

## The Second Wind Day 2 Of The Action Sports Retailers Convention

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Friday, 05 September 2008  
Last Updated Sunday, 07 September 2008

### ASR Report: Day 2

The second day of ASR finds us tired and torn brains numbed by lack of sleep and an overwhelming sense that there can't possibly be anything we missed. Nothing could be worth wading into the muck and mire of the glamour obsessed masses, scuttling from booth to booth. Not withstanding we journey into the fray; and be it luck or fate we managed to run into a few things you may actually care about. Seriously, yea we were suprised too!

Come along with us and check out that we have in store for you, a little bit of our expirience, a good deal of goods worth shaking a stick at and some things that may even bring a bemused smile to your face. Remember tomorrow is the last day so if there is anything in our gallery so far you want to know more about please, get in touch with the editors and let us know. If we are gunna be taking enemy fire we might as well do it for you.

You can jump straight to the Action Sports Retailers gallery day 2 here .

My day started with an iced coffee, it's an important part of my day so I thought you would want to come along. If it helps you get into the feel of my morning it's a bit hazy, both on the horizon and in my brain. I'm Bored - Iggy Pop is on the speakers and all the bariste are Brazilian girls. They make their iced coffee with fresh espresso, ya gotta let it melt a bit or it will tear the enamel right off your teeth. Mighty fine way to start the day.

Yup, More paddle boards, why you ask? Cause they are a dominating force on the surf side, as you look across the canopy of sport and longboards, the dominating shape of Paddle Boards cut towards the ceiling. I personally don't think this is a trend but a new emergence of what will be a fundamental aspect of water board sports.

<http://store.c4waterman.com/>

The Bali Burlap in gold, G was saying that his sales of longboards have rocketed over his mini sales. Is it that tastes are getting shorter or are more people looking for their first longboard.

Fatties in 83a 66mm, hell yea they are pretty.

Up close detail of the fibers in the deck. Pretty Slick. Sorry G I am spacing on the decks name!

<http://www.gfhboards.com>

Mounting system for flash based Ipods, the woman that developed them came up with the idea in a Eureka! style flash of inspiration, Stories like that are always so cool. The mounting system uses rare earth magnets for the enclosure and she is working on a waterproof version too. Pretty snazzy, sucks I have an 80g Video.

<http://www.goistik.com/>

Carve Board is rolling with Riiiiimz. Jumped on a the Surfstik and Carve Stik, looks and feels like they are using new springs.

<http://www.carveusa.com/>

I've walked by this stand every ASR, just take it for another gaudy lable stand with no value or merit. Talking with someone we were discussing which companies had been at ASR the longest. Turns out these guys have been at ASR for 15 years. Insaine, I know. It get's crazier though, they have always done all of the assembly and design in house in the USA. Oh yea and the seat belt, belt buckle? Fully their idea. Just goes to show, can't judge a belt by it's buckle.

Yea... That was bad...

<http://www.buckle-down.com/>

Kirby Cox is the man, don't test him. Caught my attention for a number of reasons, mostly because the wheel looks REAL similar to a few wheels on the market and also cause I just thought the juxtaposition of mandarin and Duro/Diam was cool.

So after talking to two different people I managed to talk my way into the Vans display, I usually don't even try but this caught my eye. Slayer Vans anyone?

Cristian Hosoi in red with his trademark rising sun, pretty sick shoes. I really can't put words down to really do them justice.

Okay I think these are Rata Plus Airmesh in black, the upper is made with PET canvas, 100% recycled plastics, for plastic the upper is amazingly soft and pliable. Think of a slick burlap. Super light and very airy. It's got a bamboo footbed and uses water based inks and glues. It's starting to get to the point that going green doesn't mean dumbing down construction methods but advancing recycling methods. Good to see green speak that is more than lip speak.

<http://www.vans.com/>

Stryker showing who f'n rules at the Metal Mulisha tent. I think we can all agree that they are not ready for the pure awesomeness.

<http://www.metalmulisha.com/>

This is a 187 Kneepad Big Daddy V made for the Grind For Life Benefit. The dude does great work and has a big heart. Just don't ask him about the 187 Slider Kneepads.

<http://the187.com/>

Yup, they had free monsters. I had three of these in the space of an hour. Don't tell me how horrible they are for my health, avoiding passing out from exhaustion in front of the Volcom Tent and getting tromped by hot dog vendors makes me feel the extra load on my kidneys is worth it.

<http://www.monsterenergy.com/>

Grind for life was founded by Mike Rogers a two time survivor of sarcoma cancer. Grind For Life does many things to help those effected by cancer, including financial assistance and housing for those suffering cancer and their families. As well as helping to educate those effected as well as their families about surviving as well as the recovery. Mike has an amazing story, and they help many that are effected. To find out more please visit.

<http://grindforlife.org/>

This lovely lady is modeling the latest fashion for the long hill walker. A skate sling from Slingz in sable black with accented shoulder silk screening. The shortboard version seems a little light to be lugging your Hamboard but they are working on a larger version that can handle up to 80mm wheels.

<http://www.slingzstore.com/>

This is CJ his goal is to do 500 flips at ASR. I think he is at like 250 right now, and I swear anywhere I go he's there doing flips, I really think he is stalking me. Either way he is actually a pretty cool cat and sure as hell can flip.

<http://www.blaze1.com/>

The Bobby Martinez Enzo board, pretty sick setup if you ask me.

<http://www.flexdex.com/>

Yea... I got nothing... Wish I could remember where I saw this. Badass though right?

Steel Toes, Stealth Rubber, Lace Shield. Could it sound any more tactical? 5 10 has been making shoes for over 23 years. Getting their start with world class climbing shoes, and since then have gotten into every thing from competition mountain biking to free running (parkour). The staff in the booth actually schooled me in the advanced subculture of free running that is alive and healthy in the US, who knew? Regardless they make solid shoes and think very deeply about their materials, they are the first shoe company I know of that openly rates their rubber on the Shore A scale. The nature of their rubber makes the shoes grip even a bare deck like glue, great for shortboarding but not too cool when you are footbraking at 45mph. Sick, even if they could detach my hips from their sockets.

Yea they are not playing here, it's like "El Meriachi" only with shoes.

<http://www.fiveten.com/>

These dudes are with Krak Hedz, they do allot of motocross work and seem to be real stoked on DH! DH Gear anyone?

<http://www.krakhedz.com/>

Yea... I would just start looking for things to run over. See what that f'n bat thinks now.

f'n rabies... <http://www.alteredelectricskateboards.com>

So you don't want to wear a helmet, and you don't trust those foam beanies. Well how about a beanie that is filled with extruded cells of a highly impact resistant play dough. I gotta admit as a 4th grade science fair experiment it looks cool as hell. Just don't know if I would want to enter it in the "head vs tree" contest. Check out the website for an INSANE collection of uses for the material.

<http://www.d3o.com/>

Kendall Grove thinks Pole Boarding is so awesome he decided to mark this stick by biting a chunk out of it. He actually took a tour of the front of the convention center with Kahuna Staff on a board with big stick and seemed to really enjoy it. "I love anything that's fun and working out, you know?" Yea we know man, we can tell. Good to see MMA not just setting up a booth but actually interfacing with vendors.

<http://www.kendallgrovemma.com/>

<http://kahunacreations.com/>

This is tristan, he is happy he has his ball.

When he isn't bouncing and playing with balls he makes sick graphics for NeverSummer. <http://www.neversummer.com/>

"Put this on Silverfish" Okay, I will.

Congrats on stunning the mulisha crew with your styling and securing the guitar that honestly, we all knew was yours all along. Poor bastards didn't even have a chance. Nice guitar Bricin!

<http://www.metalmulisha.com/>

Kroozers rolling deep, when the NS crew rolled out of ASR they did it with an armada of mini'z.

<http://www.neversummer.com/>

Apollo 11 from falmouth, I thought they were Aussies. Oops my bad. They seemed a little put off but maybe I just freaked them out by demanding a picture with their boards. They are here with SMA apparently, I don't know any more than that.

<http://www.apollo11shop.co.uk>

The very last vestage of true hard core skate punk, Duane Peters is the final dangaling tooth secured by a few nerves and a flap of flesh, the maw of punk that has been beaten and bloodied by generations satiated of candy core and prepackaged antisocial fasion. Duane Peters is not just a skate icon, he is the last white knuckled clenched fist of no holds barred punk.

<http://www.pocketpistolskates.com/>

Where are the waves?

Double your mileage with a hydrogen cell, 1,100\$ plus 300\$ installation. The company is promoting renewable resources with this awesome Surf Assault Vehicle. Promoting not only the hydrogen cell but also a flexible surf comb made from recycled plastic. The comb is soft enough to use on Teflon and flexes to seal to the curves of your rails making wax removal a snap while protecting your board. Another bonus is it does not freeze so if you are surfing in sub zero temperatures you are good to go.

<http://www.flexcomb.com>

<http://www.poe619.com>

So that is it for day two, one more rush on the hoards and the battle will be won.