

THE BACKCOUNTRY SWELL



@THEBACKCOUNTRYSWELL



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RECYCLED OUTDOOR EQUIPMENT





ABOUT THE BACKCOUNTRY SWELL

Being highly involved in outdoor and backcountry activities, we were increasingly troubled by the amount of plastic pollution that we were seeing. When we looked around for solutions to this problem, we were hard pressed to find any. Thus, in 2019, The Backcountry Swell was born. After more than a year of research, we found the perfect blend of recycled plastic that can be used to create durable outdoor equipment.

We launched our first product, The Swell Board, in early 2021. This skateboard has been a stepping stone into the vast world of recycled products. We are in the process of expanding to other products such as surf fins, hydrofoils and backcountry ski/snowboard gear.



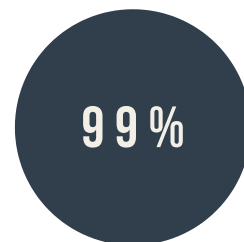
**PLASTIC
RECYCLED**



**SKATEBOARDS
MADE**



**PEOPLE
INSPIRED**



**SATISFIED
CUSTOMERS**

GOALS

It's no news that plastic pollution is the plague of our generation. As a result of this, we are constantly driven by the goal of having the largest eco-impact possible. With a wide product range, we are able to recycle larger amounts of plastic thus increasing our impact. Primary goals include:

- * Recycle 1 Million lbs. of plastic pollution
- * Offer durable and "re" recyclable products
- * Create affordable products in order to make the outdoors more accessible
- * Serve as an example of the vast uses and value of recycled plastic



OUR STORY

2019

Wyatt and Mark start The Backcountry Swell and begin product testing



2020

After more than 100 prototypes and a year of testing the first skateboard is ready for production



February 2021

The business officially launches



February 2021

The first community outreach cleanup is sponsored. 100 people in attendance & several macro influencers



Summer 2021

Product research and testing begins on new 100% recycled plastic products



The Founders with Koa & Travis Smith

FUTURE PLANS

Skateboards have always just been the beginning of our plans to revolutionize the outdoor sporting goods industry. Future 100% recycled plastic plans include:

- Surf Fins
- Hydrofoils
- Backcountry Ski/ Snowboard adapters
- Surf Accessories
- Full Size Skateboards
- Backpacking accessories
- Powder Surfers



Large Skateboard Prototype



Backcountry Ski Adapter Prototype

MEDIA

Logos and images can be found at the following link:

thebackcountryswell.com/press-kit/

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