



JETPILOT
LIVE. RIDE. ESCAPE.





JETPILOT IS WATERSPORTS



Lewy Watt



LIVE
RIDE
ESCAPE





“THIS IS NOT A COLOUR UPDATE”

Live to ride, Ride to escape, and Escape to live....

Over the past 33 years we have seen trends come and go, we have pushed the boundaries of innovation. Our passion to one up the last, keeps us at the forefront of progression. Inspired by our athletes, our land and our sports.

This season we challenged our designers to produce a range that was on trend, progressively forward and innovative. We deconstructed and reconstructed our entire neoprene program knocking down the walls of preconceived ideas on what is possible.

S19 “This is not a colour update” unleashes the most technically advanced products the market has ever seen; *new fits, new materials, new construction techniques and new Innovation.*

Sift through the pages and join us as we move forward, take a breath and remember to;

LIVE. RIDE. ESCAPE.





Shaun Murray

HERITAGE

Jetpilot's entire history can be contained in one simple sentence: Four friends with a passion for innovation set out to design the best riding gear apparel for those that live the life. Of course, there's a lot more to our story. In just over three decades since our launch, our dedication to making the most technically advanced water sport equipment and lifestyle apparel has remained the same. Along the way we've gained the support of the best athletes and fans on the planet.

Since the beginning our design principles have remained the same, Use premium materials; maintain an attitude that's true to our sports' progression; and create products that can live up to our riders' tough expectations. Enough about our history. Instead, lets focus on our future, Because the one thing that has led us to becoming who we are, is knowing where we are going. The future is now.

LIVE. RIDE. ESCAPE.





Scott Watkins





DESIGN STAGE

The design stage is where it all begins inspired by our athletes and motivated by our everyday surroundings this is the birth of Jetpilot products. Countless hours of researching trends, colour matching and product design is dedicated to each and every one of our products you see today the constant strive to achieve the balance of functionality and design.

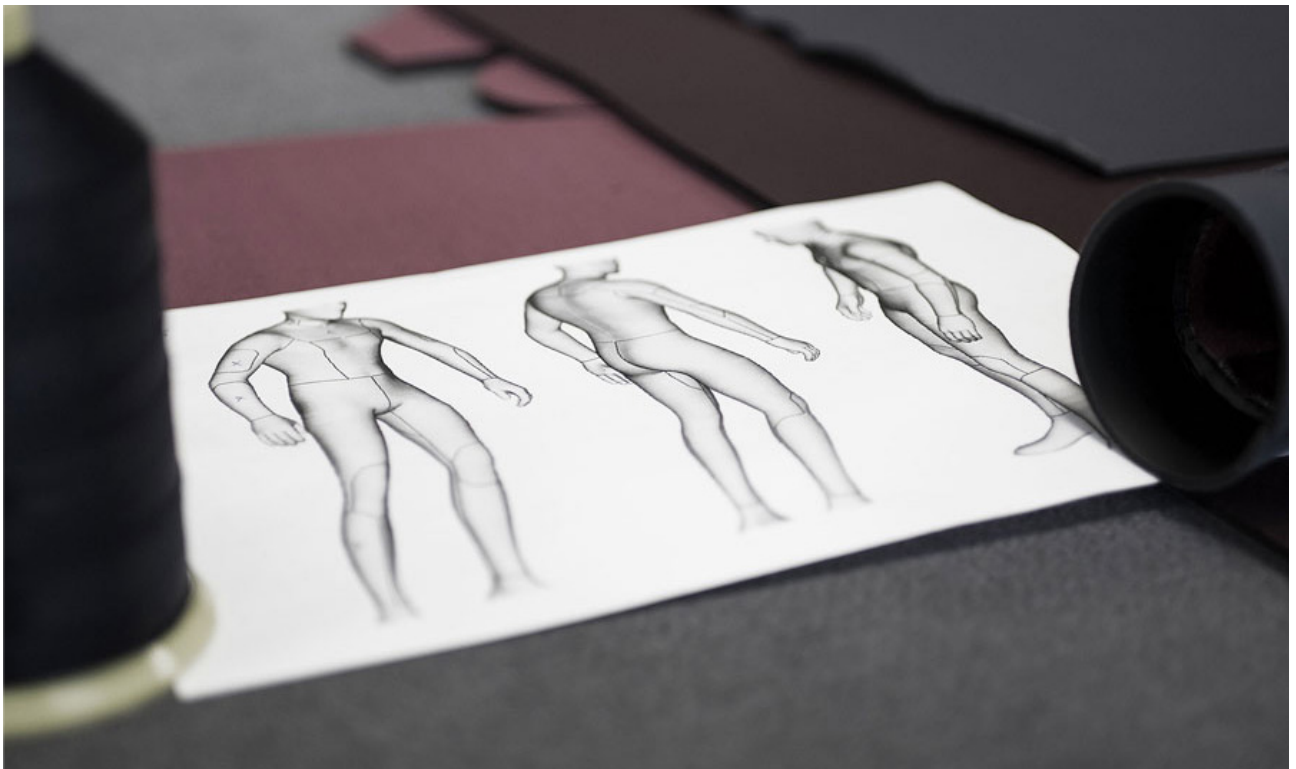


A word from the head of watersports design....

"As a designer, you can geek out on innovation, but I think that sometimes that doesn't always excite everybody. What we're trying to do, and where I think you see the brand changing, is finding a connect with that forward market, that consumer who understands the importance of performance but is driven by aesthetic."

"This season we have produced a balanced synergy between performance, functionality and aesthetic."

- Vin R.







HAND MADE

Our entire VEST program is HAND MADE. No robots means a focused, attention to detail and 100% guaranteed quality throughout the process.

PREMIUM QUALITY

We are proud of our finished products; our in-house design and production teams spend hours on developing and testing new materials.

The reason we are still here today is our dedication to produce the best product in the market, the combination of finishing applications and advanced manufacturing techniques ensure that Jetpilot delivers a premium standard, **It's a must.**





PREMIUM MATERIALS

We are constantly evolving as a brand as does our product development. We are combining performance enhancing materials to ensure our end users are getting the most comfortable experience from their new purchase.



360° SLICKSKIN
STRETCH NEOPRENE



JETLITE FOAM

From soft hand washed cotton, combed jersey, neospan, Jetlite Foam, Flexlite Ultra Neoprene and our new 360° Stretch neoprene. We guarantee that our products will not only last and look good but also perform. Comfort isn't a luxury **it's a must.**



FLEXLITE ULTRA NEOPRENE





INSPIRED BY INNOVATION NOT LIMITATION

Since the beginning Jetpilot set out to create; whatever the category. We develop, we innovate and create technology to improve production techniques, materials and fit. We have pushed the boundaries season after season.

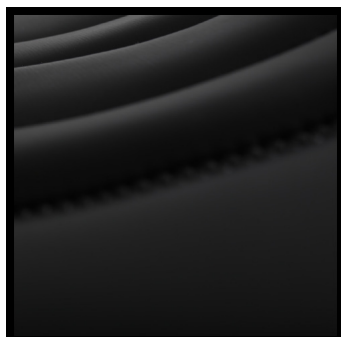
With over 30 years of industry knowledge, we have never stopped at what others call limitations, our products are designed and developed by people who live the sports.

We want to be leaders not followers, From super grip handles, go pro mounts on vests and towables, hydrophobic footwear, customised PWC accessories and 360° Stretch neoprene it's safe to say we are driven by innovation not limitations.



THERMAL LINING

The new Thermal Lining increases the warmth of a wetsuit. A quick drying fabric comprising of 60% polypropylene giving your suit the ability to dry twice as fast. The high low profile and unique weaved channels makes up the best thermal jersey available.



360° SLICKSKIN STRETCH NEOPRENE

Spending hours with our suppliers to develop a world first, 360° Slickskin Neoprene, Jetpilot has been able to create the most flexible slickskin neoprene with full 4way stretch in combination with our jet lite foam internals.





INNOVATION
I S T H E
DIFFERENCE
BETWEEN A
LEADER AND
A **FOLLOWER**






Jeremy Poret



JEREMY PORET

 **6**
WORLD CHAMPION

 **4**
WORLD FINALS CHAMPION

 **2**
JETX TOUR CHAMPION

 **2**
KINGS CUP CHAMPION







Kevin Reiterer




 **5**
WORLD CHAMPION

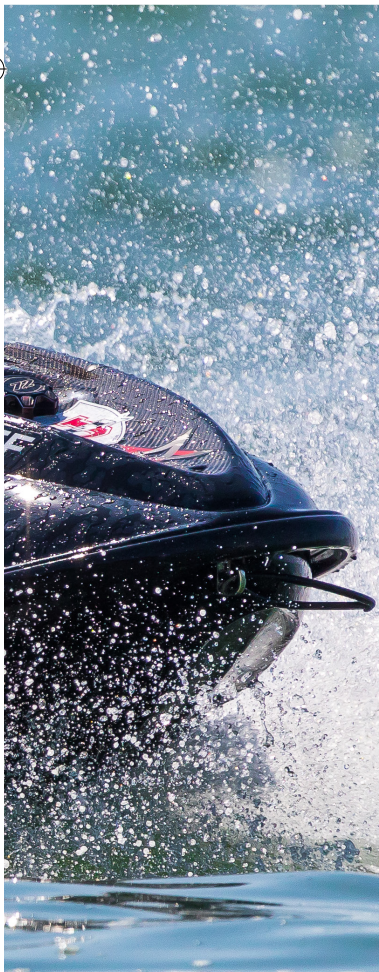
 **4**
EUROPEAN CHAMPION

 **2**
JETX TOUR CHAMPION

 **2**
KINGS CUP CHAMPION

 MAROCCO NIGHT RACE
CHAMPION

 UAE CHAMPION



RIDER

PROVEN

Our team roster is stacked with the best in the world in their respected sports and it's not by accident. After 32 years our reputation for being a market leader in product and design has enabled us to work with the best of the best. It's these athletes who push daily, that drive us to constantly search for ways to improve, we want our team to have a competitive edge, we want to exceed their expectations.

We work closely with our team, we listen and we learn. Our professional approach mixed with our premium product makes us the first point of call regardless of the sport, so you can be sure our products are tested by the best.



PLASTIC PACKAGES
DECOMPOSE IN 15
TO 1000 YEARS



JETPILOT RECYCLABLE INITIATIVE



SUSTAINABILITY

FAIR WORK PRACTICES

Jetpilot Australia is proud to stand behind the entire process of our products.

We as a brand prioritise fair work conditions from our head quarters to factories and everything in between. We are 100% committed in ensuring that fair labour practices and safe working conditions are in line with industry standards.

We have implemented Fair Labour Association (FLA) standards that have established systems to identify and rectify violations.

These standards translate to our finished products that incorporate strict auditing processes that abide by Australian Standards, ISO, CE and UL.

RECYCLABLE PACKAGING

Jetpilot Australia acknowledge the environment we live in, value the people and the impact we have on the globe. We as a brand are committed to push for more sustainable solutions and are making a move towards recyclable packaging. By using recyclable materials to package our products paves the path to reducing our carbon footprint. Furthermore we would like to encourage not only our customers but also you to join us to move forward for a more sustainable world.

We have recycled now it's your turn.

RECYCLABLE SWING TAGS

We understand that the fight towards a sustainable future is a long and evolving process and can only be sustained if we all contribute to the cause.

The second phase of our sustainable journey is the introduction of Recyclable Swing Tags. We know that the clothing and watersports industry is one of the most damaging industries to our environment. We are committed to combat this issue by producing an eco friendly tag that will remind you,

we have recycled now it's your turn.





CUSTOMER EXPERIENCE

EDUCATION

Jetpilot is focused on progression and innovation, pushing ourselves to deliver new collections each year. Listening to our dealers, riders and distributors putting a high emphasis on feedback. This drives development and refinements, for us to step forward to the next level we must make sure we are armed with key information.

Each year our designs change colour, but there is more to style updates than a colour change. Tweaks to fit, improved manufacturing techniques and raw material advances. A big focus for Jetpilot is to assist in education. Education is a key focus and will help us all, the more you understand about an item or a product and what the feature means will translate to closing a sale much simpler. It is also important to pass on this knowledge.

By increasing staff and customer knowledge, you will improve sales results. Everyone has strength and weaknesses, we can all learn from each other! For us all to reach the next level of sales goals we need to progress as distributors and sales people, proactively asking for the sale, seeking new opportunity and brand exposure all work hand in hand.



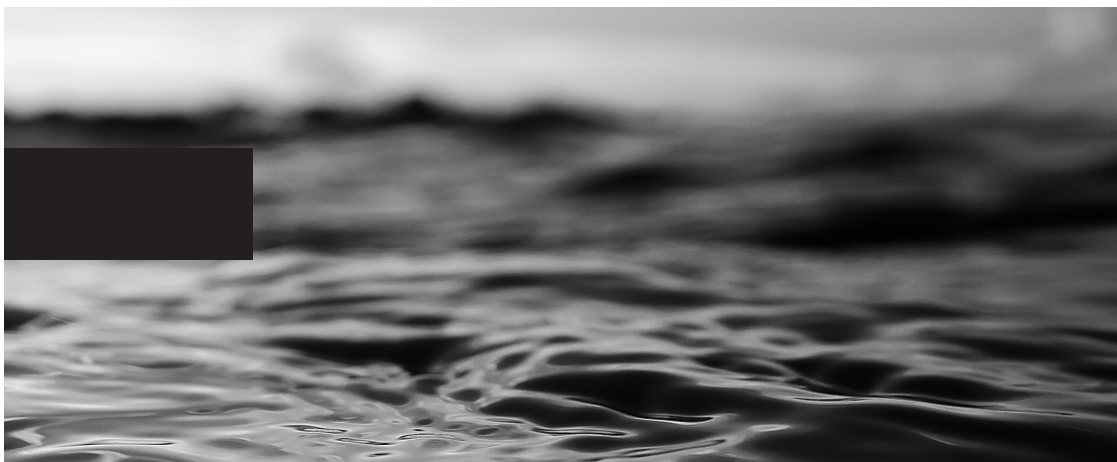


BOOK OF KNOWLEDGE

We produce seasonal catalogues, these include amazing photo's, style numbers and product names. Amazing right? Each item in our catalogue also has bullet points listed. These bullet points are the key selling features of a product. They are also the best resource for product education.

Training on features and product knowledge is the most important job you have, this will create the sales and ensure the sell through of the brand. Make sure you try on the product, look, feel and discover how things work. This applies to staff and consumers, they should be encouraged to feel the difference establishing a personal experience which is key to selling. Make sure all company staff/retailers and sub distributors are aware of what we do and why we do it.

In the end you are our voice, our brand representation to the customers. We must push an emphasis that all shop staff are aware of what we do and why we do it. Remember you are not just our sales staff/distributors you are apart of a revolutionising company in a evolving industry. Why build the worlds best product if no one can tell the difference.





JETPILOT IS GLOBAL



Jetpilot can be found in over 40 countries, we have great representation globally and have seen consistent sales growth of 25% over the past 3 years.



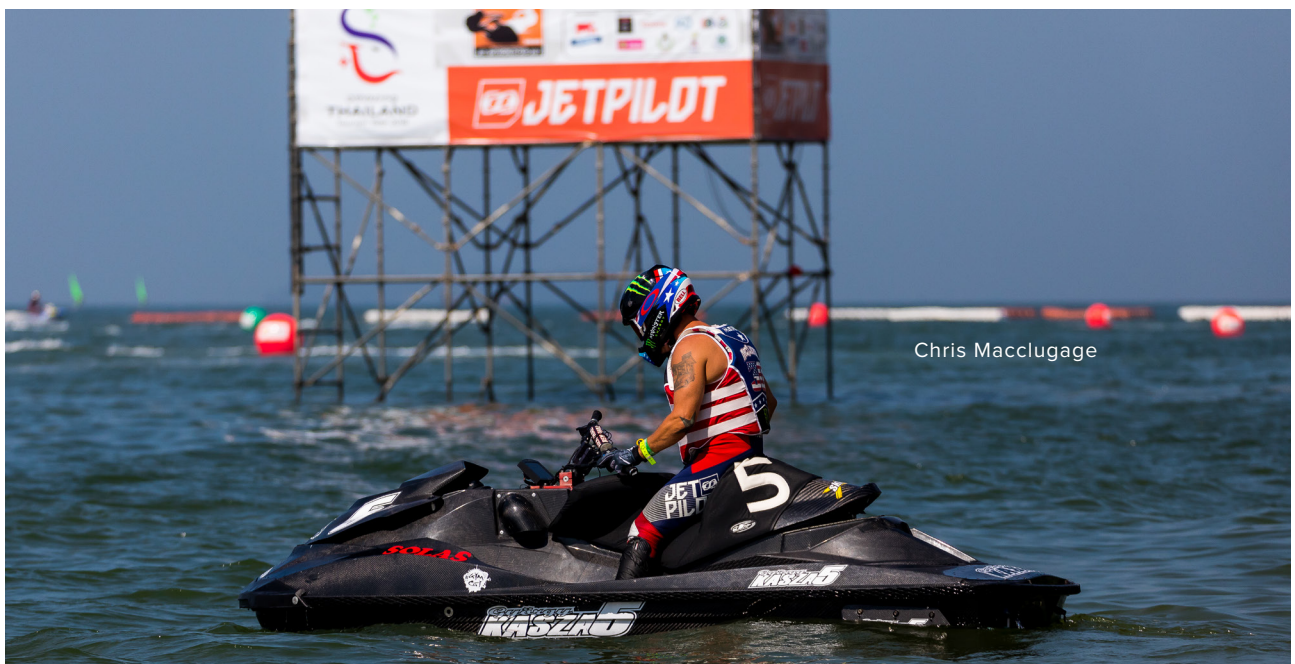


BRAND EXPOSURE

It has never been more important to be actively marketing our brand. We all need to be doing our part to grow Jetpilot's brand awareness. Sitting in our office waiting for the phone to ring or an email to arrive just doesn't cut it. We all need to be proactive in seeking opportunities for brand exposure. A well-executed brand activation encourages further discovery of the brand and what it stands for.

- It encourages deeper knowledge of the brand and its products.
- It encourages and allows customers to connect with the brand and will assist in strengthening connections and partnerships with dealers.
- It increases the ability of the brand to communicate directly to the core and mass market.
- It convinces customers and eventually promotes the buying and re-buying of the brand.

Brand activation is all about building a brand's strength within a market, creating a perceived value. We have seen the positive results through our own events and activations and have witnessed an increase of business for our distributors and dealers who are actively creating events, activities and sponsorship of top level regional riders.



Chris Macclugage





BRAND DIRECTION LIFESTYLE

The brand direction of our lifestyle division is forever evolving as is the market. We have identified the gap between street fashion and action lifestyle is shrinking.

Our loyal customers are proud of the sports they do and want to wear the clothing on and off the water. Our strategy moving forward is to connect with a wider audience, meaning more opportunity.

Our images will portray realism that the youth can connect with, clean design shot in real life situations, creating an emotional connection to
Live. Ride. Escape.





BRAND DIRECTION WATERSPORTS

For 3 years we have seen successive growth in our watersports division. Our approach to leveraging our world class athletes who are the leaders and influencers in their chosen sports. This will continue to be a focal point of our watersports marketing.

Identifying key taste makers, select social media influencers and brand ambassadors, to increase our brands global reach. Our imagery will be designed to support our brand message and educate our consumers and partners alike, highlighting an emphasis on key features of each product. **Marketing through education.**

The introduction of new and expanded product categories will see Jetpilot's continued success. The goal is to connect, educate and resinate.

Live. Ride. Escape.



Cory Teunissen - World Champion Wakeboarder





BRAND IDENTITY

Brand identity is something all brands set out to achieve, it can be as simple as brand name, logo, tone, tagline, font, or key identifying features that create an appeal.

Having brand identity will lead to product recognition. Brand identity should be a consistent message and can be reinforced through repetition, this plays a huge role in creating the identity. The desired message does not have to be complicated, but concise and consistent.

“The purpose of a brand Identity is to enable emotional triggers for consumers to identify a relationship between product and brand.”

Apparel



WATERSPORTS



Venture



CONSISTENCY IN
BRANDING IS IN
THE DETAILS





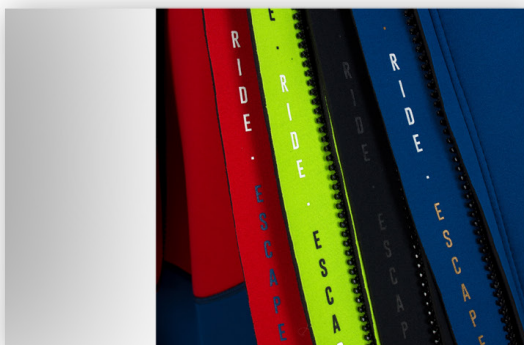
CONSISTENT



IDENTIFIABLE



BRANDING



MESSAGE





QUANTUM F/E NEO CE IMP VEST SIGNATURE SERIES



360° STRETCH NEOPRENE



ANATOMICAL FIT



JETLITE FOAM



BEVELLED EDGE FREELITE
BUOYANCY FOAM



YKK LOCK ZIPPERS



NAVY



PREMIUM DIAMOND EMBOSS



BLACK



Cory Teunissen

QUANTUM F/E NEO CE IMP VEST



BLACK



GREY



QUANTUM X

2018 welcomes an all new vest in name and fit.

The Mens Quantum X is an innovative design that gives riders unprecedented range of motion and flexibility. Featuring a slim line shoulder and oversized armhole, constructed lumber panel with Jetpilot's rapid dry technology. The Quantum gives you more freedom by conforming to your bodies needs. Available with 360° **Slickskin** Stretch Neoprene or the Signatures Series 360° Stretch Neoprene with premium diamond emboss.





BEC ASCENT
F/E NEO CE IMP VEST



360° SLICKSKIN
STRETCH NEOPRENE



ANATOMICAL FIT



JETLITE FOAM



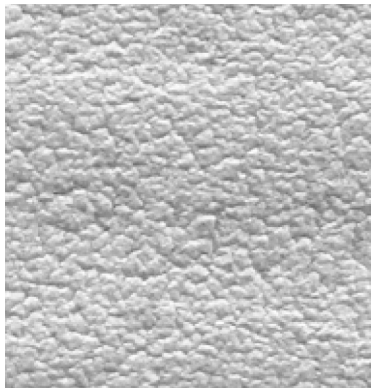
BEVELLED EDGE FREELITE
BUOYANCY FOAM



YKK LOCK ZIPPERS



Bec Gange



JETLITE FOAM



PINK



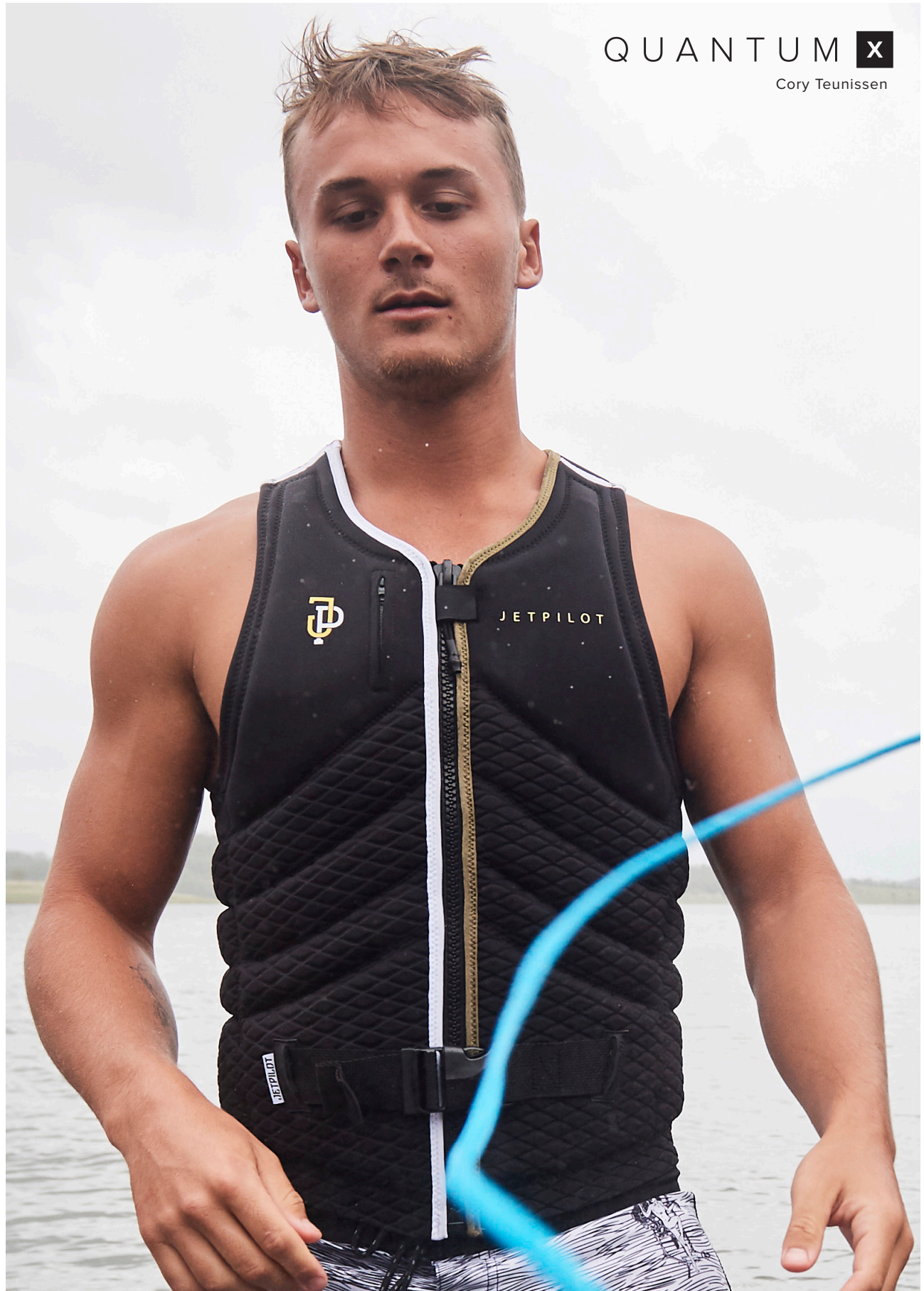


BLUE

QUANTUM Y

Introducing the first of it's kind the Ladies Quantum Y features a slim shoulder line and oversized armholes for ease of movement and increased range of motion. Constructed from a new 360° Stretch Neoprene the Quantum Y has finally arrived.





QUANTUM X

Cory Teunissen







JA19116 | VENTURE NEO ISO 50N VEST

TECHNICAL FEATURES:



FLEXLITE ULTRA NEOPRENE

Trusted and tested, FLEXLITE ULTRA NEOPRENE is the most FLEXIBLE STANDARD NEOPRENE in the market. Used on our flight series suits and vests.



ANATOMICAL FIT

Spending hours with our supplier to develop a world first, 360° Slickskin Neoprene, Jetpilot has been able to create the most FLEXIBLE Slickskin Neoprene with Full 4way stretch. Using JETLITE FOAM internals makes the vest LITE WEIGHT, FLEXIBLE, SLICKSKIN neoprene Vest ever offered.



JETLITE FOAM

Our JETLITE FOAM is LIGHTEST most FLEXIBLE FOAM. JETFOAM is more AIR RATED, allowing the foam more pliability allowing extra mobility. JETLITE FOAM has a higher oxygen level making the foam a lot lighter due to the amount of air molecules. JETLIGHT FOAM is in all our wetsuits and vests.



BEVELLED EDGE FREELITE BUOYANCY FOAM

Our BEVELLED EDGE BUOYANCY FOAM is INDUSTRY APPROVED. Each foam insert is BEVELED BY HAND giving each piece a Radius edge for MAXIMUM COMFORT and FIT.



YKK LOCK ZIPPERS

YKK LOCKING ZIPPERS are INDUSTRY APPROVED. Lock when zipped, designed not to open unless lifted and pulled down. Ride hard feel safe.

□ REFLECTIVE TAPE

□ GO PRO MOUNT

□ SUPERGRIP HANDLES



YELLOW



ORANGE



BLACK



MATRIX/RX



IMPACT FORCE



PRO-TECH FABRIC

PRO-TECH ANTI ABRASION TOP LAYER uses a durable Supratex Jersey laminated to the PRO-TECH IMPACT FOAM



PRO-TECH IMPACT FOAM

Our NEW PRO-TECH KNEE and SHIN PADS use a durable Supratex Jersey laminated to an EVA MOULDED FOAM for PRO-TECHion and COMFORT

IMPACT ABSORPTION

ADDITIONAL ABSORPTION LAYER

DESIGNED AND DEVELOPED BY JETPILOT AUSTRALIA



RACESUIT TECHNOLOGY



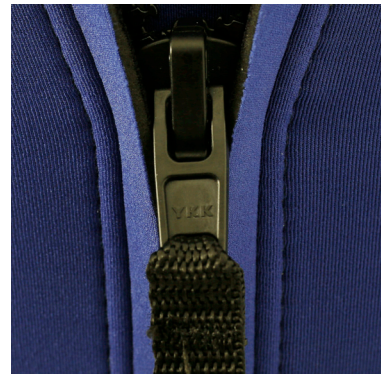
MATRIX RX FEATURES



JETLITE FOAM



NECK SEAL



YKK LOCK ZIPPERS



NAVY/RED
NAVY/GOLD
BLACK/WHITE
YELLOW/BLACK



360° STRETCH NEOPRENE



JET LOC SEAM
CONSTRUCTION



BREATHABLE FLOW PANELS





VEST FEATURES



ANATOMICAL FIT

Consulting with our TEAM RIDERS we have created market leading fits for our wetsuits and Vests. Combining our NEW NEOPRENE and FOAM techniques our fits are first choice for work champions.



HAND MADE

Our entire VEST program is HAND MADE. No robots mean a focused, Attention to detail, 100% guaranteed Quality throughout the construction process.



360° STRETCH NEOPRENE

Another Jetpilot first, our designers and product managers worked closely with our suppliers, creating our most FLEXIBLE Neoprene to date. Full 4way stretch Jersey combined with our new JETLITE FOAM makes a LITE WEIGHT, 360° degree Flexibility NEOPRENE offered.



BEVELLED EDGES

Our BEVELLED EDGE BUOYANCY FOAM is INDUSTRY APPROVED. Each foam insert is BEVELED BY HAND giving each piece a Radius edge for MAXIMUM COMFORT and FIT.



BODY LOCK

Jetpilot BODY LOCK PANEL has been created to aid in comfort and increase performance. The Body Lock Panel is a full functioning feature that locks the vest to the body. Using a combination, of fabrics, The BODY LOCK PANEL grips to the body or wetsuit minimising vest lift and rider peace of mind.



360° SLICKSKIN STRETCH NEO

Spending hours with our supplier to develop a world first, 360° Slickskin Neoprene, Jetpilot has been able to create the most FLEXIBLE Slickskin Neoprene with Full 4way stretch. Using JETLITE FOAM internals makes the vest LITE WEIGHT, FLEXIBLE, SLICKSKIN neoprene Vest ever offered.



YKK LOCK ZIPPERS

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FLEXLITE ULTRA NEO

Trusted and tested, FLEXLITE ULTRA NEOPRENE is the most FLEXIBLE STANDARD NEOPRENE in the market. Used on our flight series suits and vests.



WETSUIT FEATURES



360° STRETCH NEOPRENE

The world first, 360° Slickskin Neoprene, a company own creation of the the most FLEXIBLE Slickskin Neoprene featuring full 4way stretch. Constructed with JETLITE FOAM internals making each vest the most LITE WEIGHT, FLEXIBLE, SLICKSKIN neoprene ever offered.



THERMAL LINING

Our New THERMAL LINING makes a warm wetsuit warmer. A quick drying fabric comprising 60% POLYPROPYLENE you suit will dry 50% faster. The High Low profile and unique weaved CHANNELS makes up best THERMAL JERSEY available.



GBS SEAMS

Used in our thicker Wetsuits the GLUED and BLIND STITCH SEAM is an industry standard for Cold Water Wetsuits. 1st all seams are Glued together the Blindstitched. The Gluing process bonds seams securely and the Blindstitch only penetrates half way through the NEOPRENE RUBBER which eliminates needle holes. Water free warmth.



JETLITE FOAM

Our JETLITE FOAM is LIGHTEST most FLEXIBLE FOAM. JETFOAM is more AIR RATED, allowing the foam more pliability allowing extra mobility. JET-LITE FOAM has a higher oxygen level making the foam a lot lighter due to the amount of air molecules. JETLIGHT FOAM is in all our wetsuits and vests.



360° STRETCH SPLIT NEO TAPE

0.5mm Stretch Split Neo is a 15mm Wide Tape that is cut from our 360 STRETCH NEOPRENE. Our X1 Series Wetsuits have 80% of Internal Seams Split Neoprene Taped for Warmth and Durability.



FLEXLITE ULTRA NEO

Trusted and tested, FLEXLITE ULTRA NEOPRENE is the most FLEXIBLE STANDARD NEOPRENE in the market. Used on our flight series suits and vests.



YKK LOCK ZIPPERS

YKK LOCKING ZIPPERS are INDUSTRY APPROVED. Lock when zipped, designed not to open unless lifted and pulled down. Ride hard, feel safe.



SUPERTEX - KNEEPAD

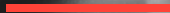
Our JET-TECH KNEE PADS use a durable Supratex Jersey laminated to a Dive Grade Foam for Durability and Comfort.





T H E N E W A G E

JETPILOT
LIVE. RIDE. ESCAPE.



@ J E T P I L O T C O M P A N Y

