



JONES

SEASON 2021/2022







## SOMETIMES IT ALL LINES UP.

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**You're at the perfect spot on the planet at the perfect moment in time. You pick the perfect line and you place every turn in the perfect location with effortless precision, power and grace.**

To achieve this perfection in the mountains requires years of commitment to the craft. It also requires being perfectly in sync with your equipment. Your board, bindings, boots, backpack and apparel must all be in harmony with your movements, acting as one like a natural extension of your body.

For over ten years we have developed snowboards with the goal of helping riders achieve such perfect experiences in the mountains. We make snowboards for every condition and every riding style because there are no rules to perfection. Perfection is a feeling that evolves with the snow conditions, the terrain and your skills.

When we started making bindings our mission was the same as our snowboards - make bindings that helped riders make the perfect turn. Season after season we have pushed our binding development towards this goal and our 21/22 binding collection is the closest to perfection we've come yet.

But if you are freezing cold, dripping with sweat, or soaked to the bone, having the perfect board and bindings is irrelevant. This is what led us to take the biggest leap we have taken since the foundation of the company. After three years of relentless R&D, we are proud to introduce the debut of Jones Outerwear.

Our goal with Jones Outerwear is to do things differently, and develop new winter apparel concepts that blend comfort, performance and sustainability in a fresh look and functional fit. With a laser focus on essentials and a clear intention for each piece, we designed three unique, movement focused kits that will keep you cool, dry and comfortable through a wide variety of conditions and objectives.

The Jones Outerwear development process mirrored how we make our boards - work with the best people, years of test/tweak/repeat, countless prototypes, and learn from the leaders of the industry while keeping an open mind that there is always a better way to do things.

We are not in business to put our logo on more products. We are here to bring new equipment and apparel concepts to the world that balance unmatched performance and durability with industry leading sustainable manufacturing and material standards. We're also here to help fight for clean air, clean water and a healthy planet by leveraging our success to support and promote environmental causes.

From what's under your feet to what's on your back, every product in the Jones 21/22 collection is purpose built to be perfect for its intended use. So when you zip up, strap in, and drop in, you can forget about your gear and focus all your attention on having the perfect day in the mountains.



# ETHICS

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## Our mission

Design innovative mountain gear that sets new performance standards and be a leader in manufacturing sustainability, environmental outreach, and backcountry education.

If only snowboard gear grew on trees, born from simply seed, soil, water, and sunshine, with a rogue root pushing up the sidewalk as their only impact. Manufacturing snowboards, outerwear, or any of the gear we make, demands resources with a more complex footprint than a fruit tree, but that doesn't stop us from holistically tending to our production like an orchard.

We start with unique ECO-performance designs, the seeds of our products, that utilize innovative sustainable materials whenever possible. Our partner factories are our rich soil, cutting edge facilities where our designs come to life while providing steady employment and social stability to the workforce. The water and energy we use is never taken for granted and we strive to minimize our carbon footprint by analyzing the environmental impact at every stage of our products' life cycle and investing in renewable energy.

We are very proud of the fruits of our labor. We make performance standard setting products that unlock limitless potential for human creativity and well being. We also give back to the global community through jobs and donations to environmental non-profits. No doubt there will be challenges as we work to make our garden ever greener, but we're excited to share our successes and failures publicly. We've got nothing to hide in our orchard. Every business decision we make is firmly rooted in our desire to grow the sweetest, most sustainably produced snowboards, outerwear and backcountry gear we can.



# Environment non-profit partners

Our quest to improve the sustainability of our products is only one facet of our environmental efforts. We strive to take real action against climate change through our partnerships with the non-profit organizations 1% For The Planet, Protect Our Winters (POW), and Community Carbon Trees (CCT), plus public fundraising campaigns that help support them.



## 1% For The Planet

1% For The Planet is a growing association of businesses that have pledged to give 1% of their sales directly to sustainability-oriented non-profits. The mission of 1% For The Planet is to leverage this alliance of financially committed businesses to support a healthy planet.

*"We understand that supporting environmental efforts is important to our customers," said Jeremy Jones. "As a member of 1% For The Planet our customers are assured that their support goes beyond just our profits. We are proudly accountable for giving back to the earth."*

1% For The Planet member companies support thousands of non-profit organizations helping to save land, protect forests, rivers and oceans, make agricultural and energy production more sustainable, get toxins out of the environment, plastics out of the oceans and more. 1% for the Planet carefully vets each nonprofit for track record, credibility and impact and annually verifies that members are making their contributions. More than \$100 million dollars has been invested by 1% for the Planet members in the last ten years.

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### More information on:

[www.onepercentfortheplanet.org](http://www.onepercentfortheplanet.org)



## Protect Our Winters

Protect Our Winters is a climate change organization founded by Jeremy Jones in 2007. The mission of POW is to engage and mobilize the winter sports community to lead the fight against climate change. POW is the environmental center point of this global community and unites brands, athletes and communities towards a common goal of reducing climate change's effects on our sports and local economies. The collective power of the winter sports community is massive and POW helps organize the effort to step up and take responsibility to save a season that fuels our passions and provides jobs and economic vitality to mountain regions.

Jones' 1% For The Planet donation to POW is used to support their efforts to push climate change legislation in Washington D.C., fight coal exports in the Pacific Northwest, and promote climate change awareness campaigns such as the **Outdoor State**, a new campaign that connects like-minded outdoor enthusiasts and gives them the tools to let their voices be heard as climate change activists.

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### More information on:

[www.protectourwinters.org](http://www.protectourwinters.org)



## Community Carbon Trees (CCT)

**Community Carbon Trees (CCT)** fights against climate change by reforesting clear cut swaths of Costa Rican rainforest with a wide diversity of native tropical trees. The reforestation and protection of trees is truly an important step toward the mitigation of climate change as forests pull carbon dioxide from the atmosphere and recycle it into oxygen. The benefits of reforestation in Costa Rica are greater than most other places on Earth because tropical trees are able to grow 365 days-a-year thanks to Costa Rica's unique location within 10 degrees of the Equator.

With our total donations to CCT, Jones Snowboards has supported the planting of 9000 trees on a previously deforested cattle ranch surrounding a stunning waterfall. The trees are now 3-5 years old and the forest is already flourishing with secondary growth and wildlife.

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### More information on:

[www.communitycarbontrees.org](http://www.communitycarbontrees.org)



*introducing*  
**OUTERWEAR**







# Welcome to Jones Outerwear

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**Environmentally minded and movement focused technical gear built to embrace all of Mother Nature's moods.**

Jeremy Jones' ultimate all-weather outerwear line that balances unmatched performance and durability with industry leading sustainable manufacturing and material standards. From expeditions, to all-day lift lapping and backyard thrashing, the Shralpanist, Mountain Surf and Uphill collections got you covered no matter where you roam or how you ride. Jones apparel is the future of environmentally minded, movement focused technical gear built for pushing your limits and erasing boundaries.





[illegible]



# OUTERWEAR ETHOS

## We believe there is a better way.

A better way to manufacture apparel so it does less harm, and lasts longer. A better way to protect yourself from nature's wrath without sacrificing comfort, mobility and breathability. And a better way to get more versatility out of fewer pieces, to design clothing that adapts to nature's moods.

When we set out to start making apparel this is what drove us. To do things differently, and bring new winter apparel concepts to the world that blend comfort, performance and sustainability in a fresh look and fit. Every piece in the collection is purposefully designed to be extremely functional to help you unlock your wildest dreams in the mountains.

**Every piece in the collection is also built with the most sustainable materials possible. All of our materials are Oeko-tex and/or Bluesign certified, and a vast majority are recycled.** We use only 100% organic cotton, 100% recycled down and 100% non-mulesed merino wool. We also use PFC-Free DWR treatments on all our fabrics, except for GORE-TEX PRO. DWR is a necessary evil of waterproofing and GORE-TEX PRO does not yet offer a PFC-Free DWR option. When they do, we will use it.

The social impact of our products is equally important to us as the environmental impact. **Our production facilities are all BSCI or WRAP certified, which guarantees that the people who make our apparel receive fair salaries and that they can work in a safe and clean working environment.** As a member of 1% For The Planet, every tee, jacket or pant we sell also gives back and helps protect clean air, clean water and a healthy planet.

This is not about putting our logo on more products. From upcycled down to body mapped GORE-TEX PRO, this is about making cutting edge apparel that performs just like we move through the mountains - with complex simplicity. One foot in front of the other, but no wasted steps, and no wasted energy. This is apparel we believe in every step of the way.



WRAP  
Certified



bluesign®  
Fabrics



Recycled Polyester  
& Nylon Fabrics



Polyana®  
Fiber



OEKO-Tex®  
Standard 100



RWS  
Certified

ORENU:  
**750**  
FILL POWER  
Ultra High Performance  
100% Recycled Down



GRS  
Certified



BSCI  
Certified



Primaloft BIO  
Insulation



Solution  
Dyed Backer



PVC Free  
Fabrics



PFC Free  
DWR



GOTS  
Certified



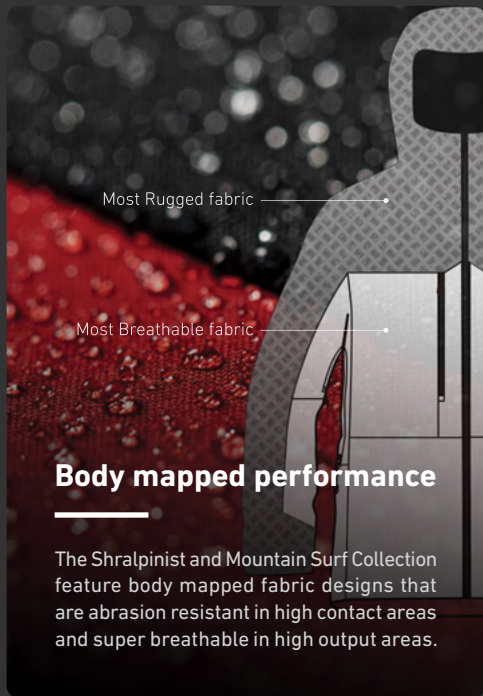
100% Mulesing  
Free Wool

**ALLIED  
FEATHER  
DOWN**  
+  
Recycled  
Down

PROUD MEMBER OF

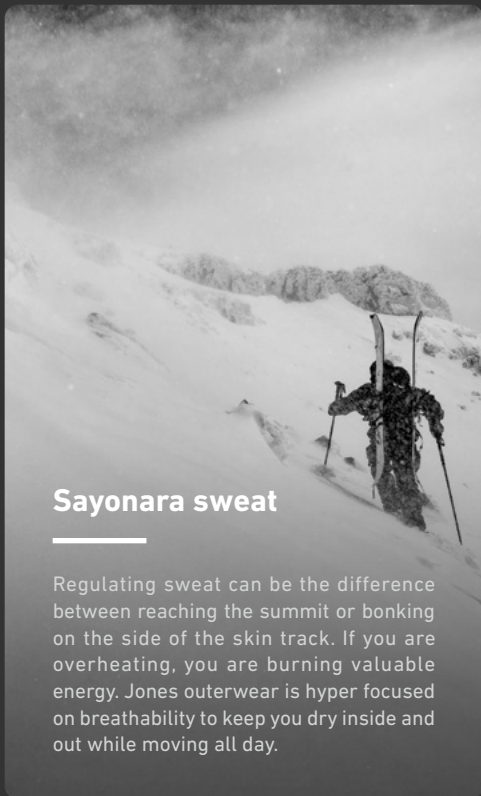






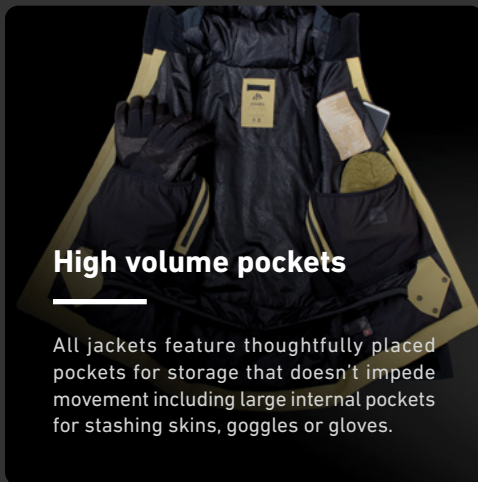
## Body mapped performance

The Shralpinist and Mountain Surf Collection feature body mapped fabric designs that are abrasion resistant in high contact areas and super breathable in high output areas.



## Sayonara sweat

Regulating sweat can be the difference between reaching the summit or bonking on the side of the skin track. If you are overheating, you are burning valuable energy. Jones outerwear is hyper focused on breathability to keep you dry inside and out while moving all day.



## High volume pockets

All jackets feature thoughtfully placed pockets for storage that doesn't impede movement including large internal pockets for stashing skins, goggles or gloves.



## The Re-Up revolution

The first puffy in the world made with 100% recycled fabrics and 100% upcycled 750-fill down.



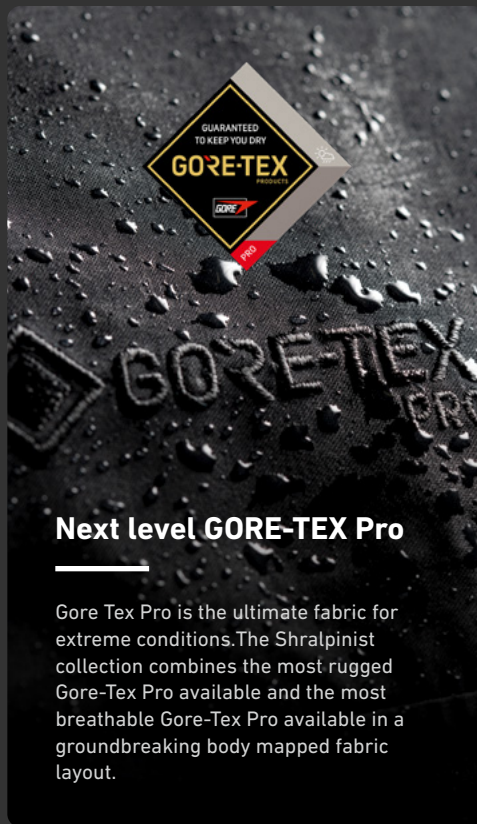
## Safety features

Avalanche safety is a top priority at Jones. The 5 Red Flags and an Avy Rescue Checklist are printed in our jackets and every piece is equipped with Recco.



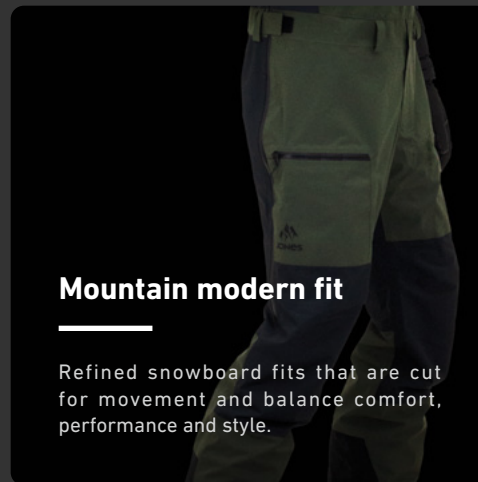
## Dynamic Recycled fabric

Jones exclusive 100% recycled, four-way stretch soft touch fabric developed with Teijin that offers unheard of 20K waterproof / 40K breathability ratings. The perfect fabric for splitboarding!



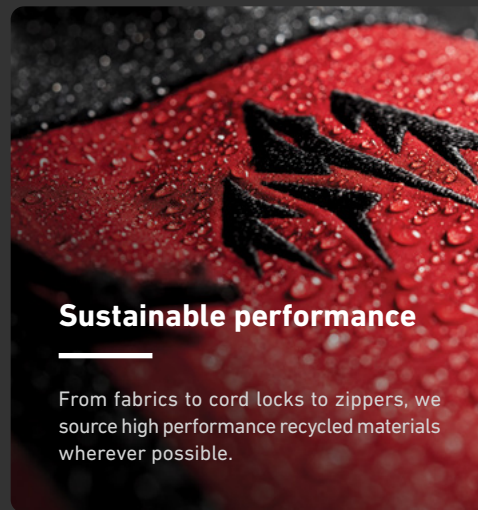
## Next level GORE-TEX Pro

Gore Tex Pro is the ultimate fabric for extreme conditions. The Shralpinist collection combines the most rugged Gore-Tex Pro available and the most breathable Gore-Tex Pro available in a groundbreaking body mapped fabric layout.



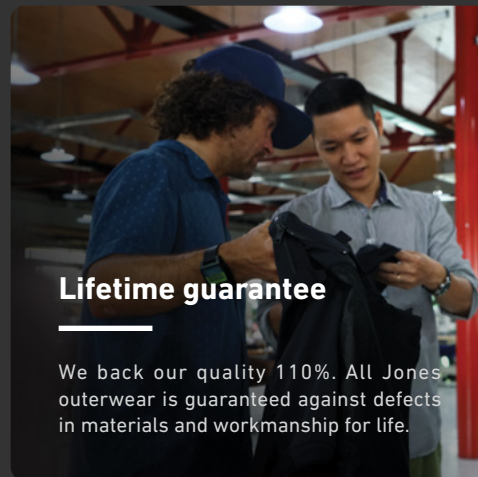
## Mountain modern fit

Refined snowboard fits that are cut for movement and balance comfort, performance and style.



## Sustainable performance

From fabrics to cord locks to zippers, we source high performance recycled materials wherever possible.



## Lifetime guarantee

We back our quality 110%. All Jones outerwear is guaranteed against defects in materials and workmanship for life.



# SHRALPINIST

*collection*

Shredder + alpinist = shralpinist

## EQUIPMENT FOR THE UNKNOWN

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**We believe in the impossible.**

With courage, hard work and the right gear, there are no boundaries. Whether your dream line is in the Himalaya, Alaska, or your home range, the Shralpinist collection is built for climbing high, riding hard and pushing your limits in extreme conditions.



Jeremy Jones Andrew Miller



# UPHILL

COLLECTION

## HIGH PERFORMANCE FOR HIGH ENERGY ADVENTURES

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**We want to explore deep into the mountains.**

Jeremy Jones built the Uphill collection for foot powered backcountry adventures that demand long days, covering huge amounts of terrain, through ever changing weather. Featuring cutting edge, stretch breathable fabrics, the Uphill collection is designed to keep you cool and comfortable when you're moving, and warm and dry when you stop, so you can focus all your energy on chasing summits and sending lines.





# MOUNTAIN SURF

C O L L E C T I O N

## ALL CONDITIONS, EVERY DAY COMFORT

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**We want to shred every day.**

Balancing warmth, comfort, breathability and durability, the Mountain Surf collection is built to handle any day of the winter and any approach to the mountains. The collection features unique, body mapped fabric designs that provide protection where you get wet and breathability where you flex and sweat. Chairlift and skintrack proven, the Mountain Surf collection is so versatile and so comfortable you won't want to take it off.



# LAYERING

## ESSENTIAL LAYERS FOR ALL-CONDITIONS

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**We chase mountain  
adventures in every season.**

Whether beaming sun, frigid cold or howling wind, your comfort and performance in the mountains is defined by your layers. We've designed the perfect base layers that work in harmony with our outerwear to offer the ultimate technical layering system for dynamic mountain adventures in any season.





# SUSTAINABLE APPAREL

## Organic apparel

### 100% Organic Cotton

Our factory partner is a veteran organic textile manufacturer and is certified to produce garments that meet the Global Organic Textile Standard (GOTS). Jones tees and hoodies are made with 100% Organic Cotton that has been grown with no chemical pesticides.

All apparel is now available in XS to XL sizes.



The Business Social Compliance Initiative (BSCI) is a leading supply chain management system that supports companies to drive social compliance and improvements within the factories and farms in their global supply chains.



Oeko-Tex textiles and fabrics are certified free of harmful chemicals and are safe for human use.



100% Organic Cotton



# BACKPACKS

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## Modern designs, made for movement.

When you are one with your pack in fit and function it is a game changer. You move faster and conserve energy to ride stronger when your food and water are close at hand and your gear is locked down tight. We live and breathe backcountry snowboarding so we design our packs to be perfect for what we do. Jones packs are built to feel like a natural extension of your body as you move through the mountains. The DSCNT packs and the Minimalist were designed for riding dynamic technical terrain. They include all the features you need for efficient backcountry travel contained in a modern shape that disperses weight evenly over your entire torso to keep your center of gravity tight.