

History of a brand: Ride snowboards

In the September of the 1992 Tim Pogue, Roger Madison and Jamie Salter they founded Snowboards it Laughs.

Their principal intent was that to create a society that founded him upon the technical innovation, aiming at a superior quality and the concept to sell a dream. The first line of products Laughs it consisted in sun four tables, but it revealed him an enormous success thanks to a team of professionals of cry and emergent rider and to a careful advertising country.

To always satisfy it increasing application of attire in style snowboarder and skateboarder, in March 1994 it Laughs launched a line of external attire and streetwear with the mark Cappel Clothing. Today this line has become even more a line of external attire technique, known as Snowboards Apparel it Laughs..

In March 1995, it Laughs launched the line of attacks for snowboards Preston. The patented technology of the Laughs has made the attacks Preston one of the brands of attacks more known than the sector. Today this line has been inclusive the family of the marks it Laughs.

In September 1995, it Laughs it you has acquired the more respected firm of production of snowboard of the world, the Thermal Snowboards Inc. of Crown, California. Subsequently known as Ride Manufacturing, the manufacturing firm employed the best available computer technology, techniques of aerospace engineering, instrumentation of quality aeronautical and other techniques to the state-of-the-art one to plan, to make a will and to produce the most advanced snowboards of the market. Today, the Thermal Manufacturing of the Laughs a new establishment he has opened in Asia, doubling so his own space of production and his own arsenal of equipments. The program of snowboard of the Laughs continuous to be projected at the engineers that you have founded and made to grow the Thermal Cap and the technologies 3D.

To always give space to the increasing category of the step-in, in 1997 it Laughs it acquired the Device, then pioneer in the sector step-in. The mark is evolved in the known patented technology as Device Interface System, that was subsequently sold in September 2000.

In more recent times, in October 1999, it Laughs he has been acquired from the K2, legendary society in the sector of the winter sports. It Laughs her continuous to maintain his own mark on the market of the snowboard and he has united his own strengths to those of the K2 to increase his own presence on the world market.

About the Author

Source: <http://snowboardguide.comoj.com>