



19/20 FLAGSHIP



Harry Kearney / Photo – Andrew Miller

Press release
ENGLISH VERSION



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THE ALL-NEW 2019/20 FLAGSHIP

Since 2010, the Flagship has defined freeride performance as one of the most confidence inspiring snowboards on the planet. Refining the Flagship design year after year, it has also come to define our commitment to producing the most sustainable snowboards possible. From recycled edges and sidewalls, to a flax topsheet and basalt stringers, the Flagship has continually set our standard for high performance environmentally conscious snowboard design. What we call 'Eco-Performance'.

After three years of development, the 2019/20 Flagship raises the Eco-Performance bar yet again. The Flagship now features a FSC wood core, FSC engineered wood topsheet, flax/basalt stringers, recycled edges + sidewalls, base graphics printed with water based inks and it is molded with Super Sap Bio-Resin, a plant based epoxy instead of standard petroleum-based epoxy. The new Flagship is truly the most sustainable snowboard we have ever made.

Jimmy Goodman / Photo – Andrew Miller





The new Flagship is available in 11 sizes including two new sizes - 151 (NEW), 154, 158, 159w, 161, 162w, 164, 165w, 167 (NEW), 169w and 172. / Photo – Andrew Miller

But just because it's green, the new Flagship is no less mean. We've completely redesigned the Flagship's shape for better turn performance. The new shape has a blunt nose, 12mm of taper from nose to tail and a refined 3D Contour Base 3.0 base design. The tapered shape sinks the tail in pow for better float and the 3D Contour Base 3.0 lets you rock the board edge-to-edge for smoother turns. On hard snow the directional rocker profile + Traction Tech 3.0 deliver epic edge grip and the FSC Control Core and Flax/Basalt Power Stringers add torsional response and reduce board chatter in rough terrain. Just like it's predecessors, the new Flagship carves, stomps or straight lines with unbelievable precision.

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Changing the Flagship was a daunting thought because it is my go to board when it comes to full tilt snowboarding. The new Flagship had to be a design that I could trust in high consequence terrain. After three years of comprehensive testing we nailed it. By increasing the taper and smoothing out the wide point of the nose into the sidecut the new Flagship is our most nimble and powerful yet.

— Jeremy Jones



Harry Kearney lights up the slope leaning into the spoon shaped tip and tail of the 3D Contour Base 3.0. / Photo – Andrew Miller

All ten Flagship models have featured a wood veneer topsheet. The FSC Engineered Wood Veneer topsheet on the 19/20 Flagship is made with wood that has been sustainably harvested and processed in accordance with regulations set by the Forest Stewardship Council,

an international non-profit that protects forests. Wood topsheets eliminate the need for a plastic topsheet or solvent varnish, two of the least sustainable materials used in snowboard production.



5K POUNDS / 2K KILOS

Solvent varnish not used



25K FEET / 8K METERS

Recycled sidewalls



17K POUNDS / 8K KILOS

Plastic topsheet replaced

Starting in 2011, the Flagship was also built with recycled ABS plastic sidewalls. Nine model years later we have saved thousands of pounds of virgin plastic and petroleum based solvent using these two more sustainable materials.



Harry Kearney arcs down a steep slope feeling the float and stability of the directional rocker profile and Traction Tech 3.0. / Photo – Andrew Miller

The Carbon Flagship was also redesigned for 2020 with a new shape, wood core and base material. It remains a seriously stiff, competition-ready freeride board built to crush steep terrain at top speed and the new tapered shape sinks the tail in pow for better float + quicker turns. The updated FSC Power Core and Traction Tech 3.0 edges offer insane torsional response and the new Ultra Base is the fastest base we've ever tested. The Ultra Base comes factory waxed with multiple wax types for better glide in variable snow temperatures.

The all-new Women's Flagship features the same new shape and Eco-Performance materials as the men's model. The tapered shape improved the Women's Flagship turn performance and the Flax/Basalt Power Stringers matched

with the new FSC Control Core give the board added stability at speed and in rough conditions. The Women's Flagship is available in four sizes - 146, 149, 152 and 155cm.

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I've fallen in love with the Flagship! No better board for riding fast and charging lines in steep terrain. The Flagship will improve your freeriding.

— Elena Hight

The nimble and powerful new shape of the Women's Flagship gives Elena Hight the confidence she needs for her most daring freeride lines. / Photo – Andrew Miller





Elena Hight has been crushing on the new Women's Flagship. Look out for her upcoming signature freeride film project with Teton Gravity Research in 2020.

Photo – Andrew Miller

PRODUCTS FEATURED IN THIS PRESS RELEASE



FLAGSHIP

[SEE ALL INFO ON WEBSITE](#)



WOMEN'S FLAGSHIP

[SEE ALL INFO ON WEBSITE](#)

OUR MISSION

Design innovative mountain gear that sets new performance standards and be a leader in manufacturing sustainability, environmental outreach and backcountry education.



Rooted in ADVENTURE Obsessed with PERFORMANCE Committed to our PLANET

Snowboarding pioneer Jeremy Jones founded Jones Snowboards with one goal:

To make the ultimate snowboarding gear that balances unmatched performance and durability with industry leading sustainable manufacturing practices.

The clarity and inspiration one absorbs in the mountains is essential to all things Jones. Our products reflect endless winters filled with bell-to-bell resort days, pre-dawn skin tracks, first descents and weeks spent camping out under the stars and summits. We field test, then tweak and refine our mountain born designs working with cutting edge materials and groundbreaking construction techniques. Our quiver includes snowboards, splitboards, bindings, backpacks, poles, mountain safety gear and sustainably sourced apparel. No matter where you roam or how you ride, Jones Snowboards has everything you need for your next adventure.

For more information, visit www.jonessnowboards.com



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