

Lieuwe[®]

CUSTOM BOARDS



WE DON'T
JUST MAKE
BOARDS....

THE LIEUWE STORY



WE
CRAFT *
STORIES



Lieuwe[®]
CUSTOM BOARDS



11 years ago, I crafted my own kite board by hand because I simply couldn't find 'the one' for me. Never did we expect that selling to a few friends and friends of friends and friends of friends of friends would lead to countless crazy adventures and eventually to becoming the largest custom board builder in the world. This still gives us goosebumps all over, leaving us speechless and proud. But it doesn't change who we are. Like our riders we'll work hard every day to chase perfection. To create the right board for everyone, without compromises to quality and craftsmanship. To explore the unpaved paths. To keep the fun and only stop improving when riders would ever ask us to*.

Lieuwe Florian van Riel

* True story of our Legendary Shotgun.

Lieuwe®

BEFORE WE START

Preview our Custom Briefing form, so you know what questions to expect:
www.lieuweboards.com/custombriefing

Also, read through the next steps before starting. Select the instructions of your chosen package.

In general, if you are submitting a design yourself, please follow our Delivery Instructions on the next page.

DELIVERY INSTRUCTIONS

How to deliver your design:

Photoshop:

- If you have a photo or a photoshop file make your file the size pixels 5315 x 17717px dpi 300 and paste the psd in to illustrator.

Illustrator: *Download the file [here](#).*

- Go to your layers in the render layer and make your design. If your happy with your design group you're design layers and hold alt and drag them to the graphic layer. You can disable the render layer to make sure affrighting is on the graphic layer. Make sure you place your design under the offset out line.
- If you have white in your design make the white elements on a serpent layer. Make one layer white and alt drag the layer above the white layer. Make the second layer the colour # a59c99 now the printer knows to print it in white.
- If you have a photo or a photoshop file make your file the size pixels 5315 x 17717px dpi 300 and paste the psd in to illustrator.
- Save the illustrator file and make sure the psd file is linked to illustrator.
- If you open the layer from the diamond logo you can select the text custom or legend.
- If you open the layer graphic prints the first layer you can add your name and phone number or a other custom text.
- Save the render layer as a jpg so we know how to design must look like save the graphic layer as pdf for the print file and send us your work file in case there is something wrong with the print file.

Tips to work with illustrator:

- Control or command ; to show guide lines.
- Hold shift to scale your element in proportions.
- Control or command shift v to place on the same position.
- Click on the layer and hold alt and drag them to another layer it make a copy and hold the element on the same place.
- Make group click on the circle on in the layer section select your layers and hold shift in to select more layers and press control or command g to group the layers.
- If you want a pattern or something else on the top of the board in the graphic place past your design under the graphic layer select both layers hold shift and press control or command 7 to make a clipping mask form the graphic.
- Now your pattern is in the graphic place.

BOOGIE / MEGA PACK

LET'S GET STARTED

Follow these steps if you selected the Boogie pack. We'll be with you every step of the way.

ILLUSTRATOR FILE

If you are about to start and you- or your artist can work with Illustrator, download the file [here](#) and see the instructions on the previous page.

OWN ARTWORK OR PHOTO

If you have created your own artwork, bravo!
Make sure you create and save it in the highest possible resolution and submit it in illustrator. Ideally 5315x17717px in 300 dpi for full coverage or minimum 50% of that for every other size on the board.

OWN PHOTO

If you like to have a specific photo or vector art as basis for your artwork, select one from stock websites like [istock.com](https://www.istock.com) [gettyimages.com](https://www.gettyimages.com) <https://unsplash.com/> or others [here](#) and include them in your moodboard. At this point it's not needed to buy the files yet. Our artists have their own stock art databases at their disposal. If your files make it to the final cut, they will request you to submit the purchased file later.

LOGO

If you have a company or sponsor logo, please submit it as VECTOR file (EPS, AI, PDF). Since we need a very large version of the logo, vector files allow us to blow them up. Small PNG or JPEG files we cannot use due to their limited resolution. Read more on the theory [here](#).

SUBMIT

Please fill in the Custom Briefing form and submit your files to our form.
www.lieuweboards.com/custombriefing

Please note that Lieuwe is not responsible for clearing rights on submitted files, you are.

KING PACK - KING

LET'S GET STARTED

It's time to create your dream kiteboard! We'll be with you every step of the way.

Step 1:

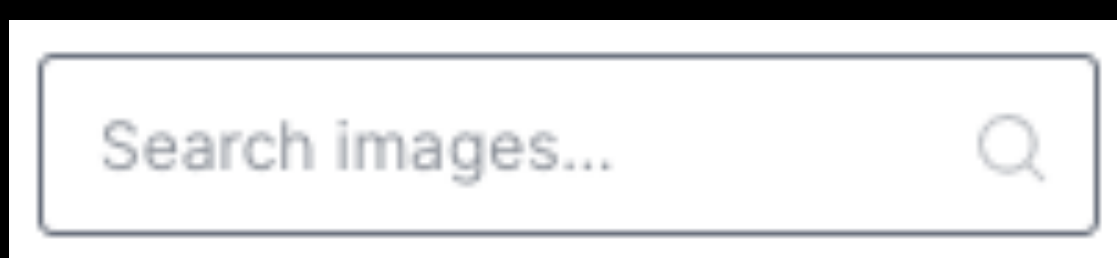
Preview our Custom Briefing form, so you know what questions to expect: www.lieuweboards.com/custombriefing Also, read through the next steps before starting.

Step 2:

Now it's time to visualise your ideas and specific elements. Try to make a single minded concept (one topic), and be really specific by creating a moodboard.

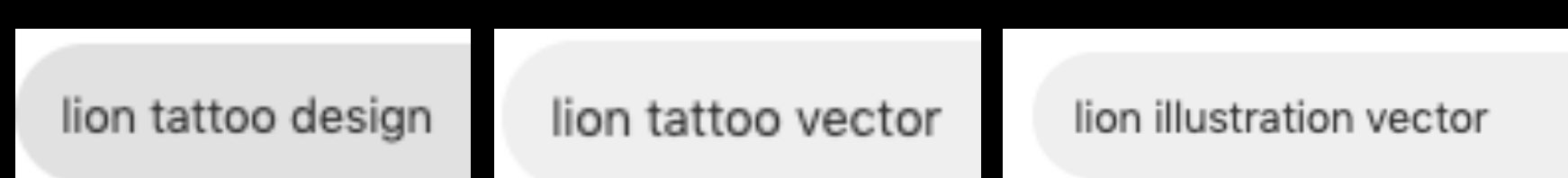
A moodboard is a tool to help you hone your visual ideas at the start. It is a collage of images, material samples, color palettes and sometimes descriptive words and typography that will guide you in your work. It helps you refine your ideas. Perhaps you are starting from a blank slate and you want to find inspiration. Perhaps you already have a strong idea but want to affirm to yourself that it comes together as you imagine and guide yourself through the many creative decisions ahead. In either case, a moodboard will give the clarity you need.

A great tool for creating moodboards is milanote.com. Here you can find images and add them directly using the *search box*.



Another great source of inspiration is pinterest.com. You'll find a lot of inspiration there, not only on the type of your subject, but also in how you wish to have it visualised.

Let's say you are looking for a 'Lion'. Try to add these general terms as they show you how different a lion can look. Our resident artists generally can create Vector illustrations and Photoshop art.



Click on the images to see more of the same style.
Right-click on the images you like, click copy and paste them into Milanote.
Dump as many as you like, don't sort anything yet, just inspiration dump.

KING PACK

LET'S GET STARTED

Also try to look for composition styles you like, add 'composition' or 'tattoo' behind the object you wish to visualise, most of the time there is a tattoo with a nice composition. Adding terms like 'art' will bring yet another dimension of possible styles.

lion tattoo composition

lion art

lion photoshop art

Now if you have saved many images of things you like, now make 2 columns.

- 1) With the object in the pose you wish to see.
- 2) With the style and other details you wish to be part of this drawing.

To save your moodboard, click on 'Export' > 'PDF high quality'. You can upload this to our briefing form later.

Please note that we cannot use any artwork that you do not own. Also, we cannot use the contents of your moodboard as they are not rights-cleared and not in the right print resolution.

If you like to have a specific photo or vector art as basis for your artwork, select one from stock websites like [istock.com](https://www.istock.com) [gettyimages.com](https://www.gettyimages.com) <https://unsplash.com/> or others [here](#) and include them in your moodboard. At this point it's not needed to buy the files yet. Our artists have their own stock art databases at their disposal. If your files make it to the final cut, they will request you to submit the purchased file later.

Step 3:

Now you've created your moodboard, please fill in the Custom Briefing form and submit the moodboard and potential stock photography to our form.

www.lieuweboards.com/custombriefing

Please note that Lieuwe is not responsible for clearing rights on submitted files, you are.



Lieuwe®
HANDCRAFTED CUSTOM BOWING

'SUBLIME WORKMANSHIP AND FINISH'

- THE KITE MAG

Lieuwe



SHOT -GUN

A STORY THAT BECAME A LEGEND

The Shotgun is our first love and our best selling board worldwide. It's a fast, light freeride and big air machine that eats chop for breakfast. After years of updates the riders asked our craftsmen to stop improving it. 'You can't improve on perfection' they said. Guess only legends can get away with this.

WE
CRAFT
STORIES

When we hit the water,
we are touched by the gods.
It is where we burn our inner demons,
it's where we light up our fire.

Lieuwe
CUSTOM BOARDS



LIEUWE STORIES \ TOXIC LAKES



LAKE NATRON

ADVENTURE IS CALLING

*Roderick Pijls, conquering poisonous Lake Natron,
Tanzania on his custom Oceana.*



Sometimes in life you just have to do some crazy stuff. But to some, crazy can always be crazier. Lieuwe rider Roderick Pijls and photographer Rein Rijke headed out to Lake Natron, Tanzania, to shoot in a stunning, never-seen-before scenery. But before you book your tickets, maybe good to mention that this lake is poisonous. Read more on roderickpijls.com or follow his next adventures on insta: [@roderickpijls](https://www.instagram.com/roderickpijls).



Stunning photography by Rein Rijke.



MASTER CRAFTED

*EACH LIEUWE BOARD IS THE RESULT OF
OUR PURSUIT FOR PERFECTION IN
CRAFT AND PERFORMANCE SINCE 2010*



*PIRATES
WILL BE
PIRATES*

Full custom Oceana 141x41 by Hans

A collage of various materials and tools on a wood chip surface. The background is a dense layer of wood chips. In the upper left, there's a piece of material with a blue and white striped pattern. Below it, a roll of orange tape. To the right, a pair of safety glasses with a black strap and a silver frame. Further right, a silver metal component with the letters 'WGS' on it. In the bottom right, there are several small, round, silver-colored fasteners or rivets, and a piece of metal with a grid of holes. The text 'IT'S ALL IN THE DETAILS' is written in a white, italicized, sans-serif font across the center of the image.

IT'S ALL IN THE DETAILS

OCEANA

141*41
HANDCRAFTED IN HOLLAND BY
The Lieve Family

Custom Oceana 141*41 with optional Aramid fibre.

Lieuwe®



*GOD OF
STORMS*

Full custom Shotgun 136x40,5, artwork by Lieuwe artist Dennis

LIEUWE STORIES

HOW I'M MADE

"GET YOUR HANDS OFF ME"



Okay let me tell you how I'm made...



Originating from the best Paulownia wood type, I'm precisely milled in perfect shape by Lieuwe's hand built machines.



Indestructible with my new break proof bumper.



Yeah tighten those inserts!

Do we really have to do this?....



Only true King's get this mantle....



*Zero bubble tolerance!
Everything for the slim fit!*



Wait what? You are going to put me in where?!

Lieuwe®



Don't leave me hanging....



*OUCH, HOT, stop pressing!
D: "Thank me later"*

Feeling fresh again, how do I look Dirk?



Bye bye baby fat! Finally in perfect shape...

Lieuwe®

SANDING IT...





AND DONE

SHOT
GUN
138*41
MANUFACTURED IN HOLLAND
The Lieuwes Family

Lieuwe®



PERFECTION

... IS A CRAFT ONLY HANDS CAN MASTER

Lieuwe®

CAPE TOWN
WHERE LEGENDS ARE MADE



