



BEST PRODUCT CATALOG

BURTON

www.burton.com

Founded in 1977 by Jake Burton Carpenter, Burton Snowboards has played a vital role in transitioning snowboarding from a backyard hobby to a world-class sport. Still a privately held company today owned by Jake, Burton has fueled the growth of snowboarding worldwide through its groundbreaking product lines, its grassroots efforts to get the sport accepted at resorts and its team of top snowboarders.

Since 1996, Burton has both started and acquired independent companies that have their own individual identities and product offerings. As Burton grows, so does its family of brands; R.E.D., Gravis, Anon, Analog, The Program including Forum Snowboards, Special Blend, Foursquare and Jeenyus and the most recent addition, Channel Islands surfboard company.

Giving back to the community is essential for Burton. Chill, a non-profit foundation works to improve the self-esteem, confidence and resilience of at-risk youth by teaching them how to snowboard, has touched over the lives of over 12,500 kids in North America.

Today, Burton Snowboards remains a rider driven company solely dedicated to creating the best snowboarding equipment and experience on the planet.

