

A Simple Decision, not a complicated one!

The decision:

South Shore Distributing, from this point on, will pour its support on branded boards, trucks, wheels, etc. that support the skateboarding industry. Supporting products & companies would include those that give back to skateboarding by supporting pro skateboarder teams, tours, videos, magazines, etc. Basically, South Shore will support the people and companies that have made South Shore what we are today.

We will not support Non-Branded/Faceless Brand companies from here on out!

The reasons:

- Skateboarding is what my employees and I have been doing well before we became adults! In other words, this is our life, as it is for most people that are in this industry.
- We now have companies in our industry that are making profit in this business that we love, but are not putting anything back into it. They import blank boards and sell them via on-line auction sites for as little as \$9.95 a piece! They import blank boards and put super simple graphics and “faceless-brand” names that support nothing but profit.
- They don’t provide support for videos of pros which might inspire kids today; pros will not get paid for his blood and guts; no tour from that company; no magazine coverage, because there is no pro. These companies are just importers, not skateboard companies!
- If retailers and distributors support products that continue to put money in the pockets of some importer but not into a company whose focus is skateboarding, kids in the future will have to go to the local “\$\$-mart” or “Tar-\$\$” to get their next board. Most core retailers and distributors will go out of business. Most real skateboard brands will not be able to support a pro team, let alone an am team, and that’s if they find a way to survive. Tours will be a thing of the past and support from companies for local contest/events will dry up almost instantly!

What to do with all this?

Know, that South Shore Distributing will continue to provide the best service in skateboarding! Know, that if you support the “real brands” you’ll be supporting a future for your company and the skaters of the future. Know, that South Shore will be right there with you supporting “real brands.” With our dedication, together we will provide a future for our business, our passion, and our life.

Damian Hebert, President
South Shore Distributing, LLC