

# THE HADLOW COLLECTION

By **FLEXIFOIL**

After 7 years of solid competing, 2010 was the dawn of a new direction in my career. I have been involved with the product development at Flexifoil for many years but spent so much time training and competing that I couldn't commit the amount of time to it that I have always wanted to.

So, since my departure from the World Tour in November 2009, I have been concentrating my time on two separate projects; the first is On the Loose, a TV production by the RedBull Media House that is a show on RedBull TV and also online at [www.ontheloose.tv](http://www.ontheloose.tv). It is a series with one of my best mates, Ruben Lenten, which shows our life on the road as pro Kiteboarders.

The second is the HADLOW Collection by Flexifoil. From here on in, a section of Flexifoil will be labelled 'HADLOW by Flexifoil' and we intend to expand this into a collection of amazing products.

I have spent a lot of time and energy this year developing the latest HADLOW kite, giving it the attention and extra time it deserves, in addition there is a new freestyle board and a wakestyle board. The kite and freestyle boards are available in the very near future and the wakestyle board will follow in the early part of 2011.

My vision and future of 'Hadlow by Flexifoil' is to create a range of products that are relevant to the life of a kiteboarder. I have been travelling the world kiteboarding full-time for 8 years and feel I can help to make life better for everyone in our sport. Whether it is the latest high performance kite or the best luggage systems for travelling, I hope to eventually transfer all my experiences to the public in one way or another.

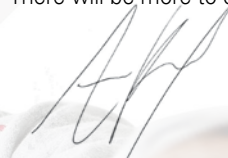
In the coming weeks you will see the third generation of Hadlow kite. This kite is a little more accessible in terms of usability. It is more solid, has better relaunch, slightly more de-power but with zero compromise in performance for wake style tricks. A nice new feature is a de-power system that gives an amazing amount of de- power for people who want a 'C' kite feeling which is also a more forgiving. It is ideal for people wanting to get into the HADLOW kite and also wave riders and snow kites.

The freestyle board is a shape I have been using for years, in memory of my shaper Colin McCulloch who tragically passed away recently, I have taken his shape and design and worked on the rocker line and flex pattern in the construction. This board will accommodate any top level rider through to intermediate level who may be looking for an easy, comfortable ride.

The second board is a personal project for a style I have been getting into more and more recently. It is a wakestyle board, designed for bindings, with the most advanced channelled base, in the kiteboarding industry, the good thing about it is that you can also double it up as a slightly faster cable/wake board.

Hopefully with this package you will get a good idea of my vision, style and products.

There will be more to come, I can assure you.



For HADLOW and Flexifoil International

