

Student Essay on Burton Snowboards History

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Essay

Jake carpenter was one of the first people to take the snurfer and revolutionize it into a snowboard. Although Jake is often considered the sole creator of the snowboard, this is not true. He did contribute a lot though to make this humble sport into its super star status of which it is today.

Jake is also responsible for starting one of today's leading snowboard companies known as Burton snowboards and apparel. Over the years Burton has transformed into 5 different companies. Burton snowboards, Gravis footwear, Anon goggles, Analog outerwear and R.E.D protection devises. Each one of these companies covers all of the products you will need to snowboard. Burton snowboards make snowboards, boots and bindings and other apparel. Gravis footwear makes comfortable shoes for walking in town or putting on when you're done snowboarding. Anon makes top of the line goggles that are affordable. Analog makes outerwear and other clothing accessories. R.E.D. makes everything you need to protect yourself when snowboarding including helmets and protective pads.