Underbite

143 146 149 152
IN LOVING MEMORY OF THE MOVEMENT THAT INSPIRED YES.

This year’s Greats theme is a collection of visual elements that make up some of our favorite UnInc graphics. The brief but monumental years that DCP, JP, Romain, Jeffy, and Gigi had creative freedom with the project are curated here in a single celebratory homage.

On the technical end, the Greats is graced with the original asym-twin outline. Tighter heel sidecut than toe rebalances and enhances the body’s natural strengths. And this year we’ve gone a step further by adding a carbon stringer on the heel-side of the board that effectively creates an asymmetrical flex. The additional weight and power applied to your heel edge is now matched without overpowering your toe edge.

RIDERS

JP Solberg
Austen Sweetin

SHAPE

Asym Twin

OUTLINE

Asymmetric Radial Sidecut

FLEX

Asym Flex

BASE PROFILE

Camrock 2-4-2

CORE

Poplar + Bamboo

GLASS

Triax w/ Carbon Stringers

BASE MATERIAL

Sintered True

GREATS UnInc

ROMAIN DE MARCHI

“Well, I say it all. It was just the beginning. It’s been 10 years, and we’re still growing the snowboarding culture to younger generations! Thanks to Jeff Anderson for showing us the right path. You will always be with us in every piece from now on. Good days!”

GIGI RÖF

“After making it onto the radar of a sponsor, the silver spoons were handed out. But what were they really giving? To me, it only started making a modest amount of value towards where snowboarding was heading. facebook.com/weareuninc

JP SOLBERG

“The unions days were pivotal to me because in that time in my career I found something anything we wanted at true snowboarder pivotal. To make motion seen the talent the talent. I looked around me and saw my crew. It was family. Those were the days.”

DCP

“That’s where it all started, the freedom of being creative, the adventure. We looked down the road at that moment and thought that’s where the “I don’t need no one’s approval” mentality started for us.”

MIKKEL BANG

“UnInc Was Special for Me Because of It’s Graphics! But mostly because of the team! They were all riders I looked up to!”

ROMAIN DE MARCHI

“That’s where it all started, the freedom of being creative, the adventure. We looked down the road at that moment and thought that’s where the “I don’t need no one’s approval” mentality started for us.”

DANNY DAVIS

“I was lucky enough to get in on the uninc crew towards the end. Being with Romain, JP, DCP, and JP was pretty much the best. I was lucky to have the opportunity to travel, and enjoy it to the max. I will never forget it was made when we were in Alaska. My first time with the rest of the crew. I was so happy to be one of the kids times to a small club. I can’t say enough for what I and the other riders brought to the crew in my early years of professional snowboarding. That time was a true adventure that has made me the man behind I am today, as well as the person I am today.”

GIGI RÜF

“After making it onto the radar of a sponsor, the silver spoons were handed out. But what were they really after? Seemingly our only saving grace was that we’ve managed to develop a modest amount of value towards where snowboarding was heading. facebook.com/weareuninc

facebook.com/weareuninc

ART BY PETER-JOHN DE VILLIERS / TDA
This year’s Tadashi continues with the Directional Volume Twin shape that works so well for those committed to riding camber. But with a more balanced tail than nose, this board provides a directional feel right off the bat. The modern camber tip and tail provide a balanced flex underfoot with a traditional tail and nose that you work within for all the pop and forgiveness that this board is known for. Underneath this, the board is made of a new lightweight Poplar core with 2 Bamboo stringers running tip-to-tail providing a seamless balance of snap and dampening.

**TDF**

- **Shape**: True Twin
- **Flex**: 4.5 / 5
- **Core**: Poplar + Bamboo
- **Base Material**: Sintered True
- **Colors**: 156W, 152, 158, 154, 159W, 161W

**STANDARD**

- **Shape**: True Twin
- **Flex**: 4.5 / 5
- **Core**: Poplar + Bamboo
- **Base Material**: Sintered True
- **Colors**: 156, 152, 158, 154, 159, 161

**Riders**

- Tadashi Fuse and real men that ride camber

**Glass**: Triax

**Base Profile**: CamRock 2-4-2

**Outline**: Directional Volume Twin

**Art by**: Mark Kowalchuk

This year’s Standard continues with the Directional Volume Twin shape that works so well for those committed to riding twins, but wanting better floatation in powder. With a lower volume tail shape than nose, the board planes like a directional but spins like a twin. The modern camber underfoot provides a balanced flex underfoot with a traditional tail and nose that you work within for all the pop and forgiveness that this board is known for. Underneath this, the board is made of a new lightweight Poplar core with 2 Bamboo stringers running tip-to-tail providing a seamless balance of snap and dampening.

**Art by**: Yps

**Outline**: Directional Volume Twin

**Base Profile**: CamRock 2-4-2

**Colors**: 156, 152, 158, 154, 159, 161

**Riders**

- Romain De Marchi
- Benji Ritchie
- Tadashi Fuse and real men that ride camber
LAST YEAR THE CLARK OPENED UP THE S.I.Y. MOVEMENT TO A HANDFUL OF EARLY ADOPTERS WITH A BURNINGITCH TO EXPRESS THEMSELVES. This year we continue to supply the creative commons with the blankest of canvas to make their mark in the world of shaping. Shape it. Post it! #YESClark

THE CLARK

RESORTS
Anyone with an open mind and a desire to fly

SHAPE
Directional Weird

FLEX
6/5

CORE
Weightless Core

GLASS
Triax

BASE MATERIAL
Sintered Spec

The Clark is a full-on rake. The outline and base profile play with volume distribution and gain in float and stability from the exaggerated width, a little taper, and a custom crafted base profile. The waist is evenly balanced with the flex not as responsive but still useable. The tail hits a bit hard and flexes in an almost linear fashion with a bit more of a soft tail end. The nose has similar flex and is relatively stiff with the tail and nose centered closer to your feet. A fair more maneuverable in the trees with the tail and nose flexing with the trees. Great as a powder board or meets variable conditions, the board likes spin, handplant and not wonky 180s.

RESORTS
OBJECTIVE

SHAPE
Radial Tapered

FLEX
4/5

BASE PROFILE
Gravity Rocker 6-0-2

CORE
Weightless Core

GLASS
Triax

BASE MATERIAL
Sintered Spec

THE CLARK

LAST YEAR THE CLARK OPENED UP THE S.I.Y. MOVEMENT TO A HANDFUL OF EARLY ADOPTERS WITH THEMSELVES WITH A BURNINGITCH TO EXPRESS THEMSELVES. This year we continue to supply the creative commons with the blankest of canvas to make their mark in the world of shaping. Shape it. Post it! #YESClark

THE CLARK

RESORTS
Anyone with an open mind and a desire to fly

SHAPE
Directional Weird

FLEX
6/5

CORE
Weightless Core

GLASS
Triax

BASE MATERIAL
Sintered Spec

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Since day one, we’ve all felt the unique and pleasurable experience of leaning over and engaging sidecut into snow. In recent years, the art of turning has returned to our media feeds and we think this is something to applaud. The new Optimistic doesn’t just celebrate the art of the turn - it’s willing to be pushed to the unknown limits of how hard, how fast and where that turn can take you.
WHEN DOES A TAPERED BOARD NOT ACT LIKE ANY OTHER TAPERED BOARD?

Tapering a board in isolation, such as in free-ride designs, is not a bad thing. Pulling the tail width in narrower than the nose helps with floatation in powder and stability at speed. Problem is, they tend to wash-out or can be overpowered on the exit of turns.

We really like to turn. David really loves to turn. Turning is fun. So we came up with a way to fix it.

Tapered UnderBite segments the Pick Your Line’s sidecut into three equal lengths. Each of these lengths step inward by a couple mm’s while remaining parallel to the corresponding side. This prevents the reverse of the tail from being pulled in and the tail from being powered down. The reverse at the tail helps the board to remain parallel and aids the tail in avoiding chatter.

And with it’s overall width and slight tip/ tail, this board is the perfect complement to a shorter end with the 20/20 Powderhull.

LAND YOURSELF AN ICONIC PIECE OF MODERN SNOWBOARD HISTORY.

The 20/20 kinda freaked people out last year. By pushing our own creative envelope and disrupting the limits of what a modern snowboard factory could mass-produce, we set an industry milestone that we’re very proud of.

Deep pronounced concaves at either end of this short, true-twin outline cause the board’s planing angle in powder to mimic a traditional directional board, even with your weight centered. The forward (or leading) concave draws air under the hull causing lift. That same shape on the trailing end is an exaggerated rocker line that speeds the release of snow causing the tail to drop. Land switch and the same thing happens.

And with its wide waist and tight sidecut, this board is the perfect complement to a shorter end with the 20/20 Powderhull.
Anyone with an open mind and a desire to fly

Lengths
154

Shape
Directional Weird

Outline
Radial Tapered

Flex
4/5

Base Profile
Directional PowderHull

Core
Weightless Core

Glass
Triax

Base Material
Sintered Spec

**420 POWDER HULL**

*How could we possibly improve the powder performance of one of the funnest boards designed in decades?*

By adding the most groundbreaking technology our sport has seen in decades. That’s how.

Last year we created a paradigm shift with the 20/20 PowderHull - a complex bottom contour that made a true twin outline float as well as a directional board does in powder. The open tip allowed powder to flow and make lift easier without losing the symmetrical balance of twin tips.

By applying PowderHull to a narrower, slightly longer version of the 420, we’ve reimagined what’s possible in powder - whether by cat track, air, or a decadent combination of all three - you can’t afford not to get one of these under your feet.

**Riders**

Anyone with an open mind and a desire to fly

**Lengths**

154

**Shape**

Directional Weird

**Outline**

Radial Tapered

**Flex**

4/5

**Base Profile**

Directional PowderHull

**Core**

Weightless Core

**Glass**

Triax

**Base Material**

Sintered Spec

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*By Dustin Ortiz*

*2017 Dealer Book*
LIFETIME WARRANTY
BUILT TO LAST

NO TRICKS.
NO GIMMICKS.
NO SMALL PRINT.

WE CUT AND PASTED THE WORDING FROM EVERYONE ELSE’S WARRANTY POLICY AND MADE IT LAST AS LONG AS YOU OWN THE BOARD.

PERIOD.

YES. FOR LIFE
In effect, deeper heelside radial sidecut for retailers, it didn’t suit anyone with a duck stance. Not meaning you had to choose between a regular or goofy-stance board. Not unless you’re nose/tail pressing, but with a slightly lower volume tail. But with a slightly lower volume tail.

A slight taper (12mm) helps keep the nose up without losing effective edge because the directional volume twin. A symmetrical outline; the edge, tip and tail are identical length from the nose points out, all the way to the tip of the board. The camber shaped more and tail off of the swallow tail to reduce the effective camber. The swallow tail is set back, usually in the neighborhood of 15-18mm from the center of the board where the carving arc is taking place. The 148 for example has the same circumference and base surface as a traditional 160 but it’s mass is lightened it up by replacing 30% of Poplar in areas that are not.chopped lengths but with a pronounced base concave in the trailing end when riding in course powder is pressed until sintered when waxed correctly. The True Twin/Radial Wide/Underbite Edges (Helyes.) With the success of last year’s Overbite Edges on the Hel we wanted to carry the performance and base profile benefits further into the future. The trapezoid becomes the tail’s ability to hold in hardpack. Stance is only slightly set back from center of edge, balancing out the difference in flex, but with a slightly lower volume tail. But with a slightly lower volume tail.

Inspired by Steve Lis, and the revolution that occurred when the TWS Good Wood winning tech inspired surfer John Vassallo to carve back from center of edge, balancing out the difference in flex, but with a slightly lower volume tail.

In 2017 Dealer Book yesnowboard.com

OUTLINES

BASE PROFILLES

BASE MATERIALS

The polyurethane coating is the true ingredient that allows wax to stick to the surface, but it’s not enough on its own. The polyurethane coating is the true ingredient that allows wax to stick to the surface, but it’s not enough on its own. Wax should have some affect to the board. This is why we include a mixture of polyethylene and polyurethane, but with a slightly lower volume tail.

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In 2017 Dealer Book yesnowboard.com

OUTLINES

BASE PROFILLES

BASE MATERIALS
T SHIRTS

- YES Basic
  Zip up hoodie
  
  Size: S, M, L

YES FOR LIFE

HEADWEAR

- YES. BASIC
  Slouch Knit Beanie
  Single Rib Knit w/ Woven label
  
  Size: OS

- YES. BACKSIDE
  Cuff Knit Beanie
  Heavy Yarn & Knit w/ Woven label
  
  Size: OS

- YES. TRUSTED
  Ribbed Slouch Beanie
  Single Rib
  
  Size: OS

- YES. YNOT
  Runners Cap
  Cotton Twill w/ Woven Label & Embroidery
  
  Size: OS

- YES. YES
  Baseball Cap
  Heavy Twill w/ 3D Embroidery
  
  Size: OS

- YES. RETIRED
  Boat Hat
  Canvas Twill w/ Embroidery
  
  Size: OS

YES. EMOJI

- Zip Up Hoodie
  8oz Special Blend
  
  Size: S, M, L

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