



WHITE
KING
SNOW
BOARDS



WINTER FEARS US

White King Snowboards was born out of Northern California between the slopes of Heavenly and Northstar. Dreams of fresh powder and slope bunnies led to its creation in late 2012 and the resulting boards will keep you beyond fresh on the mountains. Standing out in style is one way to put it. A better one would be to say that even your sickest Method Crabs will be amped up with our boards. Mountains will crumble under your edges. Terrain park rails will shake when you come up for a grind. Cutting edge doesn't describe us. We outpace the slackers in our sleep. And we're glad to have you aboard.

Stay sharp and icy. Winter fears us.

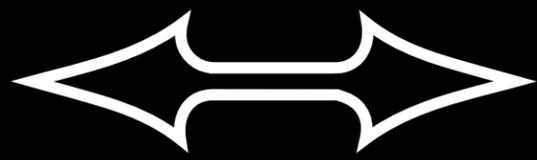
THE FROST BRIGADE

Our team isn't just called "The Team." No. We run differently. Perhaps that's good enough for other companies, but not us. We already stand out from the pack. We just have to go further. Our team is the Frost Brigade, a collective of some of the best boarders around. Sure, you can bomb a run. But can you make people snap their necks and have ladies swoon with your sick, slick, awesome stlye? Not yet? No worries, we all start somewhere. But our guys and gals will make you drop your jaw and make other teams wish they were in the same league.

Our team is adamant in their testing of our boards, sick graphics will only go so far. Top notch materials, super slick wax, and the best wood out of the forest. These are things they crave. And they also decided to make the Frost Brigade board, the very one they shred slopes with, available to you. Join us.

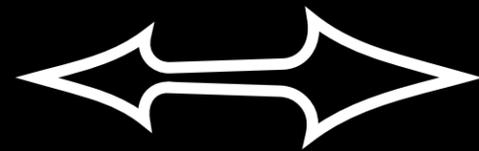


SHAPE PROFILES



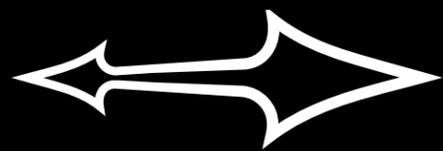
TWIN

The Twin shape features a perfectly symmetrical board. The nose and tail are equal in size and sets you up perfectly to ride switch or play in the park. Simply put, these are like the perfect identical twins, you have two exactly the same.



TWIN-LIKE

With a slightly longer nose and shorter tail comes a versatility unique to the Twin-like boards. They feel at ease on both deep powder and park fun. The added length in the nose allows you more float, so all the snow won't bog you down when you're trying to impress, while you'll still have an easy time riding switch.



DIRECTIONAL

A Directional board is the choice for freeriders everywhere. With a long nose, short tail and setbacks, you will fly above the snow and gain speed at an adrenaline-crushing rate. When racing down the mountain to the snow bunnies is your game, these boards will have you down before the first round is up.



RIDE TYPES



Freeride

When the backcountry calls and the groomers are filled with freshies, Freeride boards are the way to go. These boards are best for those that want to tear it up shooting between trees and blast past anyone in front of them. If speed is in your blood and the need to carve your own path is the only thing imaginable, look no further.



Freestyle

Who needs courses when the world is your playground? When you walk down stairs, do the rails call to be grinded on instead of used for balance? We feel you. That's why we make boards for those of us who want nothing more than to freestyle and jib on anything and everything. Make the people notice your skills.



All Mountain

Like to shoot a course but want to grab some Methods and the occasional Double Cork? Why choose when you can have both? That's where our All Mountain boards come in. They don't like the word "or." They want it all. Equally adept on course runs as they are in terrain parks, they conquer all in their path.



RIDE STYLES



This isn't that stiff crick in your neck that you wake up with after a hard night of partying. No, this is much better (though that blonde made the night worth it, right?) The amount of stiffness in your board affects the ride factor. Need the immediate response to run on a dime or barrel through a halfpipe? Then a super stiff board is what you're looking for. Want a loose feel and laid back attitude? Then go low on the scale, those boards feel you. Just remember, the higher the number, the stiffer the board. Now about that party last night...



This set of numbers will tell you what a particular board likes to do. Is it a Freeride behemoth or a rail snake? Maybe it's some chimera of the two. Either way, these will tell you and help guide you toward your perfect fit. Whether you're a rail junkie or a slope-style master, there's a board for you.

RIDE PROFILE

CAMBER HYBRID ROCKER

Camber profiles are a tried and true shape. They give the ultimate in response and an insane amount of pop. If you want to shred double blacks and shoot effortlessly through chutes, trees, and carve up bowls, then camber will appease the beast in you.

Hybrid lies in neither one realm or the other. Its combination camber/rocker profile takes every ounce of the pop and response in camber and amps it up with the looseness of rocker. When you want to cruise or blast down the slopes, hybrid will allow it. And for those days when the park calls, hybrid will still keep you in top form. Hybrid: don't make yourself choose.

For anyone that loves a loose, easy-going feel and attitude, rocker is your profile of choice. Setting up beautiful turns, and a forgiving ride is rocker's method. But don't think this is only kiddie stuff. No, rocker is meant to be taken seriously. It's a lifestyle choice for the chill, mellow side of us all. So kick back, relax, and let the flow take you.

WHITE KING 2013

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Ultima



Tyrant



Great Horned Emperor



White Queen



White King



Titan



Frost Brigade



Zephyr



Pure Soul



Shinigami



Hoarfrost Swan



Skeleton Key



Shiva

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FREERIDE

ALL MOUNTAIN

FREESTYLE

RAILS



SNOWBOARDS 2013

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WHITE KING

Our Namesake

157 159 163 163XL

This is what put us on the map. The White King, an iconoclast of pure power. It will crush mountains and hearts. Ice will bleed and powder will fall under it. With a twin-like form and hybrid shape, it is stiff enough for backcountry glory, yet flexible enough to be a park powerhouse. Let the mountain and everyone else on it know who you are. And why you are to be feared.



HYBRID



Stiffness



All Mountain



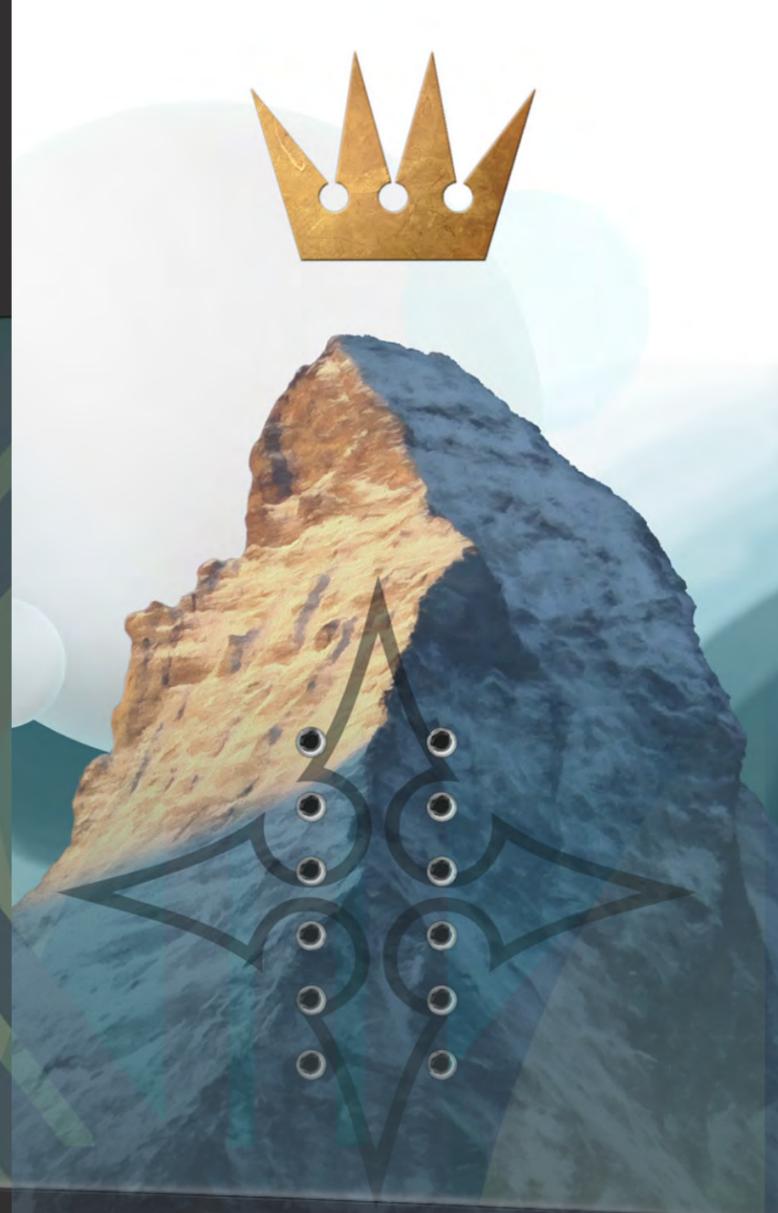
Freeride



Freestyle



Rails





SKELETON KEY

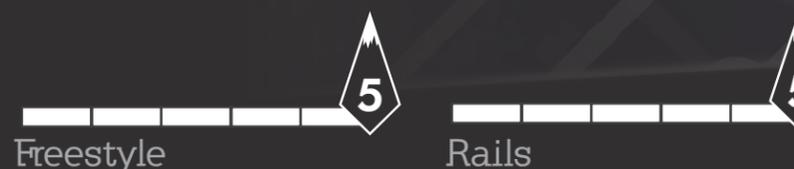
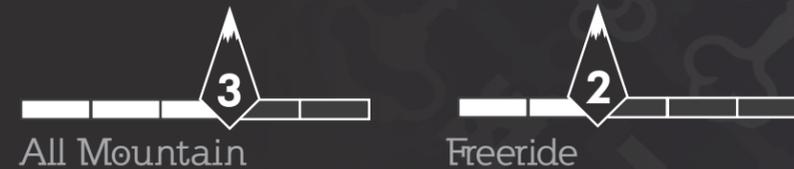
Your Key to the Kingdom

152 154 157 159 161XL

You want to unlock everything. No boundaries. Enclosed spaces give you the creeps. The idea of plateauing at 20 is frightening to you. No fear. This is your board. When you want to push yourself for new tricks and higher levels of sickness, the Skeleton Key will unlock it for you. Its twin construction and camber profile are made for a terrain park. You needn't fear the locked door. Just use your key.



CAMBER



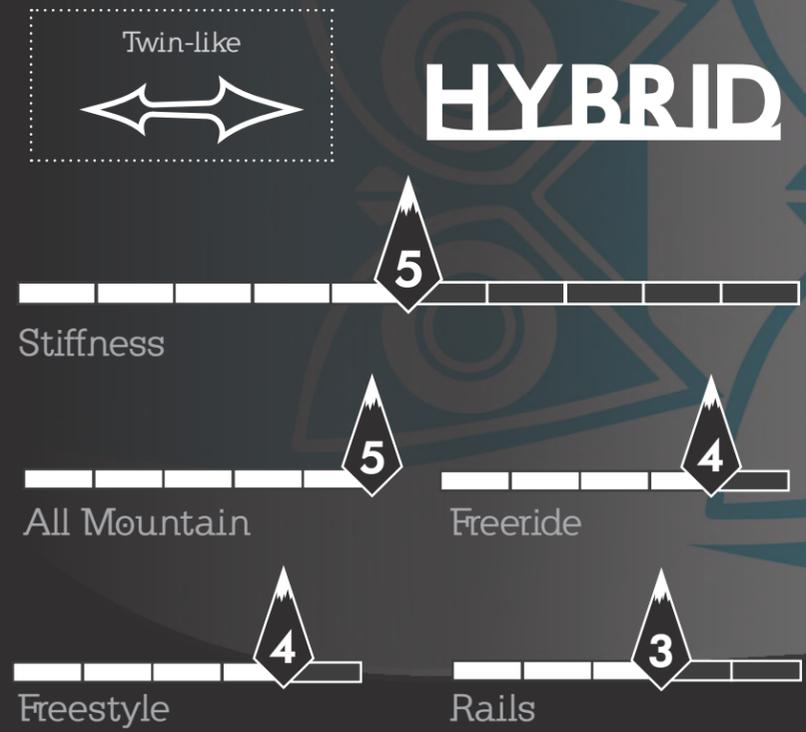


FROST BRIGADE

Join the Team

154 158 161 164 165XL 167XL

Own our board. The battle-tested, bullet-proof Swiss Army Knife of the White King line. The Frost Brigade demands to go anywhere and everywhere, from tree chutes to halfpipe. And we deliver. This All Mountain board is true to the name. We've given it a twin-like build and hybrid profile so it can effortlessly go from park to slope and back again. You're welcome on the team. Join us.

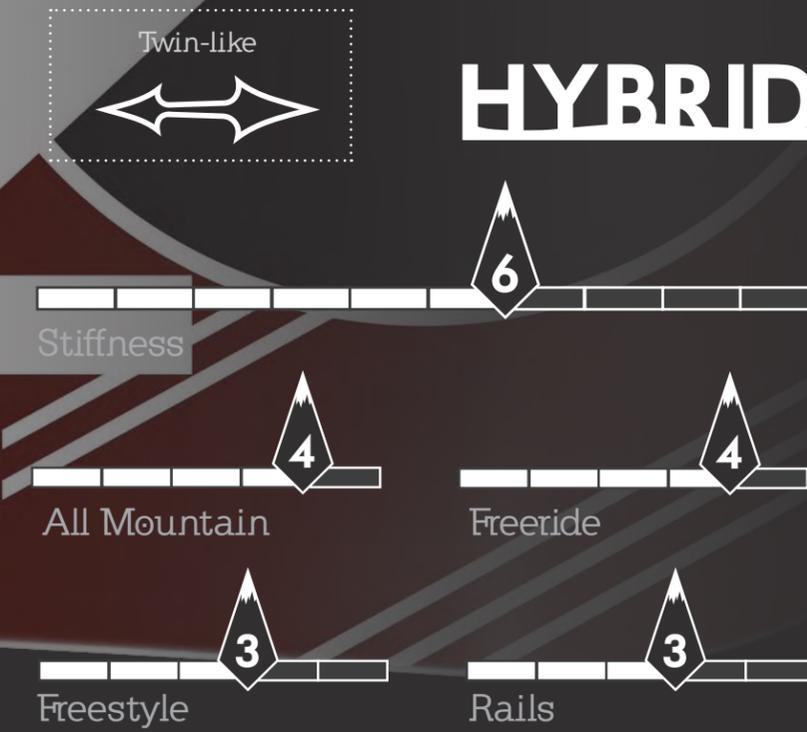


TITAN

The Cosmos will know your Name

152 154 156 158XL 160XL 163XL

From the darkest reaches of space comes the Titan, ready to bring interstellar grinds and black hole bowls to a world unprepared for it. Its hybrid form feels at ease in the park, but the twin-like shape really lives for freeriding. Being a space explorer though, nothing is off limits, you only have to set your destination and go.





TYRANT

This is a Dictatorship

158 163 167 163XL 167XL

Overlord. Emperor. Czar. There are lots of titles. But only one matters. Tyrant. Let the mountain know who truly controls it. Dominate the slopes and backcountry with this cambered-out, directional beast. It's stiffness will carve up the slopesides and setback will float you over the snow that seeks to get in your way. Let the dominance begin.



CAMBER



Stiffness



All Mountain



Freeride



Freestyle



Rails





GREAT HORNED EMPEROR

Prey on the Powder
156 159 161 164XL

The Great Horned Emperor rules the skies. And the slopes. He lives for backcountry days and early mornings of freshies when no one dares get on his turf. He floats, swoops, and is the Emperor of the Skies. Directional, hybrid, and ready to soar.



HYBRID



SHINIGAMI

A Deity in the Park
151 151XL 154 156 157XL 160XL

Born out of Japanese myth, the Shinigami, a Death God, has decided to come out and play. In a more friendly manner. Rolling up his sleeves, he stomps the park, his preferred playground. Rules the rails and jib like no one else. As for the halfpipe? Conquer it and make an audience appear out of nowhere. All from your friendly Death God.



HYBRID





WOMEN 2013



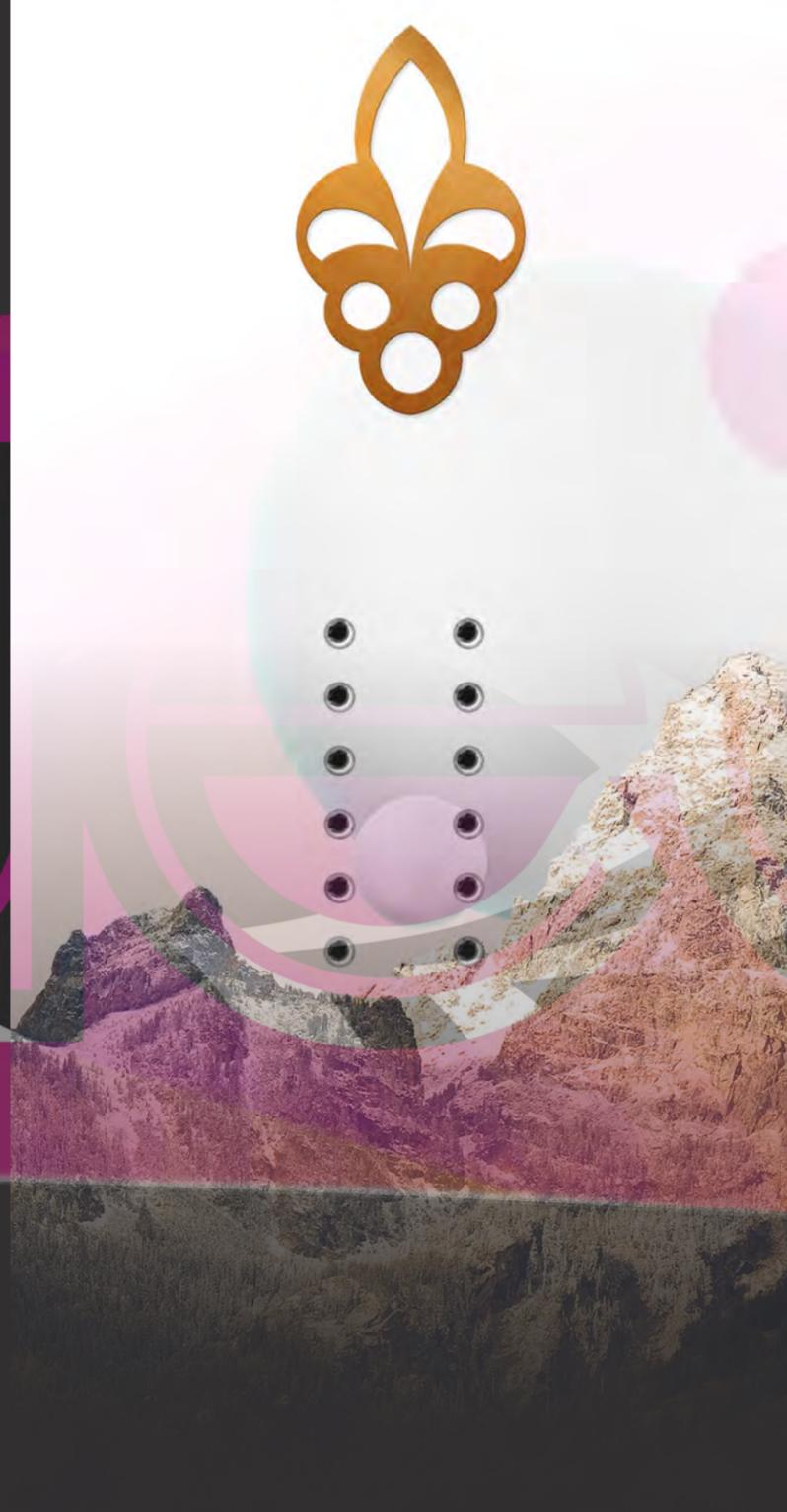
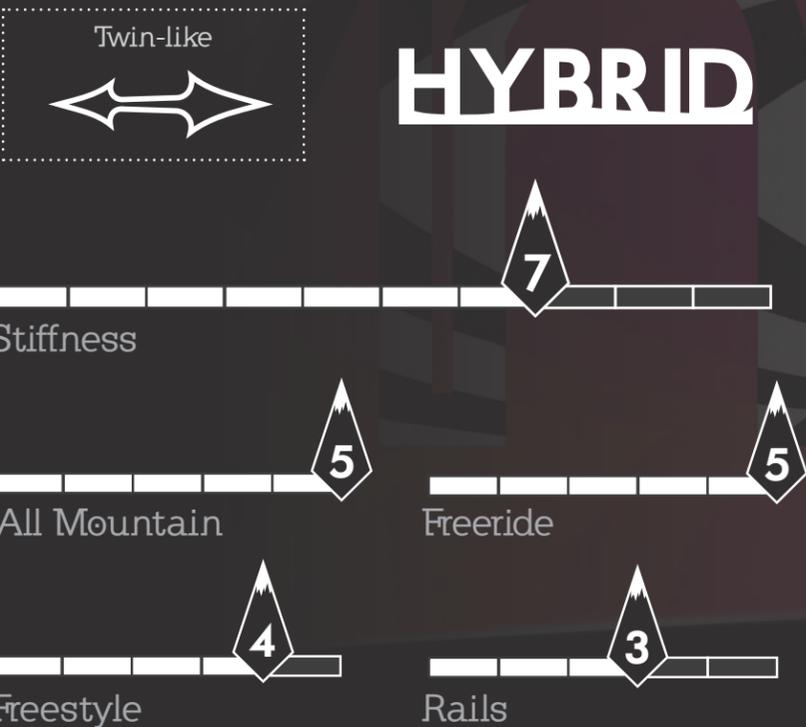


WHITE QUEEN

The Fairest of Them All

148 153 158

The beauty and grace of the White Queen know no match. The boys will stand up and notice and the other girls'll be envious. The twin-like shape and hybrid profile were meant to conquer all the lands. And every mountain will fall under your spell. You needn't fear anything, not even rails or jumps. Your splendor and elegance will shine in full form. We are your humble servants, Your Majesty.





ULTIMA

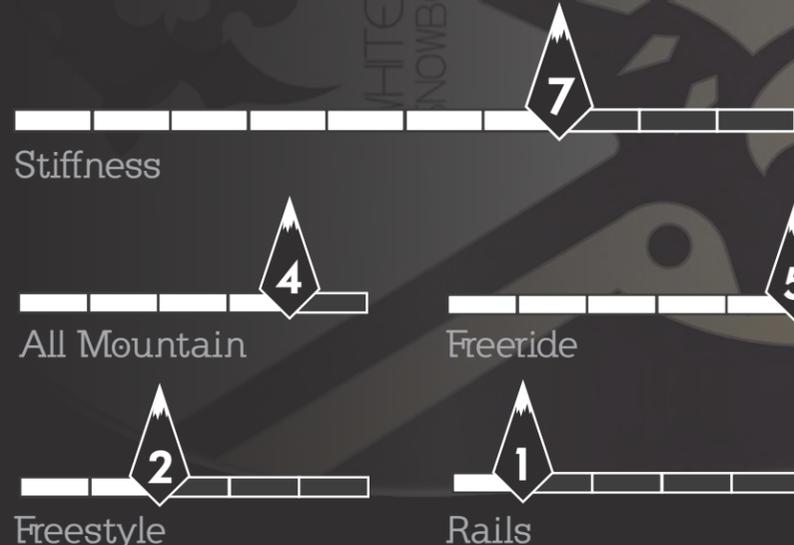
Self-Explanatory

142 145 148 151 154

The name says it all. Ultima. This is the ultimate in freeride technology that we make. A directional shape will have you sailing on the slopes and carves your own lines, not following in someone's wake. Its hybrid shape provides a smooth ride without all the feeling of those unnecessary bumps getting in your way. Stomp the mountain on the ultimate board.



HYBRID



SHIVA

Ice Goddess

141 143 146 149 152

Ice happens. But this board causes it. Ice will creep into the onlookers' veins as they witness all the grabs, spins, and tricks you'll be pulling off. Twin shape, camber profile, this board was born for the park. Jib all you want. Take those massive jumps. Barrel down the halfpipe. All in ice-sharp style. There's a chill coming in the air...



CAMBER



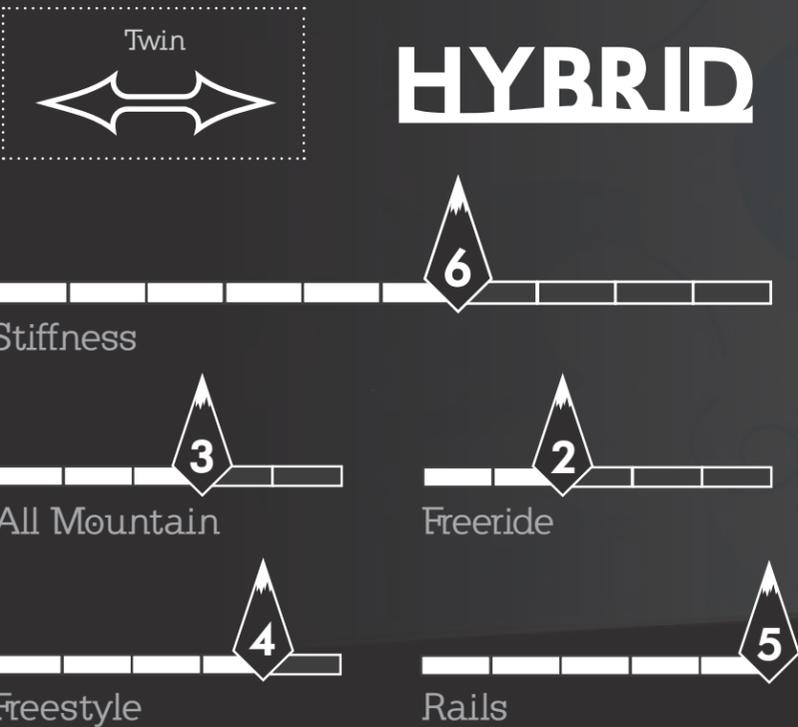


HOARFROST SWAN

Swan Lake This

143 146 149 152 154

We know there are times when park boards are...garish. All those bright 80s colors and their lame lightning bolt shapes. You don't live like that, you aren't stuck in the past. You want modern elegance while you grind a rail. The Hoarfrost Swan will set that up for you, banking on its twin shape for ultimate switch riding and a hybrid profile just in case you want to hit the mountains and just cruise. Beauty never looked better.



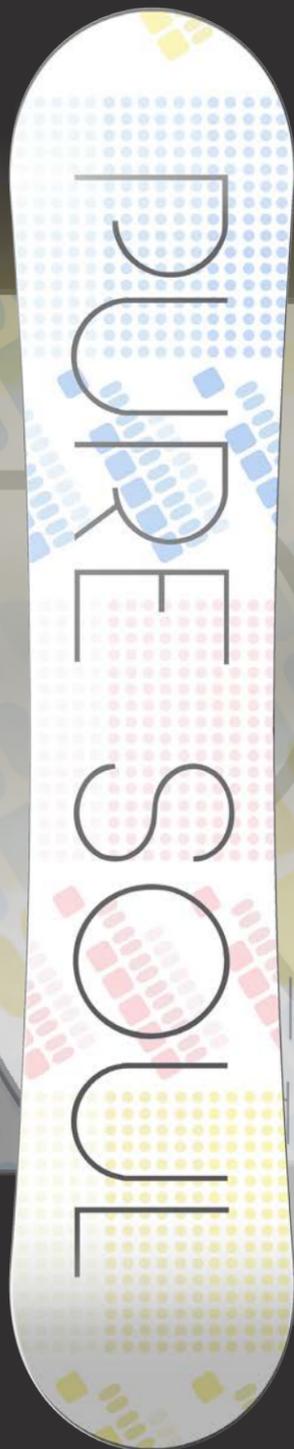
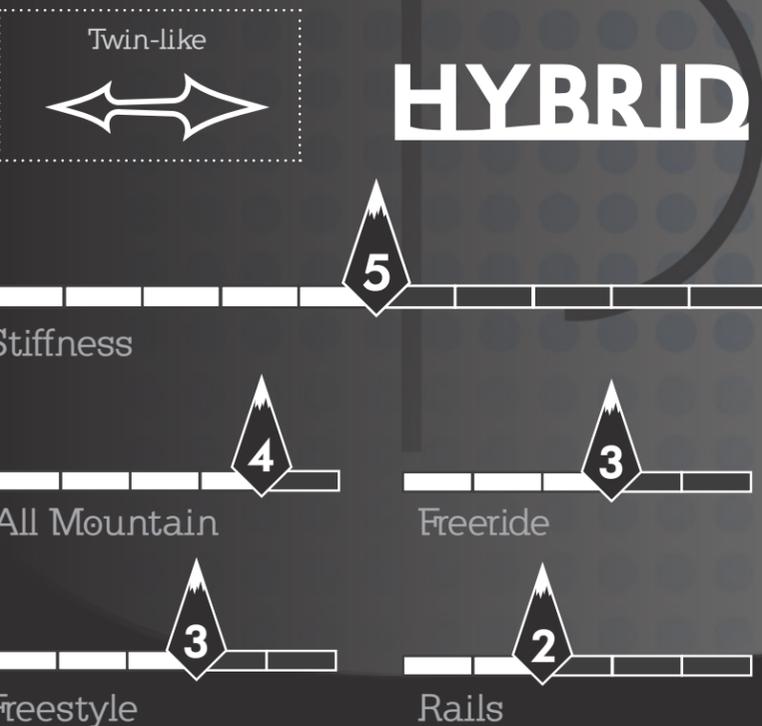


PURE SOUL

Wipe the Slate Clean

142 144 146 149 152 154

With an aesthetic as clean as fresh snow, the Pure Soul effortlessly glides down courses. Not overbearing, no loudmouth, the Pure Soul is all grace as it slides along on its hybrid profile for great pop and smooth ride. The Twin-like shape gives a switch option and lets you tackle backcountry if you get in the mood. All options are available. Purity in performance.

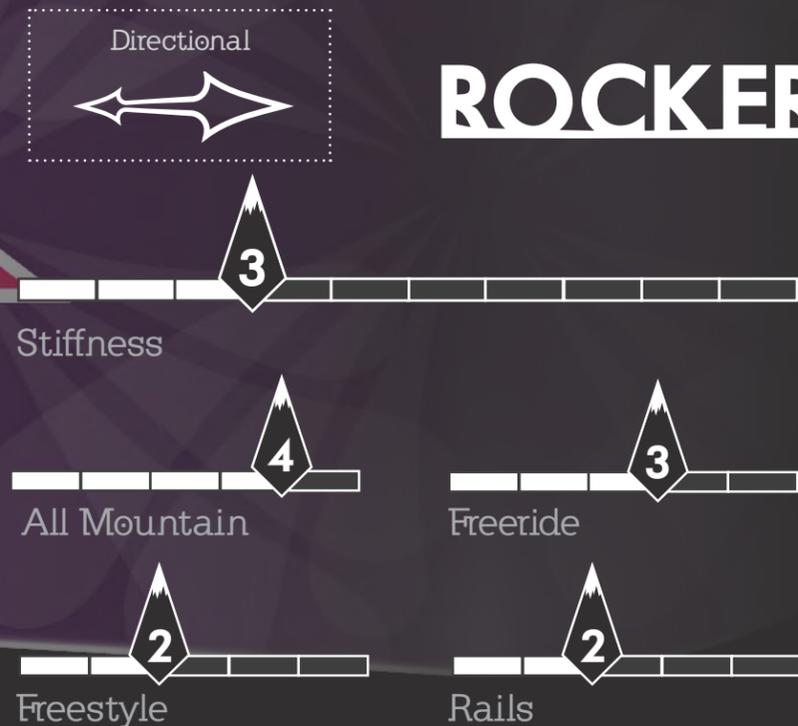


ZEPHYR

Ride the Clouds

140 143 149 152

There is nothing like the easy-going, laid-back, chill ride of the Zephyr. If you want to slow down your pace and cruise, cutting wonderful turn after turn, the Zephyr will do that for you. Don't think it can't grab some serious speed though. The directional shape will have you charging down if you desire. You'll be on cloud nine the whole way.





YOUTH 2013
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YETI

Be the Abominable

120 125 133 139 143XL

The Wildman. Sasquatch. The Abominable Snowman. Yeti. He goes by many names, but one thing we all know is, he can snowboard. And put the top players to shame. Get your skills going with this and never look back. Its rocker construction and twin frame will get you smoothly sailing down the slopes and progressing like to no other. Feel the call of the wild.



ROCKER



Stiffness



All Mountain



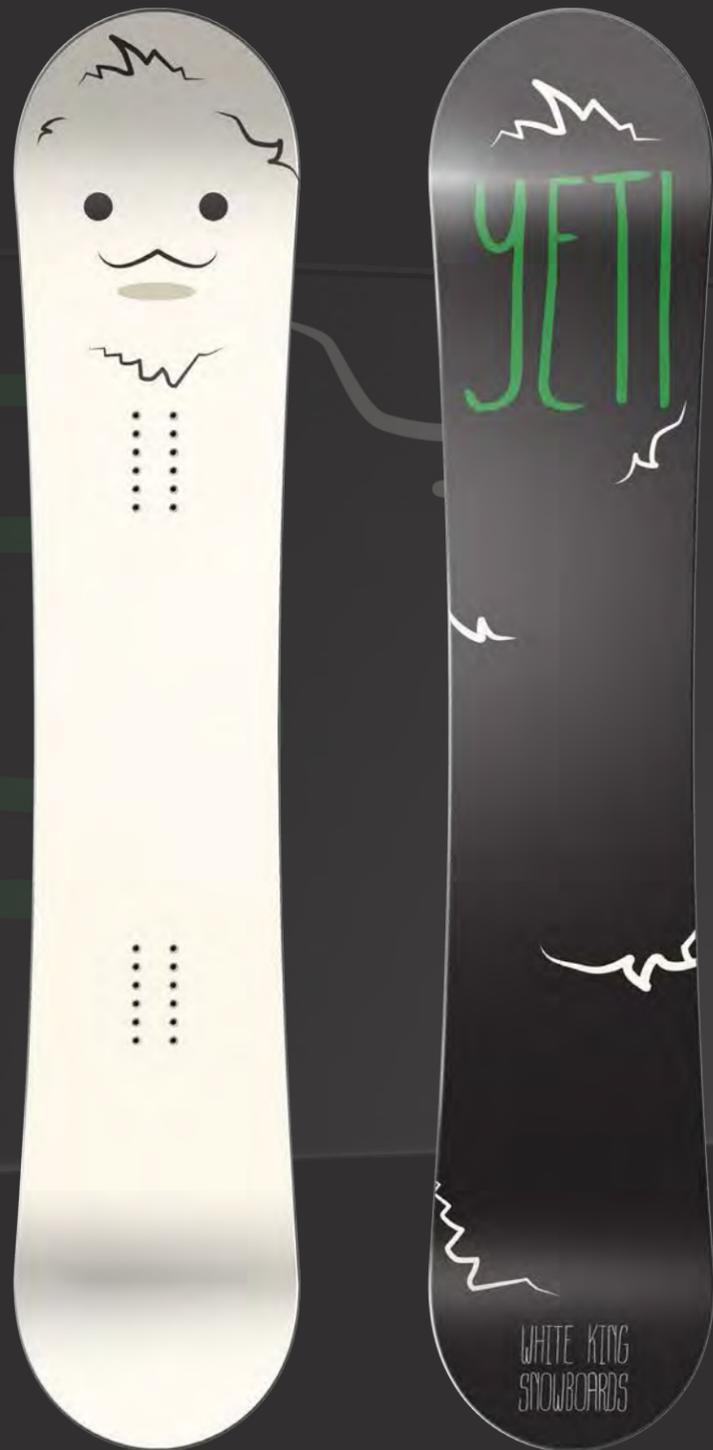
Freeride



Freestyle



Rails

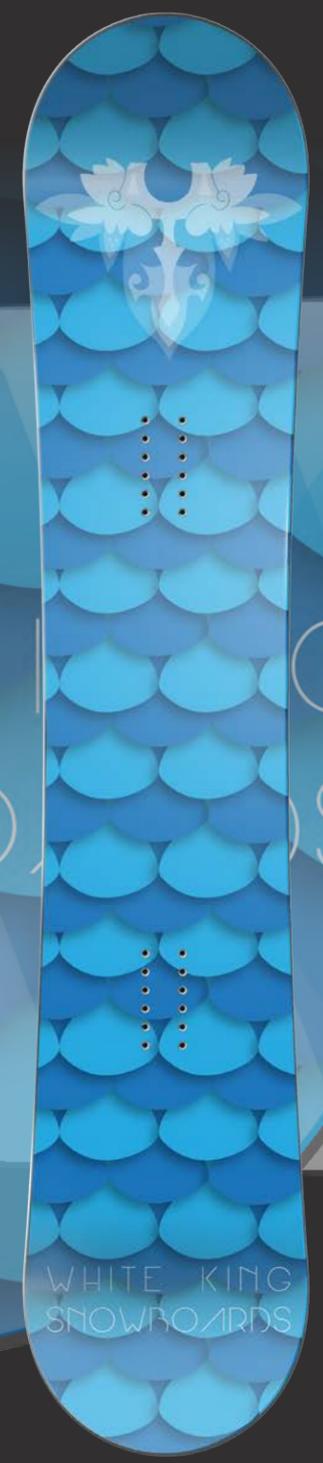
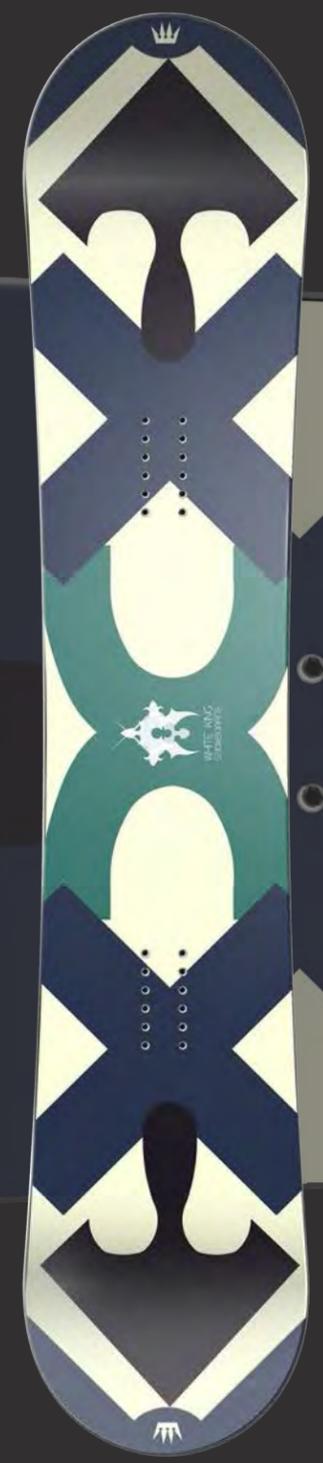
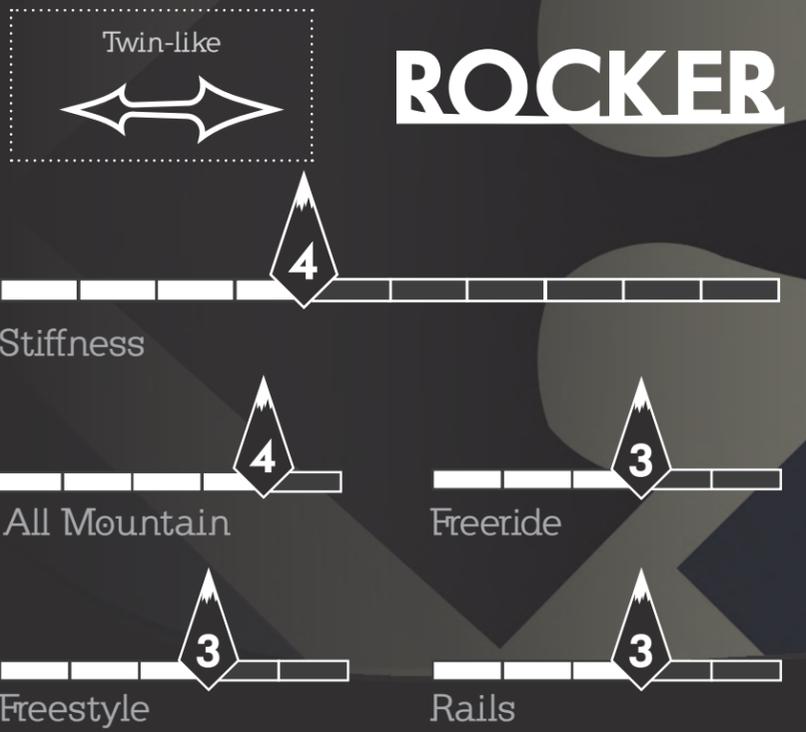




SQUALL

Cause a Storm
125 133 139 143XL

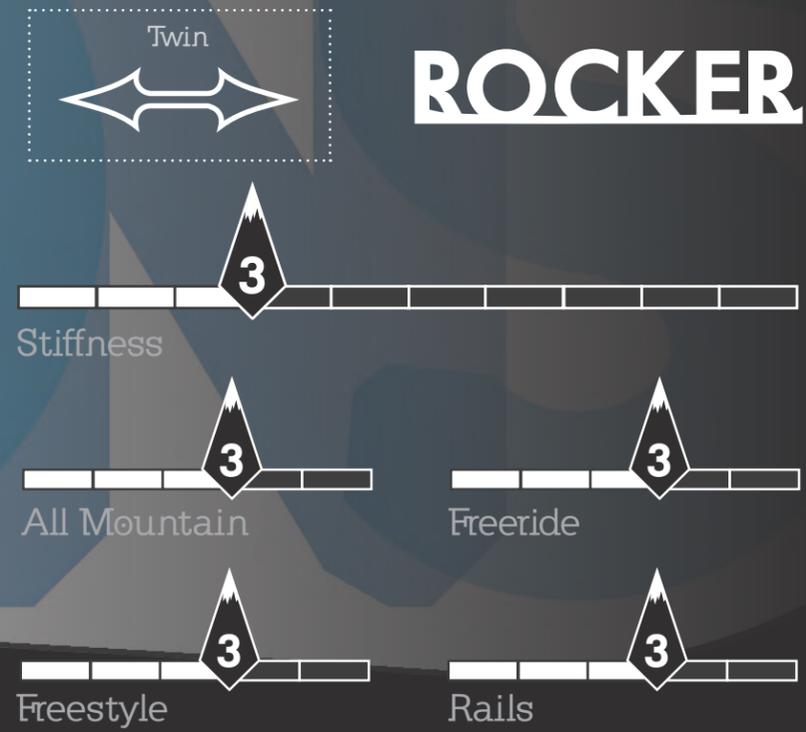
You're a tempest just waiting to happen. All you need is the board to unleash the squall. Start the storm up with the twin-like rocker powerhouse of the Squall. Its big brother is the Tyrant, so you know that it'll carve up fresh snow and have the courses scared of you. The storm's coming...and you're the center of it.



SNOWCICLE

There's a Chill in the Air
125 133 139

Feel that? Yeah, Winter's coming. And you're leading the charge. Bring the powder drench with the Snowcicle. Freeze the competition with our rocker shape and twin profile. Be Winter's Princess with the Snowcicle as your crown. Everyone should know who brought Winter. You. So go and proclaim it.





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