

Dealer Workbook



For internal use only

13

Bg

Bags

002 Men's Collection Intros
004 Fabric Swatches
006 Snow Packs
008 [ak] Packs
014 Street Packs

016 District Packs
022 Cityline Packs
024 Photo Packs
025 BYO Bags
026 Women's Collection Intros

032 Luggage
039 Accessories
040 Board Bags
046 Roundups



CONTENTS:

**BURTON BAGS
2013 PRODUCT
OFFERING**

PLEASE CONTINUE



Subject: K. Kokubo
Photo: J. Curtes

COLLECTION 1:

BOMBAY BLOCK PARTY



COLLECTION 3:

TATTERED & AIR SERIES



01

RED DAWN



02

HCSC CAMPOFLAGE



03

BANDANA BLACK



04

BOMBAY BLOCK PARTY



05

BALLPOINT BLOCK PARTY



06

BORNA



07

CHEEKY PLAID



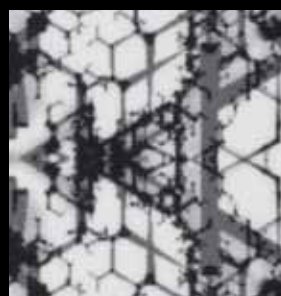
08

CHERRY BLOSSOM



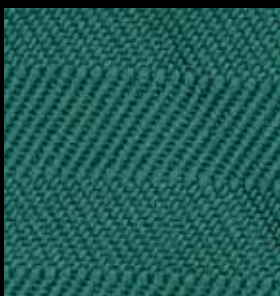
09

CRACKED ICE



10

CRICKET HERRINGBONE



11

DIGI FLORAL



13

CITYLINE SURPLUS GREEN



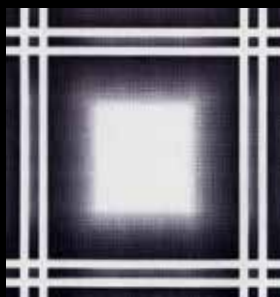
14

GHOST PLAID



15

GHOST PLAID GRAPH



16

GRIZZLY



17

HALFGING



18

HERON BLUE RIPSTOP



19

HOT BANDANA





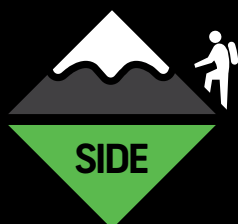
Subject: K. Kokubo
Location: Methven, NZ
Photo: J. Curtes



CLASSIFICATION:

SNOW PACKS

BURTON'S LONGEST RUNNING BAGS COLLECTION STARTED OUT OF NECESSITY AND IS BROKEN UP INTO THREE BASIC CATEGORIES.



01

Sidecountry

Built as simple as ducking into the fresh line to the road.



02

Sled

Internal storage keeps things minimal for catch-free missions back to the spot.



03

Backcountry

From new shoulder straps to other critical features, the Snowpack line sends trips long and deep.

SNOW PACKS: [ak]

FEATURES

ITEM No.
280790

SHOWN IN
Red Dawn

DIMENSIONS
[31in x 18.5in x 17in]
[79cm x 47cm x 43cm]

VOLUME
801

WEIGHT
3.5 lbs.
1.6 kg



COLORWAYS



True Black



TEM

ITEM No.
280800

SHOWN IN
True Black

DIMENSIONS
[23in x 10in x 9in]
[58cm x 25cm x 22cm]

VOLUME
311

WEIGHT
3.9 lbs.
1.8 kg



FEATURES

- **Fabrication:** 420D N66 Nylon Cordura® with Two-Sided PU Coating and 210D Nylon Ripstop Lining
- Oversized Pail Lid Main Entry with Fleece-Lined Accessory Pocket
- Cush Ergonomic Shoulder Harness
- Low-Profile Sled-Ready Horizontal Board Carry™
- Vertical Board Carry and Triple-Strap Pack Compression System
- External Pole Storage
- Front Storage Pocket for Climbing Skins
- Easy Access Internal Shovel and Probe Storage Pocket
- Fleece-Lined Goggle / Accessory Pocket
- Hydration Compatible
- Padded Waist Strap

COLORWAYS



Red Dawn



Notes



A) SUBJECT

Street Packs



B) RESULTS

Ten thousand feet of vertical or 10 flights of stairs – quality is always relevant.

C) CATEGORIES

District

The most versatile and functional series for school, work and urban safaris.

Cityline

A small collection of vintage-inspired craftsmanship and style.

Photo

From the studio to the backcountry and back again, and again.

Dealer Workbook



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13

Hg

Hardgoods

012 Men's Family Tree Boards
016 Men's Springloaded Boards
022 Men's Rocker Boards
028 Men's Camber Boards
034 Women's Springloaded Boards
036 Women's Rocker Boards
040 Women's Camber Boards

046 Men's EST Bindings
050 Men's Re:Flex Bindings
054 Men's Disc Bindings
056 Women's EST Bindings
060 Women's Re:Flex Bindings
064 Women's Disc Bindings

066 Men's Boots
078 Women's Boots
086 Youth Hardgoods
096 TNT & Hardgood Accessories
098 Hardgoods Tech



CONTENTS:

**BURTON HARDGOODS
2013 PRODUCT
OFFERING**

PLEASE CONTINUE



Subject: K. Valaika
Photo: D. Blotto

Shaun White
Terje Haakonsen
Nicolas Müller
John Jackson
Mikey Rencz
Hannah Teter
Kelly Clark
Kevin Pearce
Jussi Oksanen
Jeremy Jones
Frederik Kalbermatten
Keegan Valaika
Danny Davis
Mikkel Bang
Marko Grilc
Peetu Piironen
Kazu Kokubo
Mark Sollors
Gabi Viteri
Mark McMorris
Ethan Deiss
Enni Rukajärvi

Charles Reid
Alex Andrews
Jack Mitrani
Linn Haug
Chris Sörman
Christian Haller
Werni Stock
Seppe Smits
Stephan Maurer
Zak Hale
Sina Candrian
Cilka Sadar
Kyle Mack

2013

100 DAYS, 100 VISITS.

Last year I threw out the idea/wager of me visiting 100 shops over 12 months. Everyone backed it, including those who bet against me. Riding 100 days has always kept me in touch with what's happening on snow. Visiting 100 shops felt like the best way to connect with those who put the product in the hands of riders around the world. I got it done, and through those 100 visits I learned more about our dealer network, snowboarders, and the sport than I ever imagined.





As a result of that mission, visiting shops has become an integral part of my life. I just keep learning. I still get my 100 days of riding in too, and based on the 2013 prototype products I've tested so far, '13 is shaping up to be iconic.

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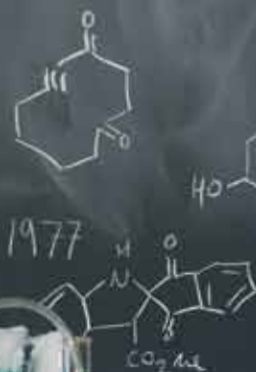
Jude


Men's Ultimate Setups

Mystery
Diode (EST)
SLX

Custom X
GENESIS (EST)
DRIVER X

CUSTOM (FV)
MALAVITAS (EST)
IMPERIAL



 **Subject:** M. Bang
Location: Snow Park, NZ
Photo: A. Moran

CLASSIFICATION:

BOARDS



A) SUBJECT

BOARDS

2013.
AN ICONIC YEAR.

13

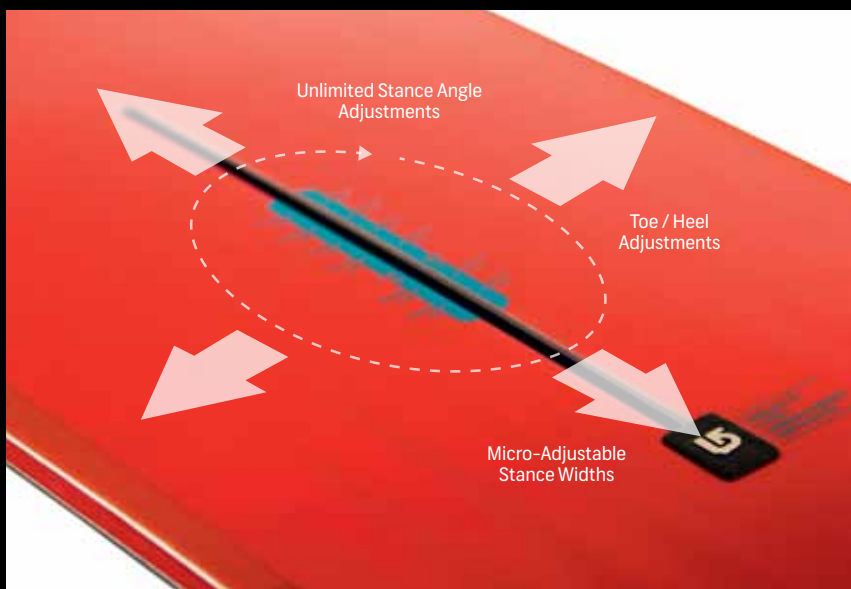
- 01) During the summer of 2010, Burton's R&D facility Craig's, released prototype 10,000. They only started counting in like 1994, though. Either way you get the idea.
- 02) We combine the best of Rocker and Camber in a Bend category called Springloaded.
- 03) The Channel offers more stance options and compatibility than any other mounting system on snow.
- 04) Squeezebox and women's-specific True Flex™ core designs offer industry-exclusive concepts in core dynamics that increase energy, pop, and control.
- 05) Carbon Highlights is more than just a full carbon layer to make it light, it engineers the angle of the fibers to achieve different ride characteristics, while making the board light.
- 06) Nug Raduction lets you downsize up to 10cm from a traditional length. Don't knock it until you try it.
- 07) Driven by Terje Haakonsen, Family Tree is a new quiver series of unique freeride shapes targeted for the backside and those who venture there.
- 08) Developments like Mid Spoon, the Scoop, Easy Rider™, and Cruise Control™ explore different dimensions in board shape.
- 09) Over the door it says Burton Snowboards, because that's been priority 1 from day 1. Day 1, 1977.
- 10) Infinite Ride™ is our industry-exclusive factory break-in process.
- 11) Frostbite and Overbite Frostbite Edges give riders more bark without unwanted bite in a technology we first introduced to snowboarding twelve years ago.
- 12) Craig's allows us to take an idea, build it, and then ride it the very next day.
- 13) With boards from 80cm-170cm, and in a variety of shapes and Bends, we focus energy at every level to give riders best-in-class options no matter what their size, budget, or ability.

SUBJECT: Boards Top Stories

01

The Channel

The Channel focuses power through a central connection that acts as a backbone for the board's internal tech. It also lets you easily micro-adjust your stance width and angles with EST™, Re:Flex™, or Disc bindings. Compatible with bindings by Forum, Drake, Union, Flow, Flux, Ride, and K2.

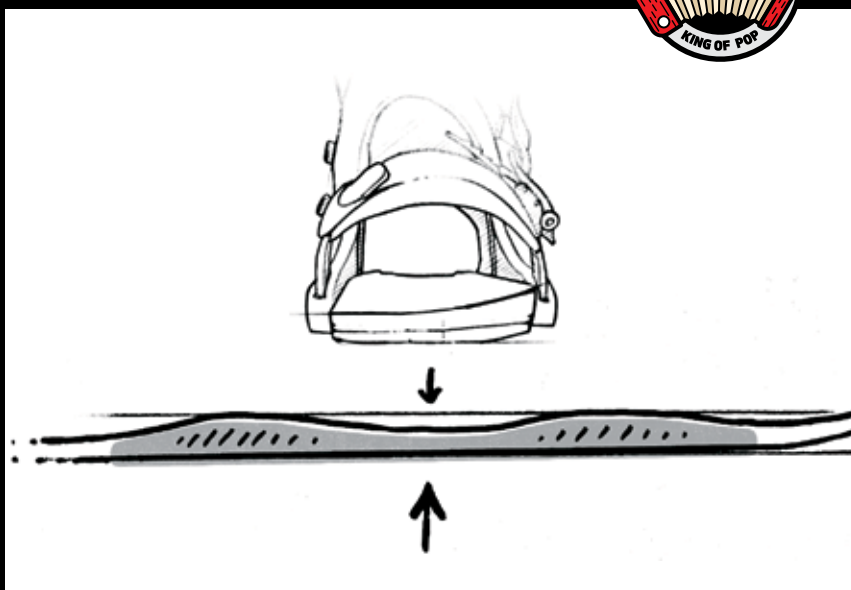


RESULTS: Micro-adjust your stance. Compatible with select competitor bindings.

02

Squeezebox

Improves performance through the balance of thicker, more powerful core sections with thinner, more flexible sections. Rider energy is transferred outward from where it originates beneath the feet, energizing the tip and tail while making the board more stable and easily manipulated.



RESULTS: Energized, more stable, and easily manipulated.

TREE

DEEP SEEDED RIDES.

BIRD

and following him is following the Juice Wagon. It's the life of a Freebird. The only moral code of ethics is: get the line fresh. Never mind who thinks they deserve it first. Crossing tracks? Well, sometimes that's what you get for sitting idle to light up your Spliff. This form of inherent knowledge is the foundation for the Family Tree – a lineage of boards shaped for fresh lines and good times.

CON ARTIST

SPLIFF



Dealer Workbook



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13

Sg

Softgoods

004 Men's Outerwear
050 Men's Tech Apparel
068 Women's Outerwear
106 Women's Tech Apparel
126 Layering
148 Gloves

164 Beanies
184 Boys' Outerwear
191 Boys' Tech Apparel & Layering
194 Girls' Outerwear
198 Girls' Tech Apparel & Layering

202 Youth Softgoods
210 Youth Gloves
214 Youth Beanies
218 Softgoods Tech



CONTENTS:

**BURTON SOFTGOODS
2013 PRODUCT
OFFERING**

PLEASE CONTINUE



Subjects: K. Kokubo, J. Oksanen
Photo: J. Curtes

Shaun White
Terje Haakonsen
John Jackson
Mikey Rencz
Hannah Teter
Kelly Clark
Kevin Pearce
Jussi Oksanen
Jeremy Jones
Frederik Kalbermatten
Keegan Valaika
Marko Grilc
Kazu Kokubo
Mark Sollors
Gabi Viteri
Mark McMorris
Ethan Deiss
Enni Rukajärvi

Charles Reid
Jack Mitrani
Chris Sörman
Christian Haller
Seppe Smits
Stephan Maurer
Sina Candrian
Cilka Sadar
Linn Haug
Kyle Mack



Subject: J. Oksanen
Location: Methven, NZ
Photo: J. Curtes



SUBJECT: Outerwear

No matter what the weather or where you're going, we've got you covered with the most well-developed and complete Softgoods collection in snowboarding.

WE'VE GOT YOU COVERED.



01

[ak] Outerwear

Technically-advanced minimalism.



02

TWC Outerwear

Premium design through the eyes of Shaun White.



03

Burton Outerwear

The foundation from where it all begins.



04

B by Burton Outerwear

The women's expressive style lab.



05

GMP Outerwear

Rider-driven design with an eco-influence.

RESULTS:

**STAY DRY.
STAY WARM.**

Burton's proven formula of GORE-TEX® performance and DRYRIDE fabrics strategically mapped with 3M™ Thinsulate™ Insulation, Thermacore™, and technical lining systems. Get complete waterproof/breathability with focused insulation to keep you warm and dry.

Please continue.

SUBJECT: Men's Collections Style Roundup



[ak]

Ergonomic minimalist design backed by best-in-class fabrications, prints, and details.



The White Collection

Shaun's signature style infused with classic fitting silhouettes.



Mountain Gentry

Workwear utility with outdoor vintage appeal.



Prep to the People

90's prep streetwear featuring bold color blocking and sport hues.



Pentagon

Technical and clean design focused on riding performance.



A) SUBJECT

[ak] Outerwear

[ak]

B) RESULTS

[ak] features state of the art GORE-TEX® fabrics combined with ergonomic minimalist design resulting in unrivaled on-mountain performance.

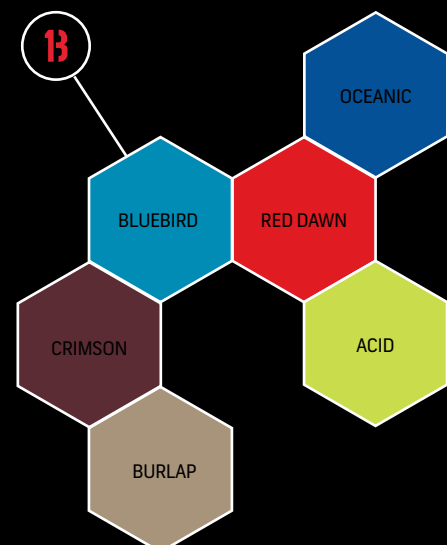
C) WATERPROOFING







D) WARMTH

THERMACORE

E) COLOR SCHEME



ITEM **[ak] 3L FREEBIRD JACKET**
Lightweight, packable GORE-TEX® jacket with splitboard-specific utility for the earn-your-turn crowd.

- | | | | | |
|--------------------|--|------------------------------------|---|--|
| ITEM No.
276373 | SHOWN IN
Red Dawn | SIZES
XS / S / M / L / XL / XXL |   | 
 |
| FEATURES | <ul style="list-style-type: none"> – Waterproofing: GORE-TEX® Pro Stretch Ripstop Fabric (3-Layer) – Fully Taped Seams with GORE-SEAM® Tiny Tape [13MM] – Lightweight, Packable Design – [ak] Fit with Engineered Articulation – Zippered, Bellowed Chest Pockets Accommodate Climbing Skins – YKK® Matte Water-Resistant Zippers – Light Reflective Detailing – Waist Gaiter with Jacket-to-Pant Interface – Lifetime Warranty – Includes Men's [ak] Jacket Features Package | | | |





ITEM **[ak] 3L HOVER JACKET**
Built guide-tough. Pro-grade GORE-TEX® 3L fabric for surviving everything the mountain dishes out.

- | | | | | |
|--------------------|---|------------------------------------|---|--|
| ITEM No.
276374 | SHOWN IN
Bluebird | SIZES
XS / S / M / L / XL / XXL |   | |
| FEATURES | <ul style="list-style-type: none"> – Waterproofing: GORE-TEX® Fabric (3-Layer) [Acid and True Black Colorways] – Waterproofing: GORE-TEX® Pro Fabric with Gore Micro Grid Backer Technology (3-Layer) [Schwag and Bluebird Colorways] – Fully Taped Seams with GORE-SEAM® Tiny Tape [13MM] – [ak] Fit with Engineered Articulation – YKK® Matte Water-Resistant Zippers – NEW Powder Gasket Cuffs – Light Reflective Detailing – Waist Gaiter with Jacket-to-Pant Interface – Lifetime Warranty – Includes Men's [ak] Jacket Features Package | | | |



ITEM **[ak] 2L LZ DOWN JACKET**
Whiteout warmth meets superior GORE-TEX® fabric technology.

- | | | | | |
|--------------------|---|------------------------------------|---|--|
| ITEM No.
276371 | SHOWN IN
Black Watch Plaid | SIZES
XS / S / M / L / XL / XXL |   | |
| FEATURES | <ul style="list-style-type: none"> – Waterproofing: GORE-TEX® Fabric (Yarn-Dyed 2-Layer) [Black Watch Plaid Colorway] – Waterproofing: GORE-TEX® Fabric (Ripstop 2-Layer) [All Other Colorways] – Fully Taped Seams with GORE-SEAM® Tape [13MM] – Warmth: mapped with 90/10 Ultra-Premium 600 Goose Down Fill and Buttery Soft Heathered Lining – [ak] Fit with Engineered Articulation – YKK® Matte Water-Resistant Zippers – Light Reflective Detailing – Waist Gaiter with Jacket-to-Pant Interface – Lifetime Warranty – Includes Men's [ak] Jacket Features Package | | | |

