



Our Process

Every board we make starts with an idea. I know. Everything STARTs with an idea, but this is different. This isn't thinking, I wanna go faster, I'm going to make a faster board. This is something I think more imaginative, more personal. This is sitting on a grassy hillside with someone you love, staring at the clouds and saying that one looks like a cow, and your partner says, hmmm, no, a cow being sucked up by a UFO maybe, but not just a cow. Then you go home at night. You're scrubbing the crap out of a dish that sat in the oven perhaps 5 minutes too long. Your kids are yelling at you. There are crushed cheerios that have become part of the berber. You're thinking to yourself maybe that cloud was an alien ship sucking up a cow. Man, that would make a cool looking board. Get "The 30/30 Stories" on the horn. Let's transform this idea into something we didn't even imagine possible.

We use multiple artists. All are independent and all work is fully commissioned NO SPEC work. This is an important value of ours. We believe that the art is just as important as the board itself and without the artist there would be no art. Tale care of artists. Luke MacBain of "The 30/30 stories" was our first and his work is as fantastic as his character is. He has been instrumental in helping us through the design process and this is our process.

We have 4 overseas manufacturers that produce our boards, our floating murals as we have been known to call them. Each have their own unique qualities and depending on the type of board we are building depends on where we have it made. To choose our facility we first come up with our board specifications. This has involved trying many different boards ourselves but more than that we have spent countless hours travelling across western Canada to speak with anyone we could find in the board shops of every city and town to find out what was working and what wasn't. We try to incorporate as much advice on accessories, components, and materials to build boards that people want, and that people are fascinated by.

So now we have our spec sheet. Now it's time for the shapes. We use a shaping software called Shape3dX. It is a 3d rendering software to design board shapes. We work with manufacturers to perfect the shape as many manufactures have in house shapers as well and assist with efficient board shape. Once the shape is complete it is sent to manufacturing to start the build. The shape file is loaded into a CNC machine specially designed to carve EPS foam blanks. A blank is basically a large piece of EPS foam. The reason this foam is used is because it is lightweight, and it doesn't hold water which is important. If you smash your composite board into rocks and it gets punctured, you want to be able to float it home. EPS foam won't tank on water so you can paddle home for repairs. Two piece of foam are used and they are laminated together with a thin wooden beam called a stringer in the middle to increase rigidity along the length.

2019

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After the blank is complete it is time for fiber glass and epoxy. In the case of our boards there is other materials as well. Our small rider board use carbon fiber in the rails for extra strength and less weight. All our composites also integrate and layer of bamboo veneer which also lends a high amount of rigidity at a light weight. The final layer of fiberglass on these boards is a special fiber glass that can be printed on, the same as a high definition image on paper. During this "glassing" process the accessories, like handles, tie downs, and fin boxes are integrated.

For Inflatable stand up paddleboards (Isup) the shaping process is similar although the shapes a little more limited. Once we are satisfied with the shape the base layer is built. The core of an ISup is called Double walled fabric (DWF) or dropstitch fabric. It consists of 2 layers on thin PVC held together with thousands of stands of nylon "space yarn". This is what causes the dimples on the boards but more importantly this is what hold the boards shape and creates strength under pressure when inflated. This layer actually will not hold air, so it is wrapped in an initial layer of 0.5mm military grade PVC with is heat laminated to the DWF layer. A second layer of 0.7mm PVC fabric is added followed by multiple layers of PVC to the sides for rails. More layers are used on the sides for rail strength. The graphics are printed directly onto the final PVC layer using the latest UV printing technology whereby the ink is instantly cured by flashing the fresh ink with a high intensity UV light.

We will have only a few boards made of each design prior to going into full production. This allows us to check for quality, try the boards ourselves to ensure they perform how we expect. If we are happy, we will order in higher numbers and start putting the board to market. This process from conception to design is a ton of work and takes about 8 months from start to finish not including the testing but the time we spend perfecting our concepts is what produces such eye-catching boards that turn heads and cruise through water. We love making the boards almost as much as we love riding them and we hope that we can take this passion of ours and spread the excitement to the world. We live 5 blocks from the beach and we are often the only ones taking advantage. We hope to change that. We hope that with boards that create a sense of individualism people will be inspired to get on the water and through that inspiration bring about more awareness to the importance of our oceans and further, our environment.