2016 PRODUCT GUIDE

DST
DESIGNED
SHAPED
TESTED
SCOTT McKERCHER

Smik was born of a designer who shaped the landscape of SUP from it's earliest days. A true legend in the water sports industry well before the birth of SUP, amassing over 25 years of elite experience in the surf all over the world including a world title at the highest, most radical level of windsurfing. As an SUP designer he's credited with developing and innovating the shapes of the worlds biggest brand [starboard].

What would a man with such an outstanding CV have to prove in starting something new?

It's an intriguing question.

When the news of Scotty McKercher's new venture became public, many in the industry sat up, an unexpected and yet exciting move; an independent brand born from such current and relevant knowledge, yet filled with a time proven heritage.

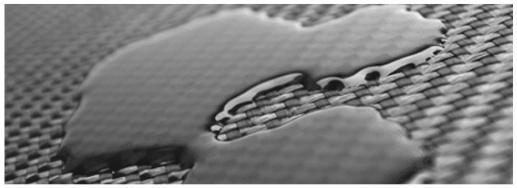
In the modern world many must justify their vision and present their achievements in front of the boardroom table, but Smik follows a different path. Created with the un-paralleled passion of an elite athlete, it's success is measured on the water by the riders. It's a brand with a sole focus in our industry, a new found freedom in design and construction, with more than one eye on the future of SUP.

An unchallenged heritage and a huge legitimacy within the sport, get ready be amazed, it's no surprise that so many took notice when Scott unveiled his vision.

Scott McKercher;
"To call something smik in Australia is a pretty big claim, one which we are prepared to stand up to. Our goal - to produce boards of a superior design and construction to anything else on the market; something that was uniquely Smik (Australian slang for impressive).
Ultimately good boards make surfing easier and more enjoyable, which makes you froth to surf more. Having tested countless boards over the years, these are the special ones upon which you don't want your session to end."

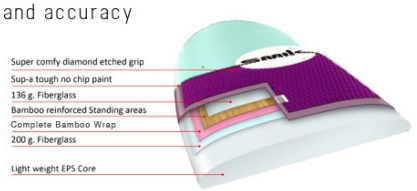
CONSTRUCTION

one of the founding principles of Smik sup production is the ability to produce an exact shape of a master board. You'd think that all production boards are the same, but they are not. Until the advent of Smik IQC compression moulding experience has taught us that the traditional methods of vaccuum bagging have produced alarming variations in rail profiles.
Our production is based around a new state of the art factory that has not only 100% accuracy, but also leads the world in strength to weight ratios, with the highest quality materials and finishing available. "Built up to a standard, not down to a price" - Scotty McKercher.



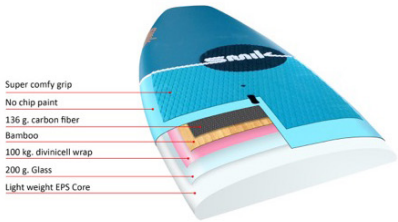
Bamboo Sandwich

Our E-Sea rider boards use a full Bamboo Sandwich construction that gives excellent strength to weight ratios. Nose, tails and rails are all carbon reinforced for extra durability with an addition layer of Bamboo around the standing areas. Resin is pigmented into the cloth off moudt to ensure perfect lamiates. Compression moulding ensures that every board is an exact replica to the master.
With production experience of over 20 years we are redefining the strength / weight / cost and accuracy ratios that will give you a cost effective board that will not hold you back or fail you, or look tatty in the years to come.



Carbon / PVC Sandwich

Our premium IQC Compression Carbon / PVC sandwich is at the cutting edge of modern construction strength to weight ratios. Found in all Longboards & Spitfires this consutruction boasts un-surpassed levels of mould accuracy which is so critical in high performance designs. Aside light wieght and torsional strength they are also heavily reinforced in impact and stress areas, finished with high impact anti chip paint.
No matter wether they are deep in the pit of the biggest bomb of the day or sat on the shore line rocks, they are built up to the highest standard possible.



E-SEA RIDER

The E-Sea rider is your perfect entry level board for the fact it makes everything very easy. From carrying to the water, to your first strokes, to catching your first wave.

It's very STABLE with ample volume and width, so even if the water isn't smooth, your ride will be.

The rocker is the perfect blend of good glide for flat water paddling and catching a wave easilly, but enough for smooth, effortless turning when surfing.

As you get better, the subtle design points of outline, double concave bottom, thruster set up and kicker on the tail pad will become appreciated. They are actually more than competent longboard style surf SUPS which the more advanced rider will enjoy.

Constucted with unique COMPRESSION MOULDING by IQC, they are accurate, DURABLE shapes.
- Bamboo decks,
- PVC reinforced standing areas/finbox/leash plug.
- Extra reinforced impact areas of rails, nose and tail for added durability.
- Anti chip paint, highly resistant to paddle strikes and chipping.

10'9 x 33- (196 L)
Extremely stable longer board for heavier rider or multiple family members

10'3 x 32 - (177 L)
Mid length for better glide, up to 110kg riders

9'7 x 32 - (150 L)
Shorter length for easier handling on land and water. up to 95kg

Construction
Bamboo sandwich with carbon reinforcement. Compression moulded for 100% accurate shape reproduction.

STYLE LORD

The Style Lord is a long board style SUP, designed for a timeless soul arch or a walk up to the nose.

Combined with accentuated outline curve, rocker and double concave between the feet, The Style Lord's aggressive turning will take you by surprise and be a heat winner in the new 10' Longboard class that is gaining prominence in Sup surfing competitions.

Performance surfing taken to new levels in a longer board with classic lines.
It's dimensions also being the perfect all rounder, as a surfing/flat water cruiser.

Low volume rails for sensitivity and reactivity.

Double concave feeding through curve accelerates water.

Performance turning from accentuated outline curve and rocker between the feet

Construction

Carbon/ PVC Sandwich - offers the ultimate in strength to weight ratio as well as IQC Compression moulding to ensure exact rail and rocker
profiling, essential for high
performance riding.

Length-10'
Width- 30"
Volume - 153 L
Thruster 19 + 4.7

Construction

Carbon/ PVC Sandwich - offers the ultimate in strength to weight ratio as well as IQC Compression moulding to ensure exact rail and rocker profiling, essential for high performance riding.

NORTH FREO LONG MAC

Wider than the style lord with it's squared nose giving the rail line of a longer board with added area for stability on the nose.

Shaped with a single concave nose to mid-section v and a double concave through tail rocker providing unparralleled turning capabilities in board of this size.

Length- 10'
Width- 32'
Volume-155L
fins- 19 + 4.7

NORTH FREO SHORT MAC

The Short Mac is not exactly a long board, but it isn't a short board, that said, it certainly turns like one.

Extremely responsive with good line drive, makes it competent in small to well over head high surf.

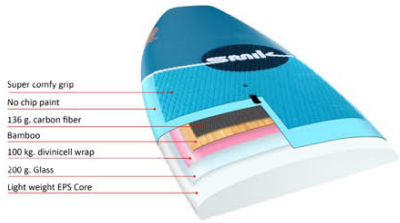
Excellent board for the larger fella. But then also a capable entry level short board for a smaller rider.

Single concave nose with double concave through tail. Square nose providing extra glide in a shorter board.

Length- 8'7 - Width- 29.5' - Volume-126L - fins 14 + 4.5

Construction

Carbon/ PVC Sandwich - offers the ultimate in strength to weight ratio as well as IQC Compression moulding to ensure exact rail and rocker profiling, essential for high performance riding.



SPITFIRE

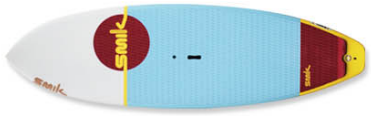
The Spitfire's ground breaking design incorporated the combination of speed, manoeuvrability and firepower. This made it a formidable fighterplane and a much loved British icon with it's beautiful lines.

Smik has adopted the name Spitfire, as these boards boards carry the same attributes. Beautiful lines that create powerful, tight turns that contain and project speed.

Tested in the Beachies and reef breaks of Margaret river as well as North West of WA, they're capable of dealing with any wave of consequence, whilst also ripping in the small stuff.

Arriving in 2016, the spitfire line all carry the same charateristics, from the shortest high performance boards, into the larger user friendly sizes. Rocker, rail and fin configurations adjusted to different lengths and widths to cater to different size riders.

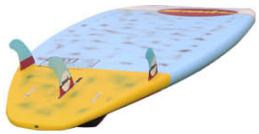
8'2" Full attack mode no compromise shortboard for speed, flow and power.
8'2 x 27.5 x 9.8cm 101lt, 65-85kg



8'3" Slightly fuller nose outline provides added stability without compromising turning ability.
8'3 x 29.5 x 9.6cm 111lt, 75-90kg

8'7" Shortboard perfomance shape, scaled up to larger proportions.
8'7 x 31.5 x 10.4cm 132lt, 85-105kg

9'5" Spitrfire performance for the XL rider wanting a little extra glide.
9'5 x 32 x 10.9cm 155lt, 90-115kg



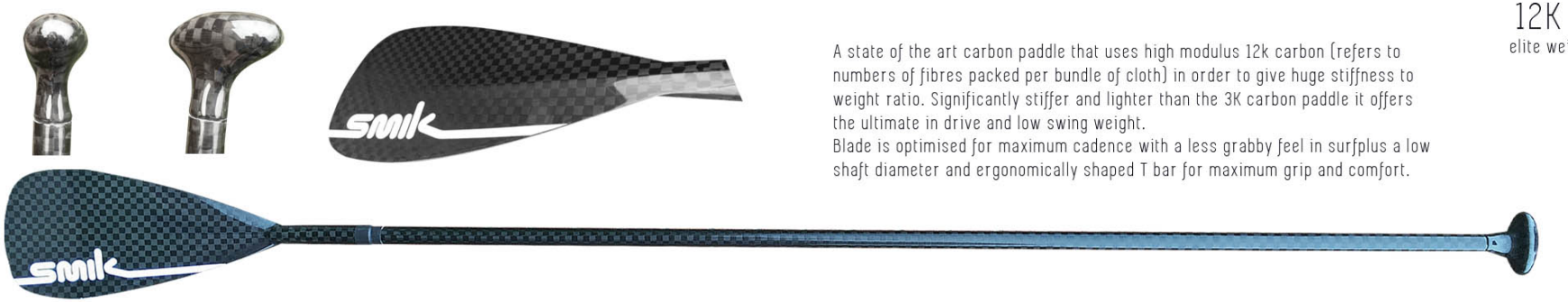
PADDLES

3K FULL CARBON

premium strength and performance

Uses a high modulus carbon fibre construction to achieve an extremely light yet durable paddle that is well suited to allround use and performance applications where swing weight and stiffness are essential.
The Blade is optimised for maximum cadence and gives a less grabby feel in the surf with an optimum shaft diameter for comfort and stiffness, plus an ergonomically shaped T bar for maximum grip and comfort.

Shaft diameter -29mm
Full height - 2190mm
Weight- 590g



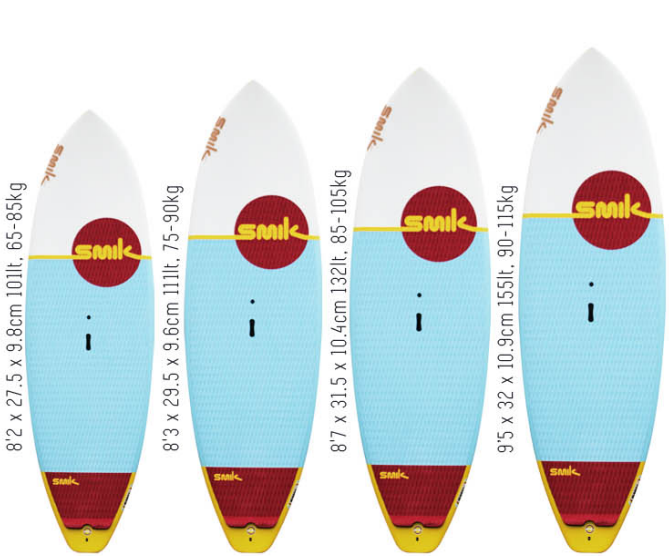
12K FULL CARBON

elite weight & maximum stiffness

A state of the art carbon paddle that uses high modulus 12k carbon (refers to numbers of fibres packed per bundle of cloth) in order to give huge stiffness to weight ratio. Significantly stiffer and lighter than the 3K carbon paddle it offers the ultimate in drive and low swing weight.
Blade is optimised for maximum cadence with a less grabby feel in surfplus a low shaft diameter and ergonomically shaped T bar for maximum grip and comfort.

Shaft diameter -29mm
Full height - 2190mm
Weight- 495g

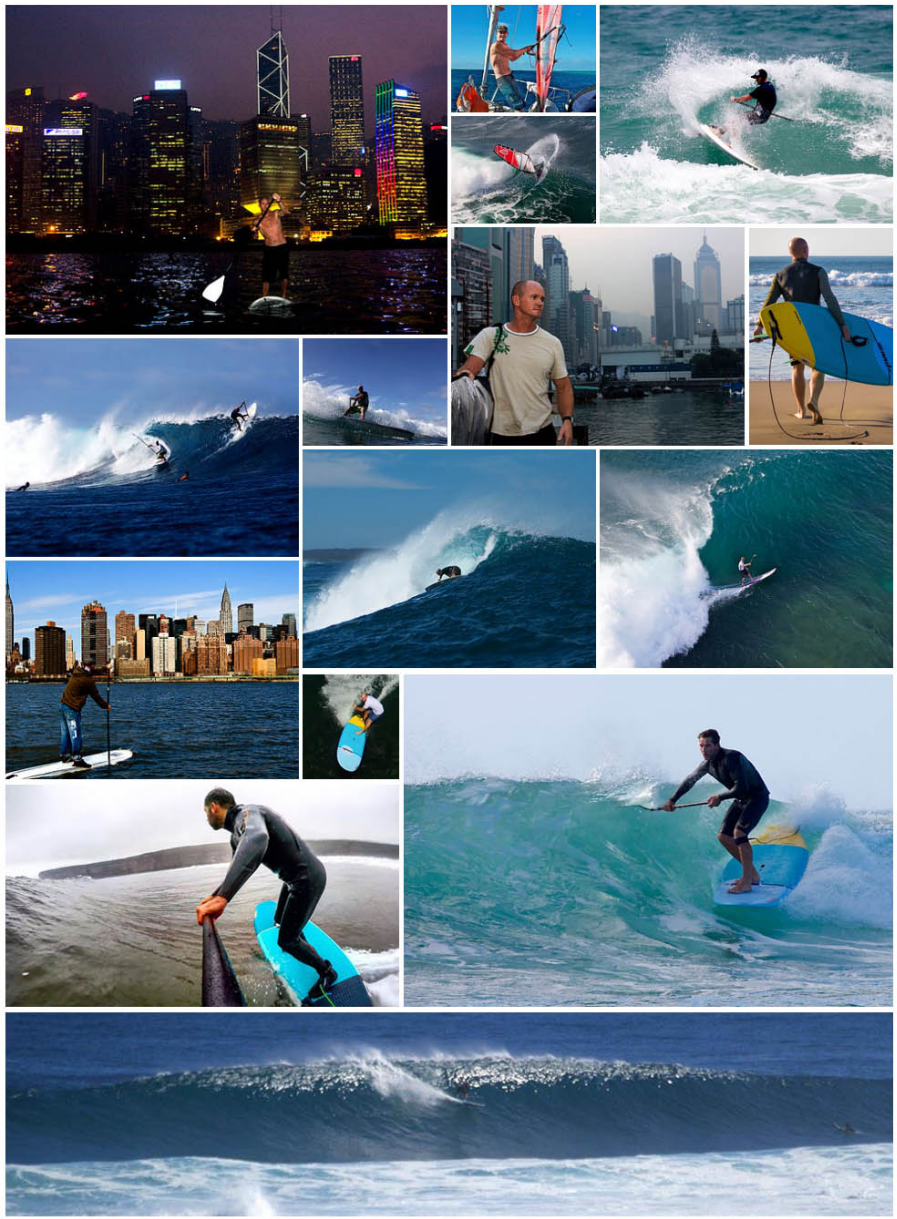
RANGE OVERVIEW



SPITFIRE
hardcore surf

LONGBOARDS
performance flatwater / surf

EASY RIDER
allround flatwater / surf



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