

# *SURFBOARD* **Catalog**



**coldfever**

# BRANDS



The Coldfever™ range of Australian designed surfboards is now being manufactured in China for the global market. For more info go to:

[www.coldfever.com.au](http://www.coldfever.com.au)



The Fgirl™ surfboard brand was specifically developed to meet the performance and design criteria of females, and is now available from all of our international sales offices. For more info go to:

[www.coldfever.com.au/fgirl](http://www.coldfever.com.au/fgirl)

## OEM

Our OEM division specializes in using our technology and products to deliver your brands, with your messages, to your customers. All products in our range can be branded with your company name, logos and product lines.

[www.coldfever.com.au/oem](http://www.coldfever.com.au/oem)



The Mac-T surfboard range was designed especially for the beginners' market. The durable and safe construction of the Mac-T surfboards makes them an ideal board for youngsters learning to surf, and for use in learn-to-surf schools.

[www.coldfever.com.au/mac-t](http://www.coldfever.com.au/mac-t)

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# COMPANY PROFILE

## Coldfever™

Coldfever™ and Coldfever™ International are divisions of Brewbag Limited, an Australian Public Company that invests and operates in the surfing and water sports industries.

### Mission Statement

To lead and dominate the Australian markets for surfing and extreme sports products, by embracing goods that are of superior quality, environmentally friendly, safety conscious, innovative in design, and leading edge in the application of technology, and to translate this success into global markets.

### Divisions

The Group has the following Divisions:

- Sales
- Soft board manufacture
- Foam blanks
- Fiberglass surfboard manufacture
- Research and development
- Marketing
- Merchandising

### Recent Growth

Recently, the Group has had significant expansion and change, including:

- the expansion of the Coldfever™ brand into overseas markets
- development of the Fgirl™ brand, and its successful launch on the Australian market
- the relocation of our fiberglass surfboard manufacturing division from Australia to China, to enable the competitive manufacture of our Australian designed surfboards for the international marketplace
- the establishment of a corporate office in Amsterdam, to service our European operations
- the establishment of an international sales office in Hong Kong for all trade sales
- significant capital expenditure on the improvement of our manufacturing processes
- the rollout of Coldfever™ stores in Australia.

In January 2005, the Group commenced its move into the USA market, and is actively seeking strategic partners that have a valuable understanding of this important North American market.

### Brands

The Group manufactures the following brands:

- Coldfever™
- Fgirl™
- Mac-T®

The Group also manufactures an extensive range of OEM boards for corporate clients, trade clients, retailers, clubs, schools and hire fleet operators.

### International operations

The Group now has the following regional operational headquarters:

AUSTRALASIAN HEADQUARTERS Sydney, Australia (Head Office)

ASIAN HEADQUARTERS Hong Kong (International Sales Office)

EUROPEAN HEADQUARTERS Amsterdam, The Netherlands

NORTH AMERICAN HEADQUARTERS United States of America

### Further information

For more detailed information, please ask for our Company Profile, or visit us at:

#### Product

[www.coldfever.com.au](http://www.coldfever.com.au)

#### Corporate

[www.brewbag.com.au](http://www.brewbag.com.au)

# How To Order



## 2006 Catalog

We commend the products in this catalog, which are of excellent quality and sophisticated design to you. You will notice that in addition to general information on our products, this catalog contains information on:

Our **fiberglass surfboards**:

- Coldfever™ surfboards
- Fgirl™ surfboards
- Our OEM range of surfboards.

Our **soft surfboards**:

- Mac-T surfboards.

## Surfboard shapes

Our fiberglass boards are available in the full shape range set out on pages 6 and 7 of this catalog. These shapes do not apply to the Mac-T soft boards, which are available in four models, to cater for different sizes of surfers.

## Designs

The full range of graphic designs for **2006** is included in this catalog. All designs are available for all board shapes, apart from the Mac-T boards. The design range combines both traditional and classical designs, as well as some funky and original new concepts that have been very well received in our pre-season releases. Design category types

have been grouped together for ease of comparison and selection.

Each design is set out to show you the **top deck** of the board (the image on the left) and **bottom** of the board (the image on the right). Each pair of images has been given a single design number and name for ease of ordering. Top and bottom designs cannot be mixed and must be ordered as a pair. The sizes, colors and proportions of the designs are representative only, and may not precisely match the finished product.

## Ordering and Sales Assistance

Our products are normally available for sale in shipment increments of 40' containers of assorted surfboards. Sales assistance is available from our International Sales Office in Hong Kong, and in some areas, from your local regional distributor.

Customers requiring **samples** may order these from the International Sales Office. Customers are responsible for the cost of samples including handling and shipping charges. Samples are indicative only, and may vary from the production run.

Production lead time is typically 12 weeks, but varies according to our workload. Up to date production information is available on our website at:

[www.coldfever.com.au/shipping.htm](http://www.coldfever.com.au/shipping.htm)

# SHAPES

## LONG BOARD



OEM



front  
view



side  
view

### Sizes:

8'0" x 22" x  $2\frac{7}{8}$ "

8'6" x  $22\frac{1}{2}$ " x  $2\frac{7}{8}$ "

9' 2" x 23" x 3"

9'6" x 23" x 3"

10' x  $23\frac{1}{2}$ " x  $3\frac{1}{4}$ "

**Nose type:** full

**Tail type:** square

**Fin type:** thruster or mal + thrusters

## MINI MAL



OEM



front  
view



side  
view

### Sizes:

7'6" x  $21\frac{1}{2}$ " x  $2\frac{3}{4}$ "

**Nose type:** full

**Tail type:** square

**Fin type:** thruster

## SHORT BOARD



OEM



front  
view



side  
view

### Sizes:

5'10" x 19" x  $2\frac{3}{8}$ "

**Nose type:** pointed

**Tail type:** square

**Fin type:** thruster

# SHAPES

**Sizes:**

5'11" x 21½" x 2⅝"

**Nose type:** hybrid

**Tail type:** swallow

**Fin type:** twin fins



**front  
view**



**side  
view**

**FISH**


**OEM**

**Sizes:**

7'0" x 21" x 2⅞"

7'2" x 21" x 2⅝"

7'4" x 21½" x 2¾"

**Nose type:** fun

**Tail type:** square

**Fin type:** thruster



**front  
view**



**side  
view**

**FUNBOARD**


**OEM**

**Sizes:**

5'6" x 19½" x 2⅝"

5'8" x 20" x 2⅝"

6'2" x 20" x 2½"

6'4" x 21" x 2½"

6'6" x 20½" x 2⅝"

**Nose type:** hybrid

**Tail type:** square or swallow

**Fin type:** thruster



**front  
view**



**side  
view**

**RETRO BOARD**


**OEM**



*cold***fever**

SURFING AUSTRALIA



# CLASSIC



**Design:** CF061001  
**Name:** Ace



**Design:** CF061002  
**Name:** Club



**Design:** CF061003  
**Name:** Spade

# CLASSIC



**Design:** CF061011  
**Name:** Classic Tail



**Design:** CF0610012  
**Name:** Classic Nose



**Design:** CF061013  
**Name:** Classic Rail

# CLASSIC



**Design:** CF061021  
**Name:** Classic Tone



**Design:** CF061022  
**Name:** Classic Stringer



**Design:** CF061023  
**Name:** Top & Tail

## RAIL SPRAY



**Design:** CF062001  
**Name:** Maroon Grad



**Design:** CF062002  
**Name:** Purple Grad



**Design:** CF062003  
**Name:** Green Grad

## RAIL SPRAY



**Design:** CF062011  
**Name:** Pink Slim



**Design:** CF062012  
**Name:** Black Slim



**Design:** CF062013  
**Name:** Blue Slim

## RAIL SPRAY



**Design:** CF062021  
**Name:** Fat Brown



**Design:** CF062022  
**Name:** Fat Khaki



**Design:** CF062023  
**Name:** Fat Orange

## GT STRIPE



**Design:** CF063001  
**Name:** Monaro



**Design:** CF063002  
**Name:** Torana



**Design:** CF063003  
**Name:** Charger



## GT STRIPE



**Design:** CF063011  
**Name:** Boulevard



**Design:** CF063012  
**Name:** Freeway



**Design:** CF063013  
**Name:** Corso



## GT STRIPE



**Design:** CF063021  
**Name:** Moss



**Design:** CF063022  
**Name:** Lauda



**Design:** CF063023  
**Name:** Senna



## CANDY STRIPE



**Design:** CF064001  
**Name:** Licorice



**Design:** CF064002  
**Name:** Bullseye



**Design:** CF064003  
**Name:** Sherbert

## HEAVY STRIPE



**Design:** CF064011  
**Name:** Green Lantern



**Design:** CF064012  
**Name:** Magneto



**Design:** CF064013  
**Name:** Flash

## PIN STRIPE



**Design:** CF064021  
**Name:** Mandarin



**Design:** CF064022  
**Name:** Blueberry



**Design:** CF064023  
**Name:** Melon



# TIMBER



**Design:** CF065001  
**Name:** Retro



**Design:** CF065002  
**Name:** Inlay



**Design:** CF065003  
**Name:** Parquet

# TIMBER



**Design:** CF065011  
**Name:** Beech



**Design:** CF065012  
**Name:** Cherry



**Design:** CF065013  
**Name:** Jarrah

# TIMBER



**Design:** CF065021  
**Name:** Oak



**Design:** CF065022  
**Name:** Herringbone



**Design:** CF065023  
**Name:** Maple

## DEVILISH



**Design:** CF066001  
**Name:** Mephisto



**Design:** CF066002  
**Name:** Lucifer



**Design:** CF066003  
**Name:** Diablo



## FLAME



**Design:** CF066011  
**Name:** Hades



**Design:** CF066012  
**Name:** Valhalla



**Design:** CF066013  
**Name:** Fire



## HOT



**Design:** CF066021  
**Name:** Rocket



**Design:** CF066022  
**Name:** Bones



**Design:** CF066023  
**Name:** Wagon



## INSIGNIA



**Design:** CF067001  
**Name:** Orange Crest



**Design:** CF067002  
**Name:** Emblem



**Design:** CF067003  
**Name:** Green Crest

## SPLASH



**Design:** CF067011  
**Name:** Green Wave



**Design:** CF067012  
**Name:** Blue Wave



**Design:** CF067013  
**Name:** Red Wave

## MAD MAN



**Design:** CF067021  
**Name:** Loony



**Design:** CF067022  
**Name:** Barry



**Design:** CF067023  
**Name:** Berserk



## SPRINT



**Design:** CF068011  
**Name:** Summer



**Design:** CF068012  
**Name:** Winter



**Design:** CF068013  
**Name:** Spring



## TRIPPIN



**Design:** CF068001  
**Name:** Zoom



**Design:** CF068002  
**Name:** Swerve



**Design:** CF068003  
**Name:** Dodge



## TIKI



**Design:** CF068021  
**Name:** Tribe



**Design:** CF068022  
**Name:** Totem



**Design:** CF068023  
**Name:** Reverse Tribe





## BIKINI



**Design:** CF069001  
**Name:** Redhead



**Design:** CF069002  
**Name:** Blonde



**Design:** CF069003  
**Name:** Brunette



**Design:** CF069021  
**Name:** Blue Moon



**Design:** CF069022  
**Name:** Skinny Dip



**Design:** CF069023  
**Name:** Summer Nights



**Design:** CF069011  
**Name:** Ocean



**Design:** CF069012  
**Name:** Pacifica



**Design:** CF069013  
**Name:** Atlantis



## MERMAID



**Design:** CF069011  
**Name:** Ocean



**Design:** CF069012  
**Name:** Pacifica



**Design:** CF069013  
**Name:** Atlantis





***f***girl

## CLASSIC



**Design:** FG061501  
**Name:** Heart



**Design:** FG061502  
**Name:** Queen



**Design:** FG061503  
**Name:** Diamond

## LOOPY



**Design:** FG061511  
**Name:** Green Swirl



**Design:** FG061512  
**Name:** Yellow Swirl



**Design:** FG061513  
**Name:** Pink Swirl

## CITRUS



**Design:** FG061521  
**Name:** Lime



**Design:** FG061522  
**Name:** Lemon



**Design:** FG061523  
**Name:** Orange



## COLA



**Design:** FG062501  
**Name:** Sarsaparilla



**Design:** FG062502  
**Name:** Lemon Fizz



**Design:** FG062503  
**Name:** Blue Pop



## DAISY CHAIN



**Design:** FG062511  
**Name:** Tangerine



**Design:** FG062512  
**Name:** Musk



**Design:** FG062513  
**Name:** Grape



## BUBBLES



**Design:** FG062521  
**Name:** Slip Stream



**Design:** FG062522  
**Name:** Bubble Bath



**Design:** FG062523  
**Name:** Jet Stream



## HARMONY



**Design:** FG063501  
**Name:** Aqua



**Design:** FG063502  
**Name:** Karma



**Design:** FG063503  
**Name:** Gia

## HIBISCUS



**Design:** FG063511  
**Name:** Pink Petal



**Design:** FG063512  
**Name:** Hibiscus Bold



**Design:** FG063513  
**Name:** Teal Petal

## PAISLEY & POLKA



**Design:** FG063521  
**Name:** Yellow Polka



**Design:** FG063522  
**Name:** Pink Paisley



**Design:** FG063523  
**Name:** Red Polka



## RACER



**Design:** FG064501  
**Name:** Blue Streak



**Design:** FG064502  
**Name:** Green Streak



**Design:** FG064503  
**Name:** Pink Streak



## SILK ROAD



**Design:** FG064511  
**Name:** Rose



**Design:** FG064512  
**Name:** Lily



**Design:** FG064513  
**Name:** Lotus



## SUNRISE



**Design:** FG064521  
**Name:** Dawn



**Design:** FG064522  
**Name:** Dusk



**Design:** FG064523  
**Name:** Dream



# WEM

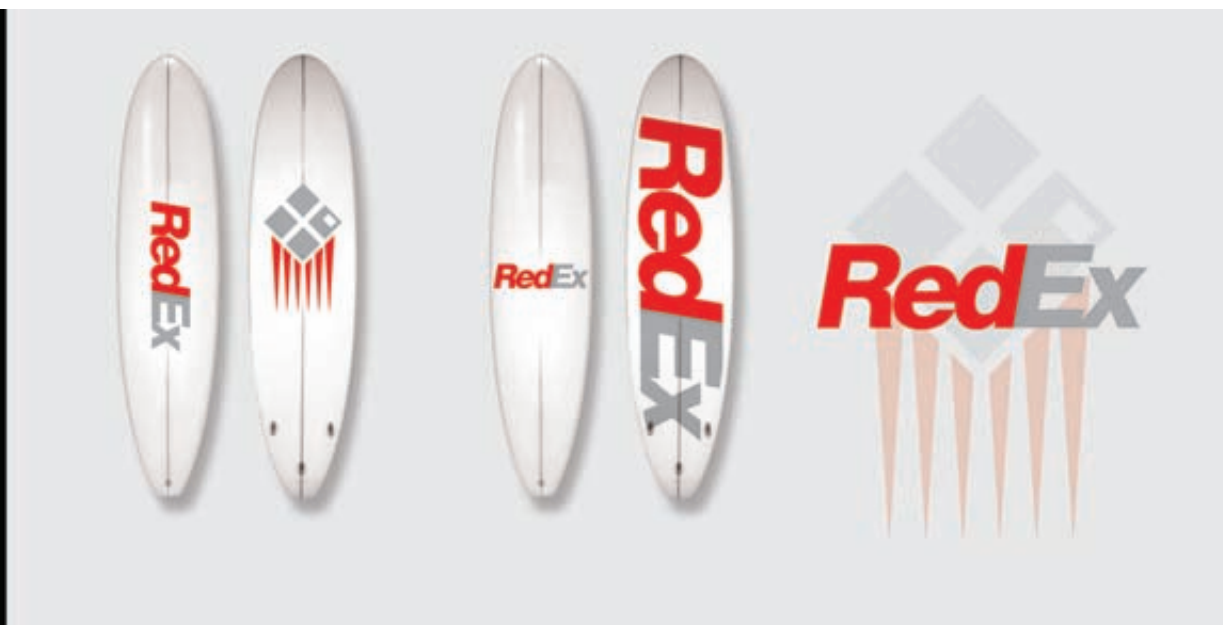


# CORPORATE

OEM CORPORATE



OEM CORPORATE



## OEM Division

Our OEM division specializes in using our technology and products to deliver your brands, with your messages, to your customers. All products in our range can be branded with your company name, logos and product lines.

## Corporate Promotion

Surfboards with your company name create a lasting impression, and associate your company with an exciting, high action sport and a

healthy lifestyle. Unlike many corporate give-aways that are perishable or consumable, you will get years of advertising life from surfboards carrying your corporate identity.

## Co-Branding

If your company excels in a particular area, you are invited to make an application to have your corporate promotional surfboards co-branded with Coldfever™ and your company name. In this way,

your promotional surfboards will have value to the recipients, because the Coldfever™ co-branding defines the quality of the promotional surfboard as being of high grade with good performance. This removes the risk of your good name, not normally associated with surfing, standing alone in unfamiliar territory. It turns your promotional surfboard into a highly desirable product which will be retained for years.



## Get your name out there!

Surfboards carrying the name of your store are an ongoing source of advertising for your business. Surfers always talk to each other about their boards, and if the board carries your shop's name, your happy customer will get that recommendation right every time. That word of mouth referral is worth many advertising dollars, and not only did it come for free, you made a profit on selling the board carrying that advertising.

## Inspire confidence in your customers

Your name on product helps establish your credibility. It says that you are serious about your business, that you are developing your store's brand, that you are financially stable and that you and your brand are around for the long haul. Above all, you can recommend the product with absolute confidence, because it is your product, and you know all that there is to know about it.

## Blow your competitors away

Many of our retailers deal with price competition in their local market by promoting their own local brand label, which makes it more difficult for customers to "shop around" to compare the price. The branding may be your store name, or some other logo and brand that is exclusive to you. We can assist you to develop a local label if you do not already have one. This includes the development of the concept right through to artwork, support advertising material, and the finished product.

OEM RETAIL



OEM RETAIL



OEM

# SCHOOLS

## OEM SCHOOLS



## OEM SCHOOLS



### The new sport

As the popularity of surfing spreads and becomes more mainstream, more and more schools are adding surfing to their sports curriculum. So when it comes to the equipment needed, why not buy product that is of good design, good quality, easily identifiable as yours, and very competitively priced?

### School identity

Placing your school logo on your surfboards has the following benefits:

- Creates recognition for your school when at the beach
- Reduces theft and other loss of the equipment
- Helps identify students as being part of your group when you are at the beach
- Ensures that all students have the same range of equipment

### Surf Schools

We can supply you with customised boards that identify your surf school, and can be built to a tougher specification

than standard if you so require.

These boards will promote your school whilst your students are taking lessons.

Further, as a Surf School operator, you have the first opportunity to sell each new surfer their first surfboard. Why not develop your own label that you can recommend to all students at your surf school? If it is the same surfboard (but different logo) to the surfboards used in your lessons, the students will be comfortable with it, and will easily accept your recommendation to purchase.

## Identify with your members

Your members have joined your Club because the Club represents certain values with which they can identify. Why limit that identification to moments when they are at the Club? Your members will relish the ability to promote your Club at every opportunity.

Promotional surfboards carrying the name of your Club will provide ongoing exposure for the Club in a

happy and healthy environment. Further, they may assist your members to recognize each other when they are in an environment outside of the Club.

## Co-Branding

Clubs may also wish to take advantage of the opportunity to co-brand surfboards with the Coldfever™ brand (refer to Corporate information on page 24.

## Fund Raising

Surfboards can be used as a successful source of fund raising for your Club. In particular, if you are a surf life saving club, you could sell a significant number of boards to your members, who are a captive audience. Other types of clubs should also recognise the benefit of selling a high value product to their members.

### OEM SPORTS CLUBS



### OEM CLUBS



# RENTAL FLEET

## Extra tough

We have a team in our production division that specialize in the manufacture of surfboards that are to be put into Hire Fleets. From the design up, we produce products that are designed to better resist the harsh punishment to which Hire surfboards are exposed. In these products, careful consideration is given to the sizes, the shapes, the performance, the types of fins used, the weight of the surfboards, the thickness and the grade of the

fiberglass cloth and resin, and the general finish. We want you to get an ongoing return from these products.

## Never lose track

We recommend the use of unmistakable markings on your Hire Fleet. We can use your company name, the word "HIRE", or some extremely distinguishing colors on these surfboards. This will help you identify your users out on the beach, and will also reduce loss through theft or abandonment. Indeed, each board can be individually numbered

for total fleet management.

## New customers in an instant!

The use of markings on your boards out there will make other swimmers on the beach into instant customers. They will now be aware that surfboards can be hired nearby, and will either ask someone that has one, or scout about the area looking for your store or kiosk. Also, having the "Hire Fleet" parked outside your store will make people instantly recognise that they can hire boards from you.

### OEM HIRE FLEET



### OEM HIRE FLEET



## OEM TRADE



## OEM TRADE



### Outsourcing

Many significant brands of surfboards are manufactured on an outsourced basis. Increasingly, traditional manufacturers of surfboards, including leading brands of surfboards, have turned to outsourcing their manufacture, in order to achieve cost savings.

### Benefits

Because of the scale of our manufacturing, and the efficiency of

our modern production operations, we can deliver the following benefits to your organization:

- Liberate your capital
- Improve cash flow
- Consistent quality product
- Reliable delivery
- Current technology and materials, which keep your products at the leading edge
- Very competitive production costs - usually lower than yours.

Please contact our sales department for a confidential, obligation free discussion about outsourcing the manufacture of your brand.



# Mac-T

## Designer

The Mac-T surfboard range was developed from Morey Boogie technology for the beginners' market by renowned Byron Bay shaper, Bob McTavish. McTavish designed the board that Nat Young rode to win the 1966 World Championship, and which kick started modern performance surfing.

## Construction

The Mac-T surfboard has soft rails

constructed from high density foam, and a slick plastic bottom making the surfboard very tough and durable, and almost eradicating the risk of shatters or dings. It has a full deck pad, removing the need for any wax. It also has a removable fin system for easy traveling. The design has been refined over several years to ensure that each surfboard is fun and safe, and can withstand the testing conditions in the surf.

## Learn to Surf

The durable and safe construction of the Mac-T surfboards make them an ideal board for youngsters learning to surf, and for use in learn-to-surf schools. Operators will minimise their fleet maintenance costs, as these surfboards can take the punishment. Superior construction prevents the de-lamination problems that exist in other brands of soft boards. The safe construction also reduces the risk of injury to users and fellow surfers.

MAC-T



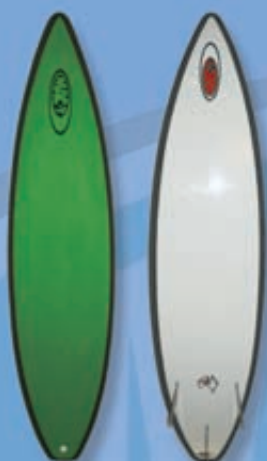
**Design:** MT061701  
**Name:** M Fish Blue



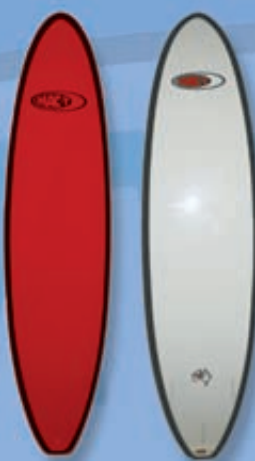
**Design:** MT061702  
**Name:** M Mal Yellow



MAC-T



**Design:** MT061701  
**Name:** M Fish Green



**Design:** MT061702  
**Name:** M Mal Red



Client's Name: \_\_\_\_\_ Tel: \_\_\_\_+( \_\_\_\_ )\_\_\_\_\_

Contact Name: \_\_\_\_\_ Mobile: + ( \_\_\_\_ )\_\_\_\_\_

Address: \_\_\_\_\_ Fax: \_\_\_\_+( \_\_\_\_ )\_\_\_\_\_

\_\_\_\_\_  
Email: \_\_\_\_\_

Country: \_\_\_\_\_



**I/WE HEREBY ORDER the following goods, and agree to pay for the same.  
I/We understand that this order is subject to the standard terms and  
conditions of sale of Coldfever International as at the date of this order.**

	Brand	Range	Design No.	Design Name	Shape	Size	Qty	Price	Extension
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									

This order is specified in \$USD (United States Dollars).

Shipping Details: \_\_\_\_\_

Payment Details: \_\_\_\_\_

Requested Delivery Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

For & on behalf of: \_\_\_\_\_

Print Name: \_\_\_\_\_

Position: \_\_\_\_\_



Sub Total :

Taxes:

Shipping:

On Charges:

TOTAL:

Less Deposit:

BALANCE:

Send this ORDER FORM to Coldfever International

**Fax:** +852 2328 6170 **Email:** [hk.sales@coldfever.com.au](mailto:hk.sales@coldfever.com.au)



## SALES

### ASIA HQ

601 Boss Commercial Centre  
28 Ferry Street  
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### NORTH AMERICA HQ

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**f:** +1 425 867 1240