

CAMBER & ROCKER

The A.R.C's own ideologies

Confusion free camber line choices: Each camber line is unique in feel and performance. Finding the right camber line for you is about understanding where, when and how you want to ride. Use the force or our guide young Pad Wan. Geometry and camber line are the two most impactful characteristics on how a shred will ride so that's how we break it down for you. Surfing spines on directional Camrock or nailing switch hardways on twin Hybrid-V, what's your style?

POP CAMBER

Burly man-camber, designed for maximum edge hold and explosive pop. Pop Camber is best suited to high-end shreds where performance is paramount. It's hard work to ride well, but being slingshot out of carves and launched high above the coping is all the reward you'll ever need.

SNOWBOARDS/UNW8

SKIS/Syntax

CRUISE CAMBER

A half-fat camber for all-mountain dominance. Cruise Camber's toned-down dimensions deliver a precise and lively feel much like Pop Camber, but with much improved deep snow performance and a more "broken-in" feel out of the shrink-wrap. In Amplid's directional snowboards and skis a touch of early rise is added to Cruise Camber to improve buoyancy even further.

SNOWBOARDS/Paradigma, Hifi, Creamer, Creamer Split, Milligram

SKIS/Alter Ego

S-ROCKER

S-Rocker, the ultimate freeride camber-line, features a blend of cleverly placed camber and rocker. Rocker in the nose aids floatation and improves deep snow agility. A conservative amount of set-back camber improves tail hold in icy conditions and adds stiffness just where you need it, for stomping big landings, styling dramatic slashes and scrubbing speed.

SNOWBOARDS/Morning Glory, Morning Split

SKIS/Ego Trip Evolution

CAMROCK

Amplid's Camrock profile blends underfoot camber with rocker tips. A length of camber under the boot provides grip and reverse camber in the tips increases playfulness and deep snow performance. This ski-specific camber manifests itself in various forms in Amplid's skis; skis intended for deep snow have a smaller camber area and increased rocker to improve floatation and fluidity.

SKIS/Bikini, Provoke, Antidote, Rockwell, Multiplayer, Hill Bill, Infrablack

HYBRID-V

Hybrid-V has a rocker section between the bindings and camber under the inserts. It's a loose, easy to pivot and effortless to pop camber-line, that works best with freestyle snowboards.

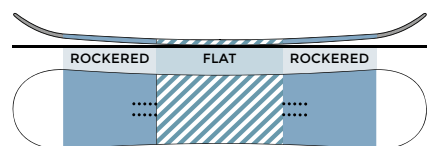
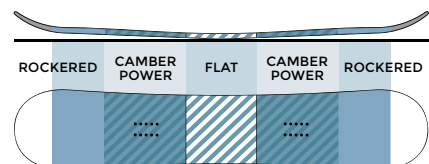
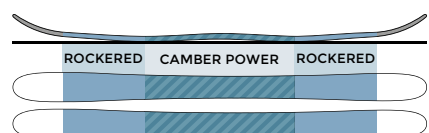
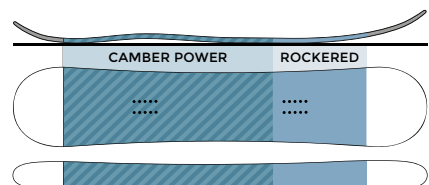
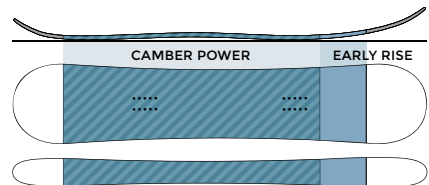
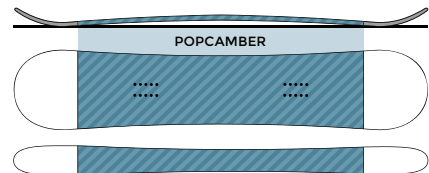
The addition of camber to this predominantly rockered profile significantly improves edge hold, stability and ollie-power.

SNOWBOARDS/Pocketknife, Stereo, Lovelife, GoGo

MID RISER

In our experience Mid-Riser is the perfect camber-line for no-compromise, freestyle inspired, powder shredding. Subtle rocker in the tips generate lots of lift at low speeds and an out-of-this-world, weightless feel at speed. Unlike S-Rocker, Mid-Riser isn't directional, which makes riding and landing switch in deep snow that little bit easier.

SNOWBOARDS/Pillow Talk



KEY TECH STORIES

From the scientific underground



HANDLING

JEKYLL & HYDE GEOMETRY

Appearances can be deceiving

JHG is the concept behind Amplid's latest generation of ski and snowboard shapes. Experimenting with dimensions like surface area and effective edge has resulted in shreds which deliver performance beyond expectation. Powder boards with big board floatation and the manoeuvrability of a jib board; all-mountain skis which finally deliver on that promise; these shapes have to ridden to be believed!

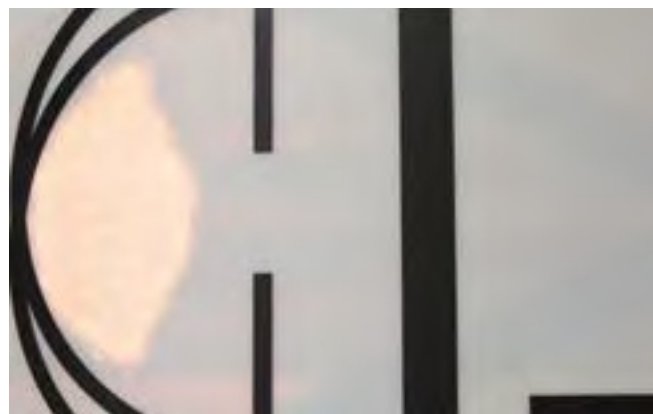
LIGHT WEIGHT

HEXO2

Rocket science weight-shedding technology

Any brand that promises to deliver the lightest, most durable shreds on the market needs an ace up its sleeve. HEXO2 is Amplid's ace, but strictly speaking it's more like having a Royal flush in-hand than a plain old ace. HEXO2 is the combination of pre-preg laminates and honeycomb inserts, which are placed in carefully selected areas to minimise swing weight, without detrimentally effecting durability.

Using traditional wet lay-up would result in a build-up of excess resin in the honeycomb's cells, cancelling-out the weight-saving.



FIBER SCIENCE

TARGETED COMPOSITE APPLICATION

Engineered feel and performance enhancement

Amplid's skis and snowboards feature various Carbon, Basalt and Tital configurations to dial-in the feel and performance. Whether it's the damp, fatigue busting effect of Basalt or the snappy pop of Carbon Stringers, we apply these materials in exactly the right quantities, in targeted locations, to deliver the ultimate riding experience.

LONGEVITY

ABUSE BASE TECHNOLOGY

Life extending, heat dissipating, miracle matrix

Featured in Amplid's urban and park focused shreds, the Pocket-knife and Antidote, Abuse Base Technology is a thin gauze of metal particles beneath the base that dissipates heat away from hot spots.

For regular rail riders hot spots caused by rail-on-base friction are the main cause of unwanted gauges.



DURABILITY

STOMP GUARD

Defending against early season shark attacks

Stomp Guard is a thin layer of Tital metal about 3cm wide that runs along a key area of the edges in the Creamer snowboard and Hill Bill skis. Placed between the sidewall and edge fundament and embed in a rubber jacket, Stomp Guard is proven in lab tests to increases the impact force required to blow-out an edge by 215%. It also completely eliminates the chance of a core-shot along this particularly susceptible area of the base.



TECH STUFF

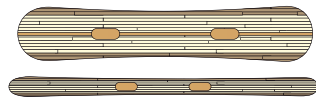
Technology is our thing

BBP CORE	BBP WOOD CORE
HEX02	HEX02
HELIO P.15	HELIO P.15 CORE
P.10	P.10 CORE
WDT	WDT-POLYWOOD CORE
AERO-EPO	AERO-EPO LOW VISCOSITY RESIN
TOPLESS	TOPLESS CONSTRUCTION
IMPACT PADS	IMPACT PADS
HEX MAT	HEX MAT CARBON MATRIX
ROUND TOP	ROUND TOP
PU-CAP	PU-CAP
JHG	JEKYLL & HYDE GEOMETRY
FLAT KICK	FLAT KICK TIP/TAIL SCOOP
E.P.N.	ELLIPTIC NOSE
V-POP	V-POP STRINGERS
POP BAND	POP BAND
BASALT	BASALT SUSPENSION STRIPS
TITAN	TITAN-ALUMINUM ALLOY
ABUSE BASE	ABUSE BASE TECHNOLOGY
SC	STOMP GUARD
SINT	SINTERED/SINTRUDED BASE
+WIDE	ADDITIONAL WIDE
MID	MID WIDE
F	FLY TIPS
SPIN	SPIN TIPS
P.L.T.	P.L.T. GLOSS FINISH
DDT	DDT PRINTING
DOOMSDAY	DOOMSDAY CAMBER / ROCKER

CORE SCIENCE

BBP CORE TECHNOLOGY

The lightest woodcore money can buy. Weightless Paulownia and Balsa are carefully arranged with stronger Birch to save valuable grams without sacrificing strength.



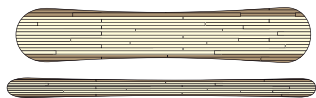
HEX02 CORE TECHNOLOGY

Spin to win with effortless style. Our HEX02 core replaces specific areas of weightier wood at the tips with feather-light recycled paper honey-comb, practically eliminating swing weight.



HELIO P15 ULTRALIGHT WOOD CORE

Uber light wood varieties are cut, treated and aligned in a way only our factory knows. Its strength to weight ratio has scientist baffled.



P10 SUPERLIGHT WOOD CORE

The P10 Superlight wood core is the industry standard for lightweight, durable and versatile performance. We've tweaked this core so many times there is nothing left to improve.



WDT POLYWOOD CORE

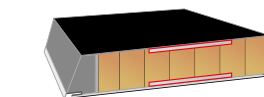
Snappy and damp weren't two ride characteristics that went together before WDT. This isotropic wood composite core brushes aside heavy impacts and requires 50% less energy to manufacture.



TARGETED COMPOSITES

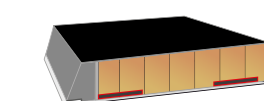
TITINAL CENTRIBAND TECHNOLOGY

Two bands of Titinal running from tip-to-tail, above and below the ski core. Titinal Centriband Tech stabilizes the ski and increases its torsional stiffness. This technology is adapted from competition spec racing skis which have to be predictable and responsive at terrifying speeds.



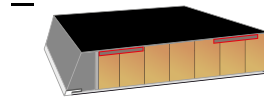
V-POP CARBON STRINGERS

You don't need to ride a crinkle-cut French Fry to get vice-like edge hold. V-Pop Carbon Stringers channel power from your feet to the extremes of your board's effective edge. The result is a snow magnet. The only side-effect we know of is explosive pop!



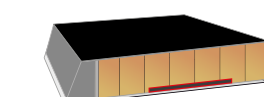
BASALT SUSPENSION STRIPS

Running along the topsheet in a V-configuration from the contact points towards the boots, these narrow bands of Basalt fabric dampen unwanted vibrations, reducing rider fatigue and keeping your edge engaged with the snow for improved control. Get the Rolls Royce feeling!



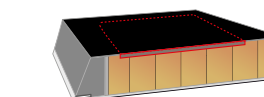
POP BAND CARBON STRINGERS

A narrow band of carbon stringers that run through the centreline of a ski or snowboard from tip-to-tail. POP Band increases longitudinal stiffness and pop without altering torsional stiffness. Shreds with Pop Band feel livelier but remain forgiving.



IMPACT PADS

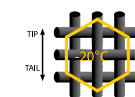
On the Milligram we have added multi-directional glass pads in the binding area, to avoid dings caused by pointy corners of metal splitboard binding bases. These pads will enhance durability without adding undesired weight.



WEAVING WISDOM

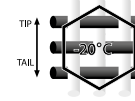
FULL CARBON JACKET

Amplid's Full Carbon Jacket is most expensive fiber laminate in Amplid's arsenal. Carbon's tensile strength to weight ratio is unbeatable, it allows the use of thinner, almost weightless laminates to achieve the same flex profile. Its responsive and energized feel is unique.



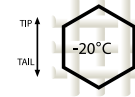
HEX MAT CARBON GLASS MATRIX

We arrange glass fibre along the length of the ski and carbon from edge-to-edge. The end result is a ski that flexes on demand into carves but with a torsional flex that keeps your edges biting no matter how hard the snow gets.



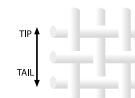
HEX MAT GLASS MATRIX

Every gram that can be spared from our HEX02 sleds is cut. Hex Mat is a pre-preg biax glass with exactly the right amount of epoxy between the fibres. If left at room temperature this material will set so it is delivered to our factory in freezer trucks and stored at -20C.



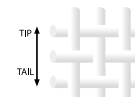
GLASSFIBER LIGHT BIAx

Using Biax Glass in the construction of our shreds gives them a flawless blend of response and playfulness whilst keeping them ridiculously lightweight.



GLASSFIBER IMPACT BIAx

The current level of Park and Urban riding is putting a whole new dimension of demands on ski and snowboard durability. Impact Biax Glass is bomb-proof, flexes the way you want it to and doesn't weigh you down.



DURABILITY FEATURES

ABUSE BASE TECHNOLOGY

Abuse Base is a thin, weightless metal coating placed between the bottom layer of glass and the base. The metal gauze conducts heat created from sliding rails and boxes away from hot spots and disperses it throughout the base eradicating heat deformation.



GEOMETRY IDEOLOGIES

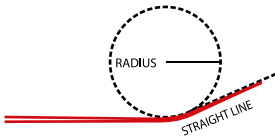
JEKYLL & HYDE GEOMETRY

Max effective edge and square centimetres in a min board or ski length. Unsinkable but nimble powder boards, sawn-off jib decks with huge pop and edge-hold and the ultimate allmountain ski recipe.



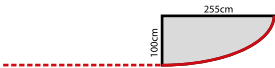
FLAT KICK NOSE & TAIL SCOOP

To maximize ollie-power and facilitate turn initiation, we designed the tail and nose scoop not only radial, but added a straight spot towards the tips. Featured in our Pocketknife!



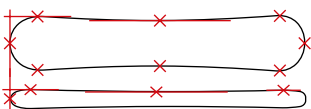
ELLIPTIC POWDER NOSE

The optimal snowboard nose for riding powder planes at high speed but works hard to keep its tip from submarining in tight situations when you can't open the throttle. Elliptical geometry is the only way to achieve this.



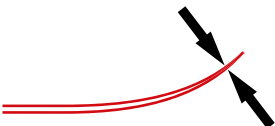
MC BEZIER SPLINE SIDECUT

We wouldn't go to all the effort of designing our skis and snowboards in a 3D CAD program in complex Bezier-mode to create mathematically correct shapes if they didn't ride better.



FLY TIPS

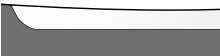
Our tapered Fly Tips remove the necessity of bringing the wood core or a TPU spacer to the tips, reducing swing weight and increasing playfulness.



STOMP GUARD

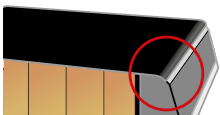
Stomp Guard Tech is a thin strip of featherlight Titanium - Aluminium alloy sandwiched into our shreds in just the right places, reducing the risk of core shots caused by rocks close to the edge and increasing edge impact strength by up to 215%

STOMP GUARD



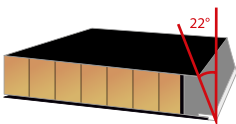
NUKEPROOF ROUNDTOP

Botox for your skis: To protect the topsheet from aging, our latest ski construction offers the best solution against chipping: Thanks to our 3D mould the PE foil gets welded over a small radius onto the sidewall.



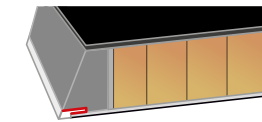
22° SLANTED SIDEWALL

Our snowboard sidewalls are bevelled to 22°degrees, giving them the optimal balance between impact resistance and power transmission on sketchy hardpack.



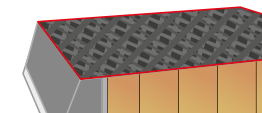
MAGMA EDGE ABSORBER

There's no such thing as "good vibrations" when you're haulin' ass. We place a thin strip of rubber between the edge and the sidewall to iron-out any unwanted bumps.



TOPLESS TECHNOLOGY

A smooth, belt-finished, structural laminate that eliminates the need for a heavy topsheet. Thanks to a special treatment it is durable, watertight and snowphobic. It looks pretty stealthy too.



INTELLECTUAL PROPS

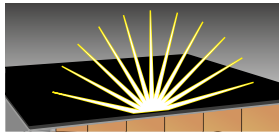
DDT PROCESSING

For artwork with fine details that needs to be crisp and punchy, silkscreen just won't cut it. Direct Digital Technology brings complex graphics alive with incredible definition and keeps adverse environmental impact to a minimum.



P.L.T. GLOSS UV COATING

Love high gloss lacquer finishes but hate lacquer cracks? Completely crack proof, tough as old boots, shinier than Monty Burns' waxed scalp and eco-friendly; our UV coating is the bomb!



360° WRAP AROUND EDGE

If there was a more durable way of building a snowboard we'd be using it. 360° wrap around steel edges protect your board from delams and dings without adding weight.



HORSESHOE EDGE

Ever seen a 2000lbs Shire horse smash a horseshoe to pieces? Nope either have we. With pre-shaped "horseshoe" edges at the tips of our skis, your skis won't delam or experience popped-out edges.



DOOMSDAY BEND

Believe it or not, even glass fibres have a degree of elasticity. Using pre-stretched fibres in our laminates means you can be sure that your shred will never feel lifeless or lack pop throughout its life.



GLIDING SECRETS

SINTERED GE 7.2 LS BASE/STONE FINISH

This is the very same material used in record breaking race skis and snbs. Squeezing yourself into a Lycra catsuit and going gate bashing probably isn't your thing, but this almost frictionless base will guarantee that when you point straight you'll be riding as fast as gravity will allow.



SINTRUDED 6.6 H.M. BASE/STONE FINISH

For those riders who don't have a waxing iron on standby when they go shredding, our Sintruded base merges the best properties of sintered and extruded materials. Greece lightning on all snow conditions for weeks after a wax and rock hard too.



EXTRUDED BA 4.4 DURASPEED BASE

For concrete ledges and triple kink handrails Amplid's Extruded "Bonk All" 4.4 Duraspeed Base is more durable than armour plate, it's easy to repair and doesn't need regular waxing like sintered varieties.



SHRED READY

We're not going to sell you the best shred you've ever ridden and leave the tuning to somebody else. We give every ride the best tune it will ever receive.

