



IndoBoard's big success

IndoBoard pivots off BrandNew Award to enjoy international multi-sports success.

by Bob Yehling

When Hunter Joslin first invented the IndoBoard, he saw it as a way to practice surfing moves and stay in good condition during the notoriously long periods of flat surf he experienced in Florida.

Conditioning and Balance Training

Today, five years later, Joslin is watching the IndoBoard prosper as the centerpiece for a hybrid form of conditioning known as core or balance training. The object of core training is to strengthen the thighs, buttocks and abdomen – the middle of the body – while creating greater balance, coordination and agility.

That's the genius of the IndoBoard, which won an ispo BrandNew Award in winter 04. From its surfing roots, the IndoBoard has found its way into the training programs of wakeboarders, snowboarders, Olympic swimming gold medalists, Formula 1 race car drivers, fitness center owners, Boston Marathon runners, triathletes, performance dancers and more. People use it in their offices and homes. They ride while watching TV or talking on the phone.

During ispo winter 04, when Joslin exhibited at the BrandNew Village, IndoBoard was one of the most popular,



most televised and most photographed products at the show, with the demonstrations by Joslin always drawing large crowds.

Successful ispo for IndoBoard

"The BrandNew experience was incredible... the design, booth layout, media interest, and most of all the help provided by the BrandNew staff was over the top," he said. "BrandNew helped me launch into the European market far better than I could have hoped to accomplish as a first time exhibitor."

The numbers bear out Joslin's comment. Since ispo winter 04, IndoBoard's annual growth in Europe has jumped from 20% to 30%, compared to an annual 15-20% growth rate in America and 25% in Japan. IndoBoard's European distributorship followed up the sales leads and



opened new accounts, while the board's television and print media exposure gave retailers a familiarity with the product.

In 2005, Joslin returned to the ispo winter show. Once again, the booth was packed for four days. He considers it one of the best trade show investments he's ever made. "We were stoked to return for ispo winter 05," he said. "The fact we were a former BrandNew winner added necessary fuel to the fire!"

Since IndoBoard caters to athletes in most sports, ispo's community structure was ideal for Joslin. Rather than selling to a specific board sports retail crowd, he suddenly received visits from outdoor, running and ski retailers, fitness center owners and Europe's lucrative multi-specialty stores. As a BrandNew winner, his product became a magnet for retailers looking for new products.

www.indoboard.com