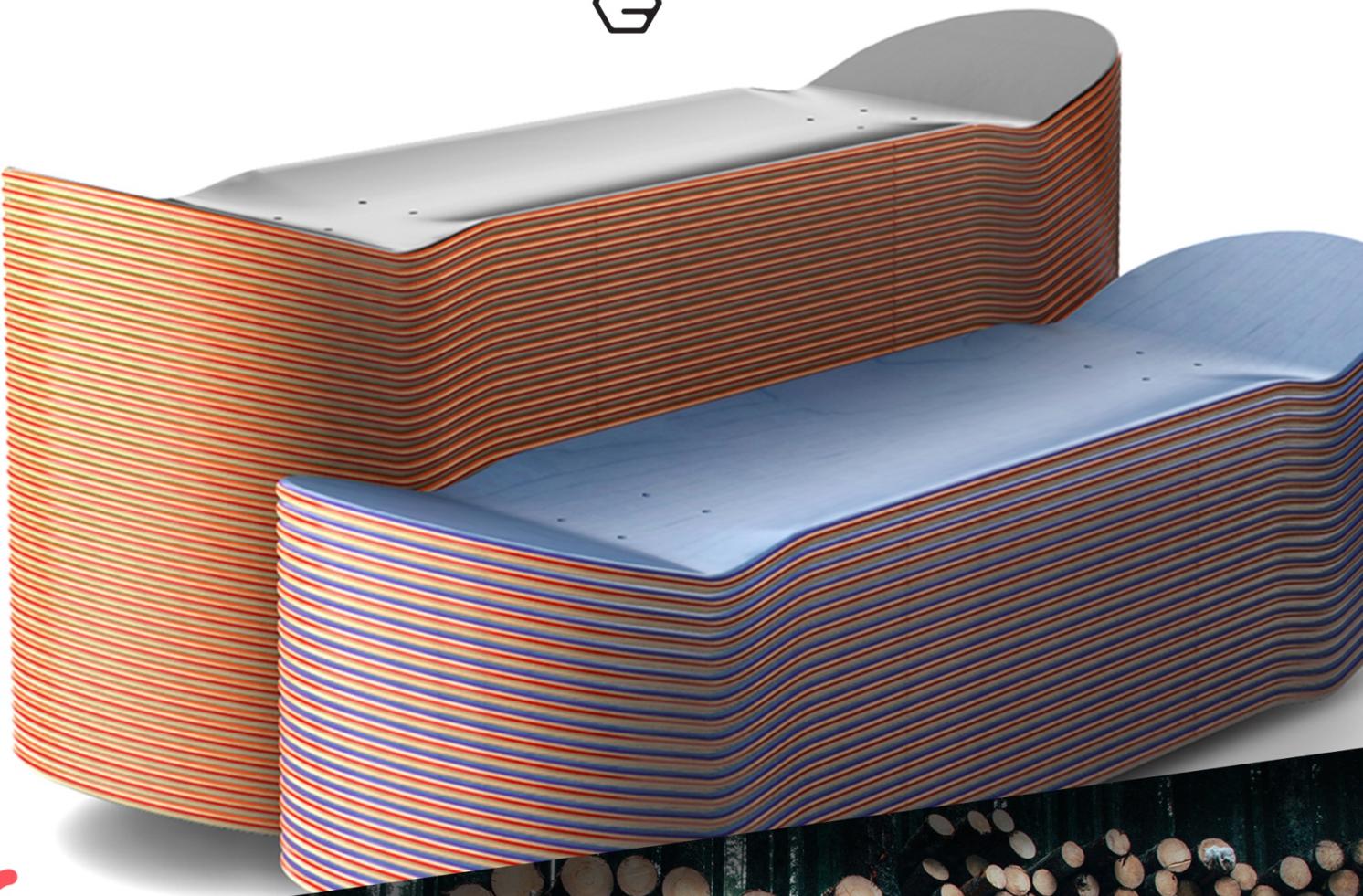


THE SKATEBOARD COMPANY FOUNDERS' BOOK

BY 2HEX SKATEBOARD SUPPLIES



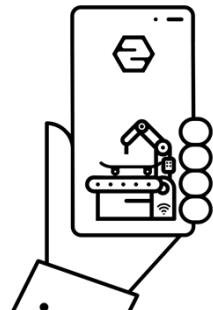
SEE BEHIND
THE COMPANIES !

**THE SKATEBOARD
COMPANY
FOUNDERS' BOOK**

**We believe that to succeed you need
clear, reliable & easy access to the best
products!**

*...It is what I was seeking for, when I built a
skateboard company 13 years ago...*

to see all production options and prices go
to 2hex.com/register.



This book is unfinished. It is being continued on a monthly basis.

Niklas Vesely
the author; 2HEX.com

CHAPTERS

WHY 2HEX.COM?	5
UNPACKING YOUR CUSTOM DECKS	9
HOW TO BUILD A SKATEBOARD COMPANY	11
CAN YOU BUILD A SUCCESSFULL SKATEBOARD COMPANY?	13
INVESTMENTS AND BANK LOANS	14
HOW TO DESIGN SKATEBOARD DECKS?.....	16
HOW TO SELL YOUR COMPANY'S SKATEBOARD DECKS?	20
5 STEPS TO MAKE YOUR SKATEBOARD COMPANY SUCCEED!	23
CHOOSE THE RIGHT PRODUCTS	26
WHY DO INTERNATIONAL SUPPLIERS NOT ACCEPT PAYPAL?	28
WHERE DOES 2HEX GET ITS SKATEBOARD MAPLE?	29
FUTURE CHAPTER	33

WHY 2HEX.COM?

13 years ago, I was in your shoes!

My friends and I have been skateboarding every day for a couple of years. We posted skate videos and went to competitions while also teaching kids how to skate. I produced a few t-shirts and decks and branded them as 'Droshky'.



Then I sponsored my friends who had become renown skateboarders around South Germany. The shirts and decks weren't anything special but seeing 'Droshky' made skaters feel like they were part of a friendly revolution for freedom and happiness by 'living' on the streets (street skating all day long, every day).

This is where the problems began...

1. Boring products!

I could only get my designs printed on boring pre-manufactured standard decks. No choice of concave or veneer colors. I had no access to exciting specials like GFRP, holographic foils, full-dips or anything that could make my brand stand out.

2. Transparency:

Droshky's suppliers were not transparent or clear about their production options. It seemed as if prices were a secret. This made planning incredibly difficult.

3. Communication Time:

Planning a custom production took weeks or months. I would have to push suppliers for each bit of information – but how else would I know what production options I had? If the options I chose were not my suppliers boring standards, I was given unrealistic prices for at least the first two production runs. Since most of my suppliers were abroad, I would have to wait 12 hours, to get a short and unclear answer to my questions.

4. Pricing:

Price calculations were not communicated clearly. Often invoices ended up being a lot higher than initially planned. We regularly received products that were too expensive to make money of them.

5. Quality:

High quality is a must when creating a new brand, but our suppliers were often more interested in secretly increasing their margin than making sure we could sell our products.

6. Reliability:

Once we placed and paid for an order, we had to keep our fingers crossed. The production status was unclear until the production was ready to be picked up. Since we were left out of the production process, errors only became apparent after the goods arrived – too late for us to do anything about it.

However, for the few times we received exciting products at a good price, they sold out immediately:

Existing skate shop customers would sell our decks and re-order quickly.

When showing our skateboards to new shops, they would buy our goods on the spot!

And skateboarders that once purchased a Droshky deck would then stick to our brand.



In conclusion, we could sell tons of Droshky skateboard components, if we just had a supplier that...

- enabled us to customize a lot of exciting products that skaters want
- was transparent about all production options
- would accept and start our orders within one day
- offered a high quality at fair prices
- and was reliable

But this supplier did not exist.

...Therefor I set off to become trained as professional sourcing and purchasing manager in China. I wanted to know how to arrange productions better than any other skateboard company in the world.

It took me eight years (of which I stayed four in China) to achieve my goal. But now I knew almost all original skateboard component factories personally, I knew about their strengths and weaknesses as well as which products they were best at manufacturing.



More and more skateboard company founders approached me and told me about their terrible supplier experiences. Therefor I offered to arrange custom productions together with my own productions.

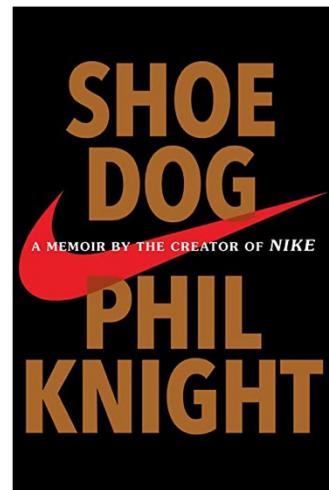
I did not want anyone else to go through the same purchasing experiences I made.

My goal changed: I realized that by helping all young skateboard companies eliminate their purchasing troubles I would have a much more positive impact than by just building one new skateboard company myself.

Instead of creating one great company, I could help multiple founders create multiple great companies!

Read "Shoe dog" by Phil Knight, the founder of Nike and an athlete himself – the book is mainly about his troubles finding good suppliers. Bad purchasing limits new companies from competing with the well-established big guys. This is what 2HEX changes!

We believe that skateboarders should be running skateboard companies. It's skateboarders that push the sport, push people to go outdoors, make friends, skate, laugh and enjoy life!



The same is true for all other sports too! It's athletes that push their sports.

Athletes building sport equipment companies are the only ones that can truly create a sport-loving brand image and a product-focused company culture.

„Game of Skate“ auf dem Münsterplatz



Der Organisator war selbst überrascht, als 60 Skater mit ihren Freunden am vergangenen Sonntag auf den Münsterplatz kamen. Der 20-jährige Zivi Niklas Vesely hatte nur 20 Leute zu einem „Game of Skate“ eingeladen, im Internet Freunden geschrieben. Als er nachmittags in die Stadt kam, hörte er von überall her das Knallen der rollenden Decks. Dass es auf dem Münsterplatz ein „Game of Skate“ geben würde, hatte sich bis nach Heidenheim herumgesprochen: Von dort kam eine größere Skater-Gruppe. Bei dem kleinen Wettbewerb der Jugendlichen ging es darum, einen Trick, den der eine vorführte, genauso nachzumachen – sei es ein Heelflip oder ein schwerer Varijal Heelflip Revert. Der Sieger aus 30 Teilnehmern wurde mit einem selbst gestalteten Deck belohnt. Zwischendurch blieben hunderte Passanten zum Zusehen stehen. Privatfoto

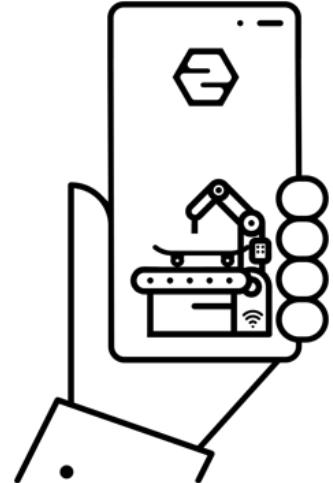
Athletes' sport equipment companies create products and content that people admire. Products and content that drives people to go out, move, connect and enjoy life.

At 2HEX, athletes are our heroes. And if an athlete is ready to build a big sports equipment company, we will do everything to make sure our hero succeeds.

So, we changed the status-quo in skateboard manufacturing!

We want full transparency, so that you can plan perfect productions:

- We publish all of our production options online
- Each option is presented with its benefits and downsides
- prices are calculated online and in real time
- Orders can be submitted online, and productions are started within 24 hours.
- We send regular production updates and photos to confirm everything is perfect
- We want your business to grow, so that we both can sell a lot in the future!



I will start this book by explaining the feeling of receiving your company's products. Then I will give a rough overview of what it is like to have a company before going into details like design and sales.

UNPACKING YOUR CUSTOM DECKS



For a skateboarder starting his own skateboard company, there is no better feeling in the world than the moment when a large truck enters your street to deliver your 2HEX skateboard production right to your door!

UNPACKING

After a good two hours of carrying heavy cartons from the sidewalk into the skateboard warehouse (or one's parents' basement) comes the most exciting moment for any founder: unpacking! Unpacking a new skateboard production gives real founders goosebumps! It's the moment founders have waited for over months!

Months of hard work. The planning, days and nights of designing, sending out catalogs, calling shops, collecting pre orders, and placing the order. everything has led to this one moment.

HOLDING THE DECKS

When a founder holds his skateboard decks from 2HEX skateboard factory, then it all comes together. It is the moment when he feels it was worth all the hard work. The perfect 7 veneers, the smoothly rounded edges, the smell of fresh maple, epoxy and varnish. And best, his brand's new designs which perfectly match the veneer colors. Printed with strong colors in exactly the way the artwork was submitted. Holding the deck in one's own hands, it looks much better than in the catalog or on the computer. All senses join a perfect experience: One's own brand's design, the smooth concave, the smell of a new deck and the high pitched 'tick' sound when hitting the tail on the floor.

SHARING THE MOMENT

Waiting to show the new deck series to team riders and skate shops can become unbearable. Your true team riders know that and come immediately after receiving your call. Together you pack decks in your car's trunk and deliver them personally to your local skate shop or to the skatepark.

This is how I experienced the arrival of my brand's decks many years ago. These are moments one never forgets. [Register at 2HEX to plan your own production.](#)

HOW TO BUILD A SKATEBOARD COMPANY

2HEX gave Boardstation skateboard magazine an interview. Find the original interview in German with photos at Boardstation.de

BOARDSTATION SKATEBOARD MAGAZINE

How does one start a skateboard company and how is it different to any other business?

2HEX Skateboard Factory

In short: You buy and sell skateboards to earn money.

However, in skateboarding marketing plays a much bigger role than in most other businesses. The gap between skate company owners, employees, sponsored riders and customers is seamless.

Unlike traditional companies where sponsored riders represent a company, skateboard companies often represent groups of skaters. By using a brand's products, skateboarders feel that they are part of the company and its group of skaters.

BOARDSTATION SKATEBOARD MAGAZINE

How much does it cost to run a first skateboard production?

2HEX Skateboard Factory

You can get a first batch of 50 skateboard decks made for about 850 USD. It's really not that expensive to get up and running. Actually, instead of asking for the newest phone for Christmas, young entrepreneurs should ask for a first production - it's the same price.

BOARDSTATION SKATEBOARD MAGAZINE

How can new skateboard companies compete with big established brands?

2HEX Skateboard Factory

Young skateboard companies are better represented in their local city or state than big international brands. By directly selling to their local skateboarders, they can offer lower prices and still have a bigger profit margin than if they sold over shops or even distributors.

BOARDSTATION SKATEBOARD MAGAZINE

I see young skateboard companies pop up and then after several months close again. What is the leading cause for skateboard companies to fail?

2HEX Skateboard Factory

Most founders focus too much on marketing and too little on sales. If a founder wants to invest all of his time into a project, then his living-expenses must be covered. This is only achievable if he calls customers and collects orders every day.

BOARDSTATION SKATEBOARD MAGAZINE

What are key take-aways of your clients after running their own skateboard business for multiple years?

2HEX Skateboard Factory

For the founders that we have guided since their first production, it is that they have gathered a lot of business experience. As a skateboard company founder you have to learn everything: Design, purchasing, marketing, finance and sales.

Having a proven track record in entrepreneurship does not only make you a good company leader, it makes you attractive to business schools and popular companies as well.

BOARDSTATION SKATEBOARD MAGAZINE

What would you like our readers to know?

2HEX Skateboard Factory

Register at 2hex.com/register to plan your own skateboard production online. You can fully customize all products to match your company's style. And you don't need to wait, 2HEX shows you the production prices in real time.

CAN YOU BUILD A SUCCESSFULL SKATEBOARD COMPANY?

Can you build a successful company?

Statistically it is unlikely that you can found a successful business, no less a skateboard business. From 2000 persons planning on founding a skateboard business, 100 actually go ahead and arrange their first production. Of these, only 30 sell all goods and arrange a second production. Of those 30, only 5 can make a living from their business and only one can sell enough to hire employees and grow their skateboard company.

Why do so many skateboard businesses fail?

Skateboard company founders often forget that it is not enough that they themselves can skate well. They believe great skateboard designs can create a "pull business", a company that gets called from skateshops and merely has to fulfill incoming orders. Skateboard companies however are "push businesses". No matter how good the designs or quality, skateboard company founders have to call skateshops every day to sell their products.

Is it difficult to build a successful skateboard company?

Founding a successful skateboard business is not easy, nor is it very difficult. However, it does require high discipline, strong organizational skills and a lot of energy. Key characteristics you must be willing to accept are:

- Most of your time must be spent on calling clients and selling your goods.
- The second most important task is finding the right people to share the work of design, marketing and purchasing. If you try to learn all skills by yourself, you will spend years learning instead of growing your business.

Also, you will learn faster by hiring and watching people that already have the required skills.

So, can you build a successful skateboard company?

Yes, if you are ok with embracing the mentioned tasks, you can build up a successful skateboard company.

What happens if you fail?

There is no failure. Founding your own company makes you more self-confident in business settings, it gives you an insight into all fields of work within a company, and it lets you learn how to lead people. All these points make you highly valuable to employers, or prone to build a successful venture in the future.

Register at 2hex.com/register to plan your own skateboard production. Customize skateboard components and see production prices calculate in real time.

INVESTMENTS AND BANK LOANS



One way to subsidize a skateboard company's growth is by collecting an investment or taking a bank loan.

INVESTMENTS

Taking an investment means, that you give away a specific percentage of your company as well as part of your company's future profits. Profit is the money that is left after you have paid all expenses including your own salary. Since however only the biggest skateboard companies have money left after paying for productions, marketing and salaries, investors have to wait years to see any returns, if ever.

LOANS

Bank loans are borrowed money that has to be paid back in a higher sum within a specific time period. The cost of a bank loan for small skateboard businesses is usually around 7.5% and must be paid back within 3 to 5 years. To make sure their money is safe even if the skate company goes bankrupt, banks issue loans to founders and not directly to skateboard companies. This means, that founders have to pay back the loan - no matter if the business keeps running or not. Not paying back a bank loan can lead to increased lending rates and eventually private insolvency of founders.

INVESTMENT OR LOAN

Loans are risky because they must be paid back within a specific time frame no matter if a company is making profits or if it has any money on its bank account. To lower the risk of not being able to cover a monthly pay off, loans should only be used to buy machinery or stock that can easily be re-sold if necessary.

Investments are less risky but require a founder to give up part of his company ownership to a, from that time forwards, "co-owner". Unlike loans, investments can be used for more risky growth strategies such as hiring employees or growing marketing expenditures.

USE CASES

1. If you plan on placing your first order of 200 decks but you are lacking the 3.000,- USD, you should not take a loan. An investment is acceptable. However it is best to find a job and save up over several months.
2. If you already sell 100 or 200 decks every month and you plan on buying your own heat transfer press and a small garage full of blank decks to better serve your customers, a bank loan can likely be the best decision.

3. If you sell more than 300 decks a month and you plan on increasing your sales and marketing team to expand into multiple countries, you might want to consider taking an investment.

ADVISE FOR NEW FOUNDERS

If you don't depend on your business to cover your living expenses, the best growth strategy is to not pay yourself a salary and re-invest all revenue into further productions. If you buy 200 decks for 3000,- USD, you can sell these decks for 6.000,- USD. If you follow this strategy and double your order quantity every three months, your company will have 384.000,- USD on its bank account by the end of the second year. Without a bank loan, without giving up shares, and without taking any risks.

Do you want to find out how much your first production would cost? [Sign Up and create the perfect decks for your company.](#)

HOW TO DESIGN SKATEBOARD DECKS?



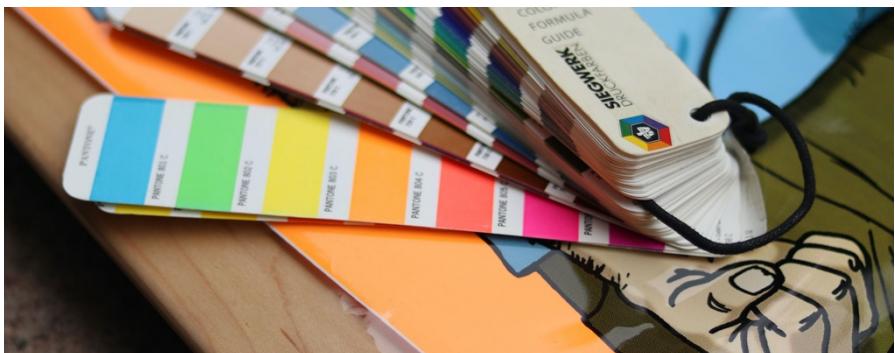
HOW TO DESIGN SKATEBOARD DECKS

Dimensions

Skateboard designs should be prepared in 9 inches by 32.5 inches (or 23cm by 83cm). Skateboard designs need at least half an inch or 1.3 cm of bleed. Designs are screen printed on heat transfer papers and heat transferred to skateboard decks. This allows the screen-printed ink to fixate strongly into the wood fibers of the skateboard deck. Heat transfers are placed on skateboard decks by hand. Manual labor cannot achieve 100% accuracy on placing every heat transfer at exactly the same spot. The bleed of 1.3cm gives us a 0.65cm (0.256 inches) space on each side to ensure, that the design fits on the full surface of the deck.

Colors

Skateboard designs are screen printed in spot colors or CMYK. Most professional brands use spot colors for designs with a small number of different colors. **Spot colors** are mixed before the printing, resulting in very strong and clear colors. Each used color must be submitted with the corresponding Pantone color code. The Pantone color code is listed in the Pantone solid coated color formula guide. After you send us the Pantone Color code, we will look it up in the formula guide and mix the ink accordingly. A famous brand for the use of spot colors is enjoy. Check out their designs and be inspired by their use of limited but strong colors!



Designs with 5 or more colors are commonly printed in **CMYK**. CMYK printing means, that the design is divided into tiny Cyan, Magenta, Yellow and Black dots. The dots are so small,

that they are barely visible to the human eye. These dots are printed so closely to each other, that the human eye sees it as a separate color. A surface filled with Cyan and Yellow dots, looks green for example. This is the same process as used by your printer at home with the difference of us screen printing the dots.



In comparison, spot colors look stronger and more intensive than CMYK colors. Spot colors are also much more accurate than CMYK. Each display differs by brightness, saturation and color. If you take your printer and print your deck design at home, you will see that the colors will look different to the design on your computer. Pantone colors ensure that everybody understands which color is to be used.



CMYK is a photo printing method used for multicolor gradations, not for solid colors. If you want to print a photo, use CMYK. If you want to print a cartoon with solid colors, use spot colors! Clear solid consistent color-areas can only be printed by spot colors.

Experienced skateboard companies create designs with multiple colors printed in CMYK. Usually CMYK designs have weak colors, but by using the original C-Cyan, M-Magenta, Y-Yellow and K-Black these brands achieve spot color like saturation in multi-color designs. You can do a test with your printer at home: Print a 100% Cyan surface and a Green surface. When looking closely you will see that Cyan is a clean color. Green however is made up of small Cyan, and Yellow dots.

This technique however requires a lot of experience! Generally, we say that if you have a cartoon design, but you must save money on screens, you will have to accept areas of uneven colors (as you see them on photo prints). This can be printed by CMYK (4 films). But if your brand stands for high quality, you should use spot colors for comic style designs. For a perfect print, you will need to submit the Pantone color code for each spot color.

White is the color of the background. So just as your printer at home can create a perfect white by leaving an empty space on a paper, a CMYK skateboard design can create a clean white spot by leaving it unprinted. However, keep in mind that if small spots of up to 3mm within a CMYK design are left empty, the surrounding colors will fill it. If you work with very accurate white designs – prepare “white” as a further spot color that will be printed on top of your design.



Areas of your design can be left **transparent** to show the wooden deck veneer underneath the print. By switching the color of the bottom deck veneer, multiple colorways can be created with the same print. This is often used to save on print set up costs. However, note that while white is usually a free color as it is used as base layer adding transparent is calculated as a color! When adding transparent, we cannot print a full white bottom layer and instead have to create a white film that keeps the transparent areas free.

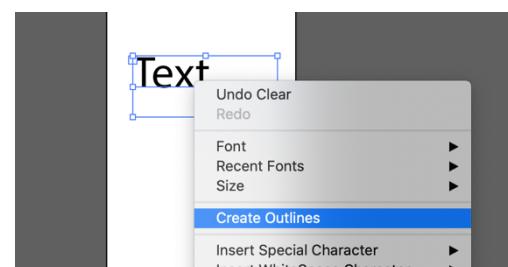
File formats

The best prints are made from **vector images**, while the worst prints are made from compressed, low definition, mixed-color Jpg files. Vector images are great for artworks with a limited amount of colors. Especially spot color prints must be submitted as vector files. Vector files are often created by Adobe illustrator and saved as .Ai or .PDF files.

Photos and designs with a large number of colors are printed in CMYK. Good file formats without compression are **TIFF** or **PSD**. If you plan on printing photos on skateboard decks, and your camera saves photos as JPGs, make sure to not further compress the images. When saving your artwork as Jpg, save it with at least 300 dpi (dots per inch) and a size of 9" x 32.5" (23cm x 83cm).

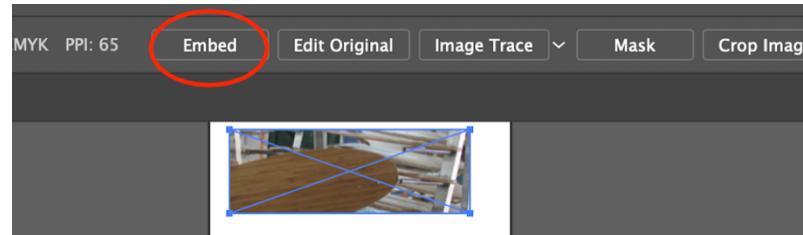
Outline Text!

When working with vector files, make sure to vectorize all text. If you forget to vectorize text, any computer that does not have the same fonts will automatically replace the font-type. This results in a completely different look of your design.



Embed all Images!

When adding image files into your Illustrator design, make sure to embed these added image files. If images are not embedded, they are linked. And if a print shop opens an



Illustrator file with a link to an image on your computer, this image will not show. However, if you embed your images, the images become part of your artwork and will not need to be loaded from a remote location. Therefor: Embed all images if you use Illustrator!

Common mistakes.

Always submit your artwork with the file format and in the resolution in which it was created.

Placing a PSD files into an Illustrator file, does not really make it an .ai file. Even worse, we have to reverse your process and get the original Photoshop file to print your artwork. If you want to submit an .ai file, the design must be created in Illustrator. If your design was made in Photoshop, submit a Photoshop file. If you used any other program or even Microsoft paint, submit a high-resolution JPG file. By high resolution I mean 300 DPI and the original size of 9" x 33".

Again: If your design was made in 75 DPI, leave it at 75 DPI. Changing the settings to 300 DPI will not make your design clearer, it will just increase the blurriness.

Upload to 2HEX Skateboard Factory

While vector artworks can be very small in file size, photo prints can sometimes reach file sizes of over 50 MB. If you happen to work with **big files**, the upload on 2HEX might take you too long. In this case upload a preview of the artwork and send us your artwork by email after receiving the production confirmation email.

Register at 2hex.com/register to plan your own skateboard production. Customize your favorite skateboard components, upload your designs and see how much it would cost for your own business to get started.

HOW TO SELL YOUR COMPANY'S SKATEBOARD DECKS?

If you are at a later stage of your skateboard company:

1. Find new customers

- Start with skate shops.
- Once you sell to 40 skate shops target franchise headquarters.
- Once you are sold in two or more franchises, target distributors.

No matter if skate shops, skateboard franchisees or skateboard distributors, all can be approached the same way.

Score a face-to-face meeting with the purchasing manager or better the owner. Bring and show your products to prove their high quality.

Show your previous seasons and your next season's catalog, to show that you are professional, consistent and reliable.

Tell them how you differ to the other brands they sell and why they will sell your boards.

Reasons can be:

Goods reasons for skate shops to sell your skateboard brand:

- You and your team will skate their local skatepark and represent the product.
- You teach local kids how to skate and they want to have the same board as yours.
- Your skate videos are watched by their local skateboarders
- One of your team skaters regularly uses your products when winning the shop's local contests.

Goods reasons for skateboard franchises to sell your skateboard brand:

- Your skateboard brand is sold in many small shops and needs one central sales point which is represented all over your country.
- Skaters all over your country watch your video, and you want to be able to name one shop in your videos where every skateboarder can certainly get your decks.
- You work closely with 2HEX which enables you to get all products the franchise needs, if they face a shortage of any product. You can even offer to launch brands in corporation with the franchise.

Goods reasons for skateboard distributors to sell your skateboard brand:

- You already have many customers in their territory, and you need one reliable partner to centralize, manage and grow these sales.
- Your brand's videos are being watched a lot in their territory. Proof to them that skate shops want your brand, by letting them send your catalog and order sheet to all their customers.
- You work closely with 2HEX which enables you to get all products the franchise needs, if they face a shortage of any product. You can even offer to launch brands in corporation with the franchise.

1. Be in regular contact

Call your skateshops and skateboard distributors regularly and ask how your skateboard are selling.

If your customer does not sell your skateboards:

- If your boards have not sold well, ask if they are displayed well visibly.
- If they are displayed well, ask if any good skateboarders in this shop's city ride your boards.
- If no good skateboarders in the shop's city ride your board, ask the shop to give one free board per month to one of the city's most influential skateboarders (not the best)
- Try this for two months. If sales don't improve change skater and try another two months.

If your customer does sell your skateboards:

- After delivering your order, ask the shop how many days he needs to sell your skateboards.
- Make a note on your calendar to call him 2 weeks before the day the products should be sold out.
- Ask the skate shop how many of your skateboards he still has in stock. Ask him how long he will need to sell these and repeat the last step.
- If the skate shop sold 60% of your boards, ask him if he wants to fill these up again.
- Send him your stock list, collect his order over the phone and email him a summary of his order as well as the delivery date directly after hanging up.

2. Collect Pre-orders

For each season, build a skateboard catalog with [mockups](#) of your new skateboard designs.

- Send these catalogs to all your shops and distributors and ask them to have a look at your catalog before you call or visit them one week later.
- Make an appointment to discuss your client's pre-order
- Give them the following deal:
 - 20% discount if they pay before you place the production order.
 - 10% discount if they pay 10% of their order upfront, 90% and 2 weeks before delivery.

(Binding pre-order)

- 5% if they give you a non cancellable pre-order
- Pre-orders that are cancellable do not get a discount but ensure your customer to get the decks he needs before some designs or deck-sizes are sold out.

3. Listen to your customers

Ask your customers of which product their demand exceeds their supply. Products that are often mentioned are for example bearings or completes.

Ask other clients of yours if they are in need of these products. If yes, add mockups of these products to your next season's catalog. If you collect enough pre-orders, add this new product to your next production.

If you are at the early beginnings of your skateboard company:

1. Have your brand's skateboards on you at all time.

Make sure that the local skaters know that they can call you at any time to instantly get a deck delivered.

Bring your skateboards to the skatepark and sell them to your friends and supporters.

Take your skateboard components to every skate session in case a skater snaps his deck or busts a bearing.

2. Open a skateboarding school.

Teach kids how to skate. Their parents will buy skateboard components when you suggest it and where you suggest it!

The kids themselves will grow into being skateboarders and your most local customers - now and for life.

3. Regularly visit online and real-world skate shops.

Take your boards to all skateshops in cities where the skaters know your brand. At the beginning this will only be your local skate shop.

Tell the skate shop that your friends and you will promote your new brand every day at the skatepark and if he sells your skateboard components, you will send all clients to him.

4. Get referrals.

Ask the skate shop owner to give you a warm introduction to a second skate shop in a city close to yours. Arrange activities like for examples skate contest or skate lessons in the city of your new skate-shop-client, to create brand awareness and make skaters buy your branded goods at your client's skate shop.

5. Keep a list of all potential clients

Keep a clean list of everyone who ever bought one of your skateboard components. Ask them how your goods are holding up.

If a skater has been riding your boards for a long time, ask him if he wants to replace it with a new one of yours. Show him your new designs.

If a shop has been buying your boards, make sure their deck racks are always kept filled with your newest products.

Make sure to stay in touch with everyone who ever bought from you and be ready to deliver when they need more of your goods.

Register at 2hex.com/register to plan your own skateboard production. Customize skateboard components to fit to your company and see production prices calculate in real time.

5 STEPS TO MAKE YOUR SKATEBOARD COMPANY SUCCEED!

There is **one reason** why most skateboard companies fail!

And there are **5 steps** how you can make sure to build a big and profitable skateboard business!

For over 10 years 2HEX runs skateboard productions for skateboard companies from all over the world. Some companies have become very successful, others have closed.

So we went out to find characteristics all successful companies have in common, but none of the failing companies shared.

The result is clear. There is one major reason why almost all skateboard companies fail and there are 5 steps all successful companies have taken to become well known and profitable.

Follow these 5 steps and your skateboard business will succeed. To which extend you follow these 5 steps determines how fast your skateboard company will grow.

We here at 2HEX don't want new founders to go through the same mistakes of previous skateboard companies again and again.

The major reason skateboard companies fail:

Most skateboard companies fail because they put too little time and focus into sales. Most founders continuously improve their designs, sponsor more skateboarders, arrange more events and wait for shops to come and ask for their skateboard components. Far not enough shops come and ask for boards, so founders get a job to keep their skateboard business alive. With a safe income and very limited time, these founders then focus even less on sales. This is the path to certain death.

Don't go down the same road. Learn how successful founders tackle sales!

5 steps to follow to make your company succeed!

The following 5 points were followed by all of our successful customers.

1. Sales are first priority

No matter your vision or company's goal... your company needs to make money. Without money, you can't run productions, you can't invest all your time and you can't support skateboarding.

There is only one way you can make money. You have to sell. Selling should always be your number one priority. Not sponsoring, not design, not marketing, not your taxes and

bills. Sales.

Start by making a list of all skate shops and skateboard distributions within 300km of your location. Call them, visit them and start selling. If you have stock, pack a big bag and visit the shop. Try to leave with an empty bag. If you don't yet have skateboards, offer them to sell your skateboard lessons to their customers to grow their market.

2. Make your customers' skate shops grow

Think about what you can offer your customer to make his business grow! It's no help to have your skateboards hanging in a store that has no sales. There are two ways to grow a skate shop's business: Bring more skateboarders to buy at the shop AND turn more people into skateboarders. Usually it's kids and their parents that bring most money into skate shops. To get more kids to skate, help skate shops offer skateboarding lessons, arrange demos and events together with the shop in schools or other places that have many kids. By doing so you don't just hook the shop but also the shop's next generation of clients to your brand!

3. Work according to a calendar

Follow up closely with your clients. Call each customer every two weeks to check if they have enough stock of all of your products. If a shop does not sell your products, ask why they aren't selling and how you can help the shop sell your goods. Don't offer lower prices, offer more support as described above.

Be well prepared and schedule your annual tasks. Have your warehouse filled before the first days of spring and have enough stock to make it all the way until your next production arrives.



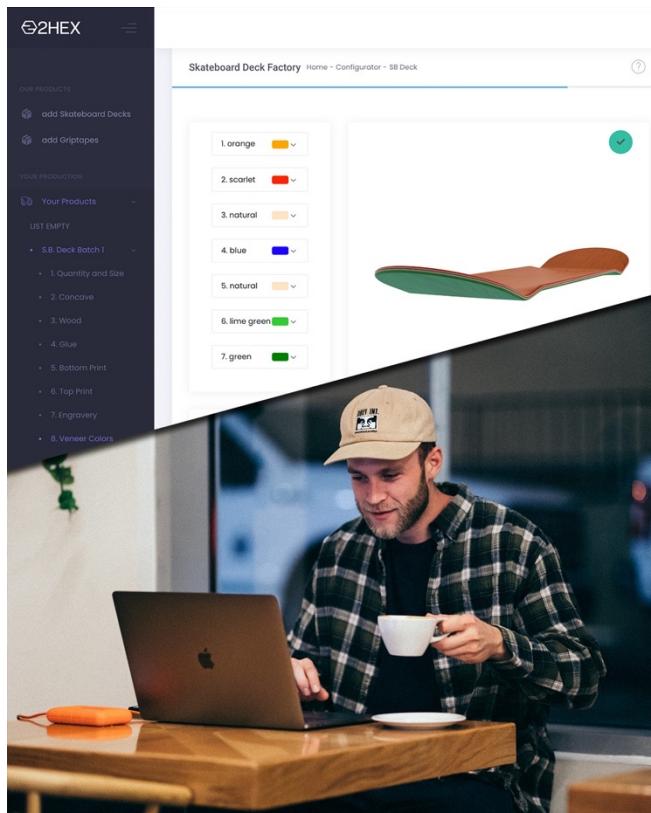
4. Manage your finances

Don't overspend on sponsoring. Firstly, make sure that you have enough money to grow every production run. Secondly make sure you pay yourself high enough of a salary, that you can invest all your time into your skateboard business. Thirdly make sure that you have enough money to visit and support your customers. The rest of the money should go into design and marketing. Sponsoring is only one component of marketing.

Don't mix private and company money. Use separate bank accounts and wallets. Pay yourself once per month a salary from the business account.

Know your product margins! Don't dismiss direct sales, if you sell directly to an end user, your margin is three times as high.

Decks are great for your company's image but completes make the volume and money! There are much more beginners than there are pros, but the offer for beginners is very limited. Sell decks to keep a great brand image. Sell completes to make money.



5. Let a successful skateboard business guide you

Skateboard companies running their productions at 2HEX succeed, because we don't stop after shipping out a production order. We follow up regularly to make sure you reach your sales targets, you fill your warehouse on time for key seasons, and you benefit from our other customers learnings. We succeed if our customers succeed!

Register at 2hex.com/register to plan your first skateboard production.

CHOOSE THE RIGHT PRODUCTS



COMPLETE SKATEBOARDS ARE MORE IMPORTANT TO YOUR COMPANY THAN YOU MIGHT THINK.

unlike traditional businesses, skateboard companies strongly focus their attention on their perceived style and image.

These brands look for products that best improve their brand image.

They decide against traditional market analyses or checking product margins and instead only produce custom skateboard decks and griptapes. These however are the two skateboard products with the lowest margins. On top of that, both of these products are highly price competitive.

Building up a great image with pro decks is the best base for any company. But still it's only a base and should not define ones whole company.

Once you have sold shops your first decks and grip tapes, follow up with great complete skateboards or component-sets there of!

Ask any shop what skateboard products are sold most frequently, and they will tell you it is skateboard completes or low cost components used to build completes. The same shop will most likely also confirm to you, that these are the two products that their distributor have the smallest offer to choose from.

MAKING SKATEBOARD COMPLETES DOES NOT MEAN THAT YOU CAN STEP BACK FROM MAKING GREAT DESIGNS.

When visiting a skateshop, you will see that most pro decks come with great designs, but most complete skateboards are no pieces of art!

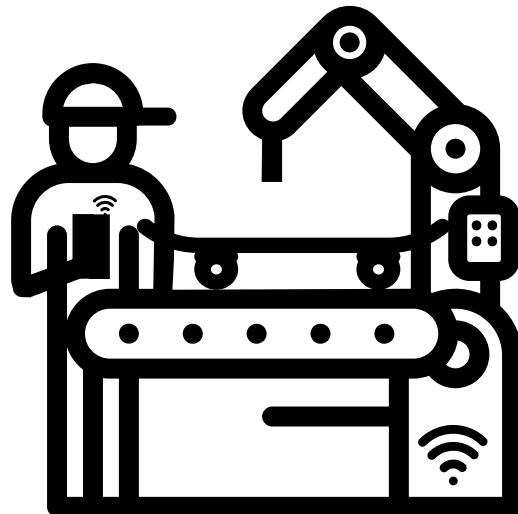
Most skateboard brands that offer complete skateboards, plan these with very little focus to detail as they see it as only a side product.

However, the group of skateboard-beginners is much bigger and often has more money than experienced skateboarders.

Therefor: Create complete skateboards with a strong focus to detail. Let your designer turn all 6 skateboard components into one coherent piece of art!

You can be sure; every skate shop you present your complete skateboards to will become a customer!

Register at 2hex.com/register to plan your first skateboard deck production. Customize skateboard components and see production prices calculate in real time. Once you have built a strong company image with pro decks, we will help you make the leap to completes.



WHY DO INTERNATIONAL SUPPLIERS NOT ACCEPT PAYPAL?

PayPal charges international recipients a 4,5% transaction fee. When the receiving factory wants to move the foreign currency to their local bank account another 2.5% are added as obligatory currency conversion fee.

In total PayPal charges international suppliers 7% on all incoming payments. This means that if you pay an international supplier 20.000 USD by PayPal, the supplier only receives 18.600 USD. The other 1.400 USD are kept by PayPal.

Bank charge anywhere from 30 USD to 100 USD for wire transferring international payments, which like PayPal can often be done online.

When arranging an international wire transfer payment with your bank, you can choose between BEN, SHA and OUR. OUR means that you pay all charges, SHA means that you only pay your bank's charges, and BEN means that all charges are covered by the recipient.

If you ask your bank how much the recipient will be charged if you select SHA or BEN, they will mostly respond, that they can't tell you. Often many banks are used to transfer payments from one country to another, every bank in this line can more or less "charge as it feels", as there is no contract on how much may be charged. Therefor SHA and BEN are the most expensive ways of wire transferring money.

OUR is the cheapest option to send money abroad, as OUR wire transfer charges are being published by most banks, which leaves little room to increase the prices later. OUR is the only payment option, that can be used to pay suppliers. OUR means, that the complete payment is received by the supplier, which in turns means, that your invoice will be fully covered without any outstanding payments due to banks deducting their fees before placing the money on the recipient's bank account.

Register at 2hex.com/register to plan your own skateboard production and get your company started!

WHERE DOES 2HEX GET ITS SKATEBOARD MAPLE?

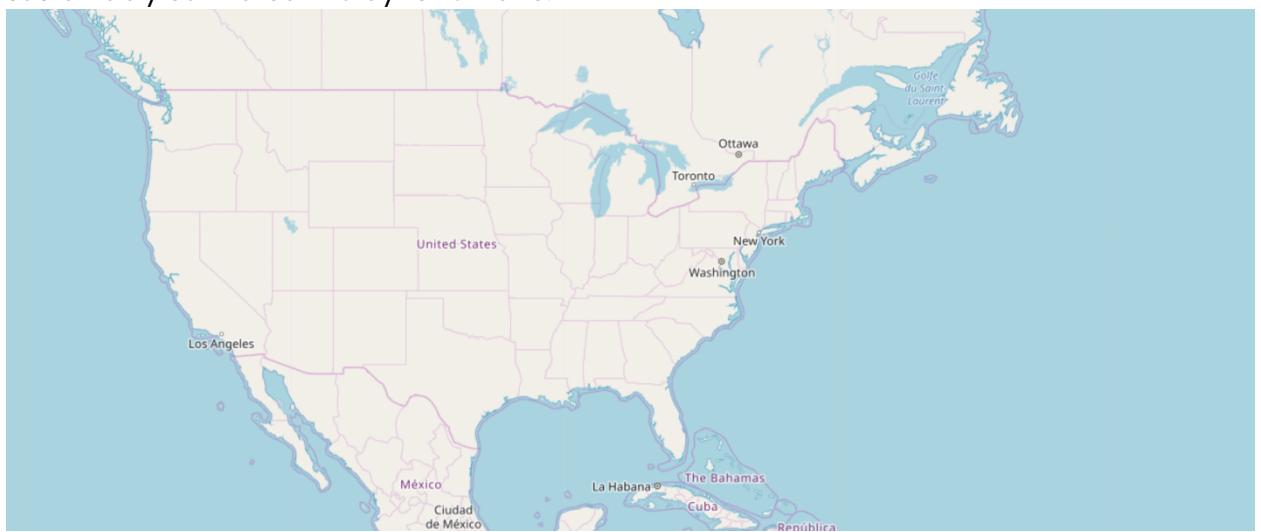


WHERE DOES 2HEX GET ITS SKATEBOARD MAPLE?

Where does 2HEX get its skateboard maple?

Our professional skateboard decks are made of American Hardrock Maple Veneer Logs. Veneer logs are the most perfect logs. This means, that they are straight, thick and with few branches or knots. The best maple for professional skateboard decks grows in the Great Lakes region which is located at the border of Canada and USA.

We work with American Hardrock Maple, from Kaster Logging. Our skateboard maple is sustainably cultivated in Stayner Ontario.



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Based on the great difference in temperature around the Great Lakes region, this maple experiences freezing winters and hot summers. The great variance in temperature, makes this the hardest, most durable and therefore best skateboard maple on earth.



The logs used for our decks are hand-picked. We walk through the forest and select the straightest and thickest stems that have a low number of branches, knots and resin. Once the best trees are selected, the branches are stripped off and the log is being shipped to our factory and new trees are being planted.

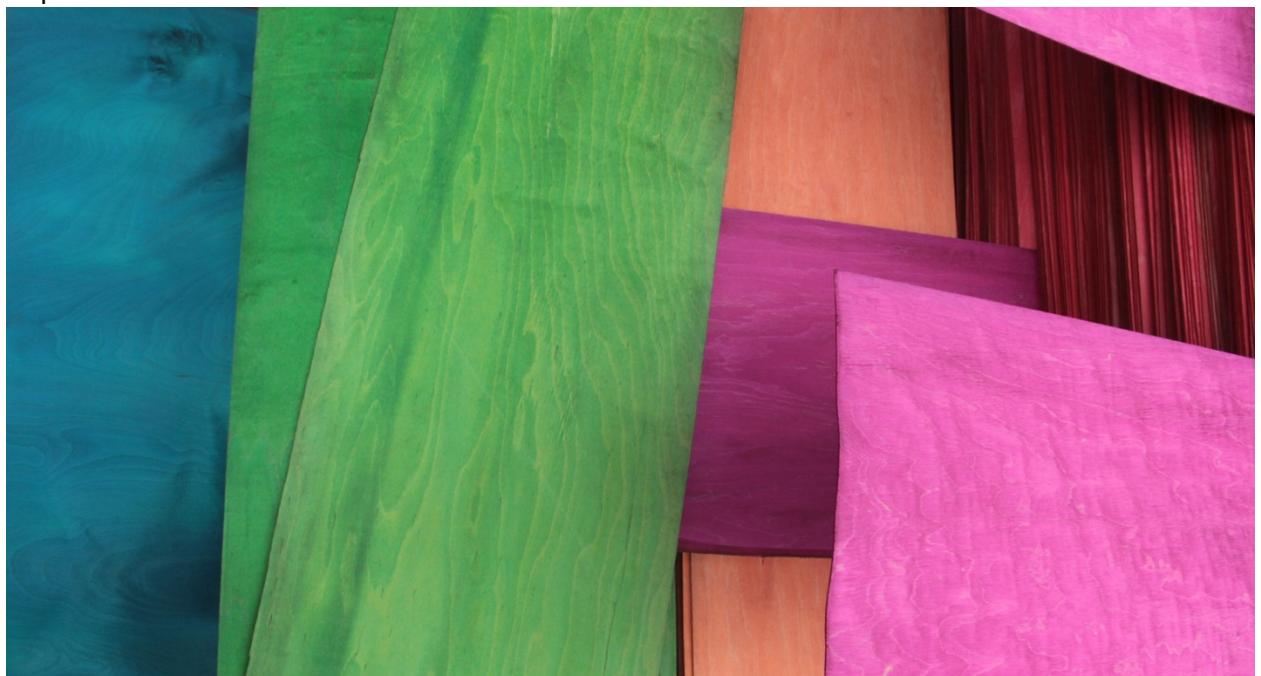
After arriving, the humidity and composition is measured to ensure the perfect quality of the wood. Only if the wood is in perfect condition, we bath and cut it into veneers.



Our skateboard veneers are divided into 3 quality levels. B, A and A+ and into face, cross-band and standard.



Face veneers are the visible layers, making the top and bottom of a skateboard deck. Both, face- and standard veneers are cut at a width of 1.4mm with the wood pattern going lengthwise to prevent the skateboard decks from breaking in the middle, at the nose, or tail. Layers 3 and 5 of a skateboard decks are the cross band veneers. Cross band veneers have a thickness of 1.2mm. Skateboard decks only need two thin cross band veneers, because the pressure along the long axis of a deck is minimal during impact.



We categorize the outer 1/3 or a log as B level. B level veneers show knots and other imperfections and are less durable than the inner parts of a log. These veneers are used for complete skateboards.

A level veneers make up the middle third of a log. The veneers are of high durability but still show signs of imperfections, created by branches or knots in the wood. A veneers

are used for the 2nd, 4th and 6th layer of our professional skateboard decks as well as for the cross band veneers. The inner one third is graded A+ quality veneers. A+ veneers are the most durable maple veneers. We use these veneers for the face, the top and bottom layer, of our professional skateboard decks.



The last most inner part of the logs cannot be “unrolled” into veneers and is therefore not used for skateboard decks. This makes the quantity of A+ veneers per log relatively small.

During the process of unrolling maple logs into skateboard deck veneers, each imperfection in the wood is cut away to ensure all decks come without breakage points. This rigorous cutting process leads to a loss of 20% of the total wood. Another 30% is lost to veneers with cuts or breaks. Logs are imperfect, but we ensure to only use perfect veneers for our professional skateboard decks.



In general, only one third of each Hardrock Maple log can be used for the production of professional skateboard decks. Taking this loss into account, one log offers enough wood for around 600 pro level skateboard decks and 600 complete skateboard decks.

Register at 2hex.com/register to select your preferred wood and veneer colors to start your own skateboard deck production.

FUTURE CHAPTER

This book is unfinished. It is being continued on a monthly basis.

Whenever we finish a new chapter, we will email it to you.

Register at 2hex.com/register to plan your own production with 2HEX.