

VEIA

GUARANTEED FOR LIFE



LET'S GO.



0.25 in

JOHN JOHN FLORENCE



VEIA Supplies emerged as a group of like-minded athletes & explorers who aim to improve on the gear we depend on daily. Everything we create is designed to enhance your next session and every session after, for the rest of your life.

If we can't depend on it, we make it better or we don't make it at all.

This is why all VEIA products are backed by a lifetime warranty against any defects in workmanship or materials such as broken zippers/buckles, seam/cord failures, etc. VEIA's lifetime warranty covers any issue or failure that is not caused by abuse or neglect. If something isn't covered please reach out for a recommendation or arrangement of repair.

Our goal is for you to depend on our products as we do and to help us improve them in every way possible. In doing this, we can minimize our impact on the environment and build a product that holds up, forever.

That is how we like to do business...that is VEIA.

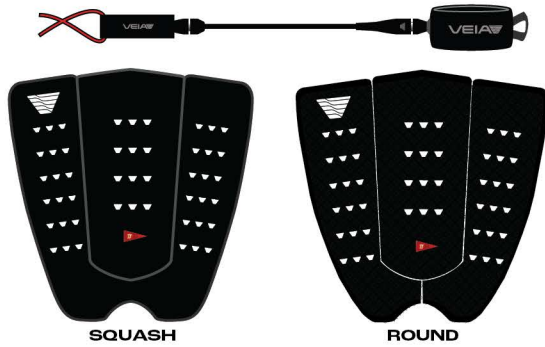
VEIA
GUARANTEED FOR LIFE



JJF PRO SERIES

JOHN JOHN FLORENCE PRO SERIES COLORWAYS

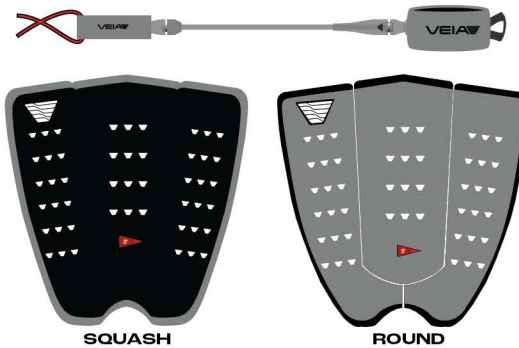
NIGHT



SQUASH

ROUND

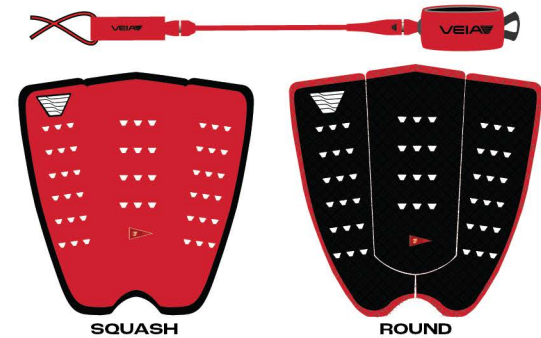
NIGHT / STORM



SQUASH

ROUND

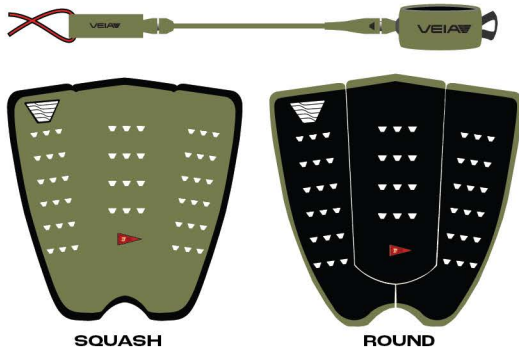
NIGHT / RED



SQUASH

ROUND

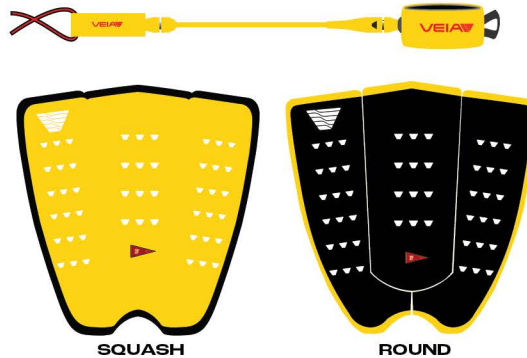
SQUADRON / NIGHT



SQUASH

ROUND

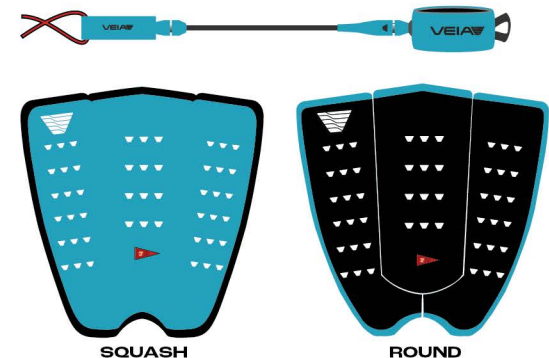
NIGHT / YELLOW



SQUASH

ROUND

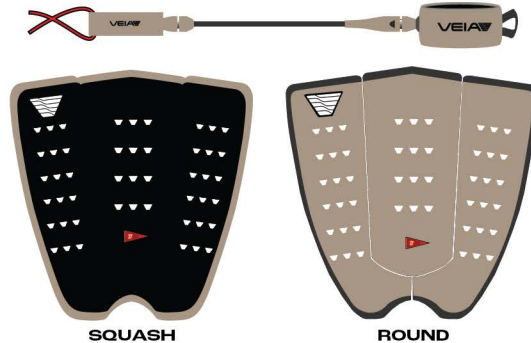
NIGHT / BLUE



SQUASH

ROUND

NIGHT / TAN



SQUASH

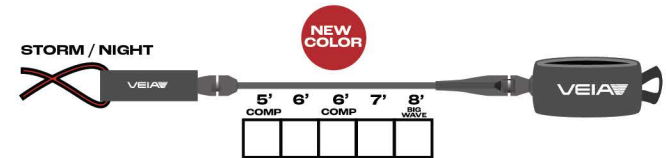
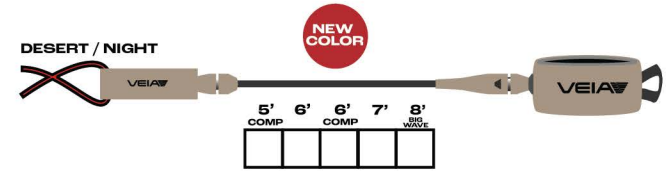
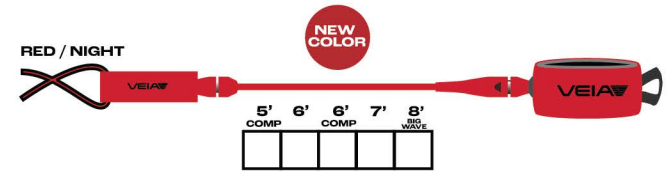
ROUND

JJF PRO LEASH

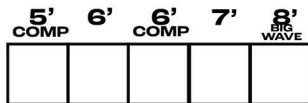
Developed with John John Florence, the JJF Pro Leash is tested and proven to last in all conditions. Designed with comfort & longevity in mind, the Pro Leash features a low profile neoprene lined cuff that is so soft you won't notice it is there. The shorter and lower profile railsaver reduces drag and keeps the overall weight down and micro velcro on the cuff provides maximum hold.

Features:

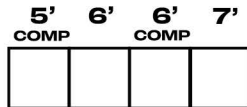
- Duralite Neoprene lined cuff for light weight and durability
- Dual swivel connection
- Ultralite micro velcro
- Low profile rail saver for reduced drag and light weight



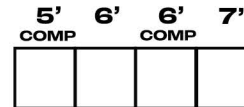
NIGHT



BLUE



SQUADRON



YELLOW



JJF PRO ROUND TAIL PAD

Designed with John's legendary Pyzel Ghost model in mind, the Round Tail Pro Pad is made to comfortably fit the round tail surfboard shape with ease.

Designed in collaboration with John John Florence, the JJF Pro Pad is everything you need and nothing you don't. From the SuperSOFT Eco EVA to the 45 to flat kick pad for maximum performance and push through even the heaviest lips, the JJF Pro Pad will give you the consistent connection you need to progress your surfing.



Features:

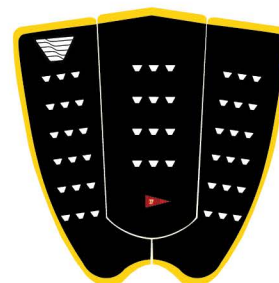
- Arch bar with Power Pocket placement
- Ultralite venting
- 45 degree to vertical kick pad
- SuperSOFT Eco EVA foam
- VEIA Venting and Weight reduction cutouts
- Diamond Pattern



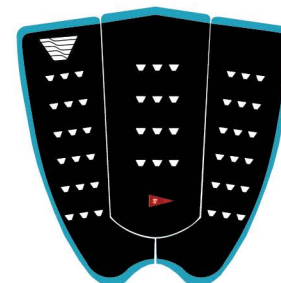
NIGHT / SQUADRON



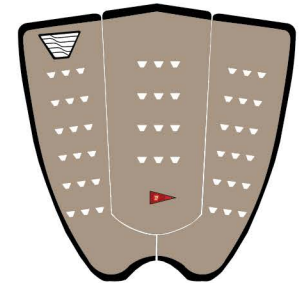
NIGHT/ YELLOW



NIGHT/ BLUE



DESERT / NIGHT



NIGHT



NIGHT/ RED



STORM / NIGHT



JJF PRO SQUASH TAIL PAD

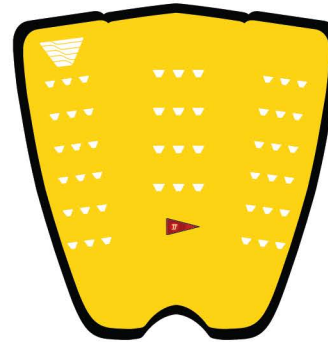
The JJF Squash Tail Pro Pad will be your go to for years to come. With SuperSOFT Eco EVA Foam as well as our comfortable yet powerful 45 to vertical kick pad, this pad is at home on any of your surfboards.

Features:

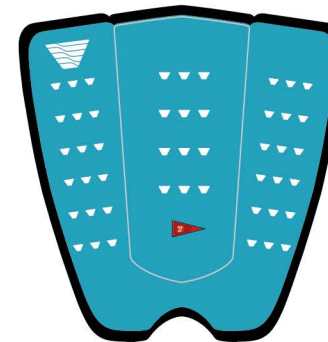
- Arch bar with Power Pocket placement
- Ultralite venting
- 45 degree to vertical kick pad
- SuperSOFT Eco EVA foam
- VEIA Venting and Weight reduction cutouts
- Diamond Pattern



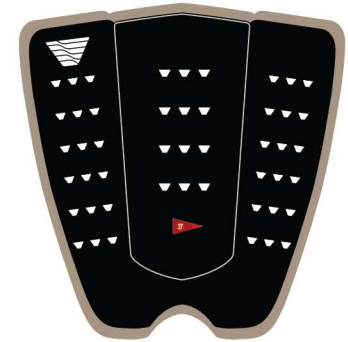
YELLOW / NIGHT



BLUE / NIGHT



NIGHT / DESERT



NIGHT



NIGHT / STORM



RED / NIGHT



SQUADRON / NIGHT



JJF BIG WAVE COLLECTION

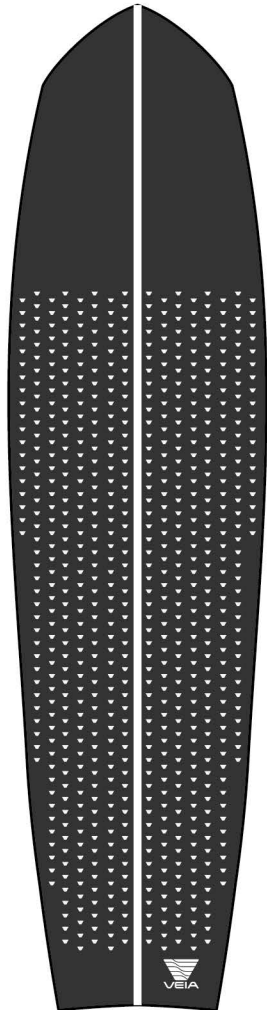


JJF 3/4 DECK GUN TRACTION PAD

Consistent grip across your whole deck when you need it most. Don't get caught slipping. Pair with the JJF Pro Pad (not included)

Features:

- 5MM padding
- Durable 3M adhesive
- Cored out for maximum weight reduction and increased grip



JJF BIG WAVE LEASH

You are out there to go surfing..not swimming. Extra thick bomb tested cord paired with a quick release clip for added safety if you get in over your head while it's triple overhead.

Features:

- Durable cord for maxing out conditions
- Double leash strings for added safety
- Quick release pin with pull loop



8'	10'	12'
8mm	10mm	10mm



JJF DAY BAG

The most useful bag you will ever own. From the side of your bike to short plane hops on strike missions, the JJF Day Bag will be the one you use daily. With durable 600D Cordura construction, heavy duty YKK zippers and padded shoulder straps and handles in all the right places (especially the one on the back to easily grab it out of overpacked vans or before it takes another lap around the baggage claim) this bag is the one you trust to safely take your surfboard anywhere.

Features:

- 600D Cordura Construction
- Gusseted tail area fits 1 board with fins
- Side accessories pocket
- Padded shoulder strap
- 10mm padding top and bottom panels
- Neoprene center handle
- Reflective liner and outer to dissipate heat



NEW
SIZE

5'6 6' 6'6 7'

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JJF 3/2 TRAVEL BAG

The 3/2 Convertible 6'6" Board Bag comfortably fits 3 of your boards, making your gate agent your new best friend. Made with ultra durable 600D Cordura and featuring YKK zippers, this bag is built to take you from your house, to your flight and to the spot while getting your boards there in one piece, not three.

Fits: 3 boards up to bags length

Features:

- Velcro board cover closure
- Multiband™ Outer Loop with multiple grab points and roof tie down loops
- Outer strap tunnel to reduce hangups
- Padded & reinforced end caps
- 10mm padded top panel and side wall, 20mm padded bottom panel
- Included 6" Carabiner for storage and attaching to other bags/tie downs
- Rockered shape exclusive to VEIA..fits your boards while reducing nose pressure points



6' 6'6

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JJF 4 BOARD BAG

Get your boards to your next surf destination in the best of shape. The Four Board Bag seamlessly keeps your quiver safe and secured with durable 5MM padding and an internal reinforced padding system in the nose and tail. Rockered shape (exclusive to VEIA) keeps everything in place without putting pressure on the noses of your boards. Baggage handlers are no match for this bag.

Fits: 4 surfboards

Features:

- Board separators to keep your boards pristine for arrival
- Multiband™ Outer Loop with multiple grab points and roof tie down loops
- Outer strap tunnel to reduce hangups
- Padded & plastic reinforced end caps
- 10mm padded top panel and side wall, 20mm padded bottom panel
- Included 6" Carabiner for storage and attaching to other bags/tie downs
- Rockered shape exclusive to VEIA..fits your boards while reducing nose pressure points

JJF WHEELED 4 BOARD BAG

Since the dawn of humankind..the wheel has been our friend. From rolling through far flung airports and trails to jungle cabins at exotic surf destinations, we wanted to make sure we had a bag that worked with wheels that didn't suck. Here it is.

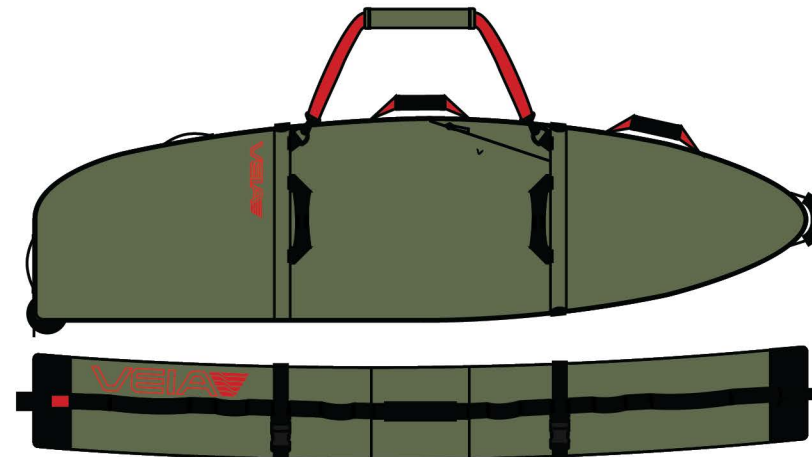
Fits: 4 surfboards

Features:

- Durable wheels to help handle heavy loads
- Board separators to keep your boards pristine for arrival
- Multiband™ Outer Loop with multiple grab points and roof tie down loops
- Outer strap tunnel to reduce hangups
- Padded & plastic reinforced end caps
- 10mm padded top panel and side wall, 20mm padded bottom panel
- Included 6" Carabiner for storage and attaching to other bags/tie downs
- Rockered shape exclusive to VEIA..fits your boards while reducing



6'6 7'



NEW

6'6 7'



JJF 5-7 BOARD TOUR BAG

Developed in collaboration with John John over multiple trips, this is the bag he now trusts to transport his boards around the world. VEIA's exclusive Rockered Shape on our Tour Bag will help to get your boards there in one piece by reducing pressure points on your noses when packing multiple boards.

Fits: 5-7 Boards (up to 7'0")

Features:

- Fits up to 7 surfboards
- Rockered shape exclusive to VEIA..fits your boards while reducing nose pressure points
- Board separators to keep your boards pristine for arrival
- Multiband™ Outer Loop with multiple grab points and roof tie down loops
- Outer strap tunnel to reduce hangups
- Padded & reinforced end caps, removable for easy storage
- 10mm padded top panel and side wall
- 20mm padded bottom panel
- Included 6" Carabiner for storage and attaching to other bags/tie downs
- Padded shoulder straps
- Outer zippered accessories pocket with space for fins, etc.
- Internal mesh pocket
- Internal AirTag™ pocket
- Neoprene main handle
- Top grab handles for easy handling (Red so baggage handlers get the message too)



7'



JJF PRO GROM TAIL PADS

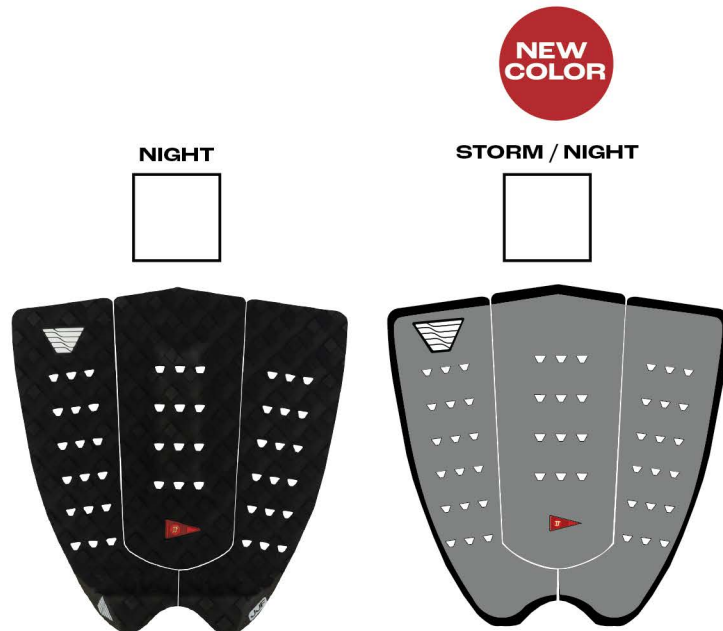
Everything you read on the prior two pages..only smaller for the groms. Available in Round Tail and Squash Tail versions to fit on your whole quiver.

Features:

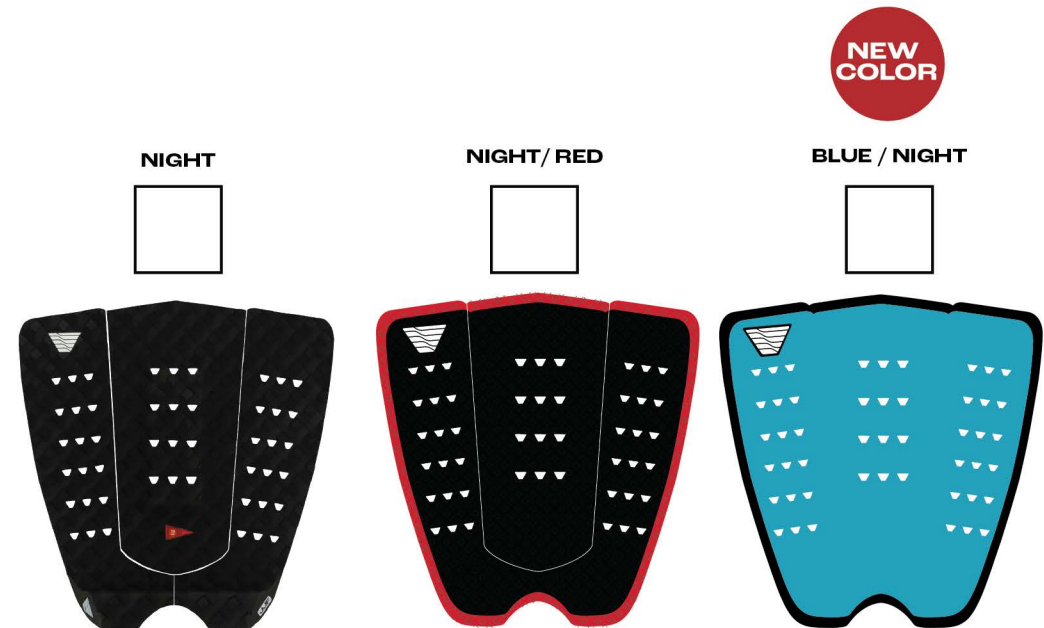
- Anch bar with Power Pocket placement
- Ultralite venting
- 45 degree to vertical kick pad
- SuperSOFT Eco EVA foam
- VEIA Venting and Weight reduction cutouts
- Diamond Pattern



Grom Round Tail Pad



Grom Squash Tail Pad





EXPLORER SERIES



EXPLORER LEASH

The Explorer Leash is tested and proven to last in all conditions. Designed with comfort & longevity in mind, the Explorer Leash fits snug and holds all session long, every time.

More isn't better..better is better.

Features:

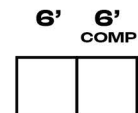
- Neoprene cuff
- Dual swivel connection
- Ultralite micro velcro
- Low profile rail saver



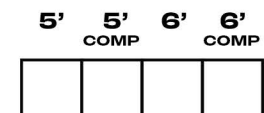
NIGHT



BLUE



RED / STORM



EXPLORER 3 PIECE PAD

Designed for the surfer who likes a simple and highly functional pad, our Explorer 3 Piece Pad is an optimal pad for any shape, bringing maximum performance to any board you put it on.

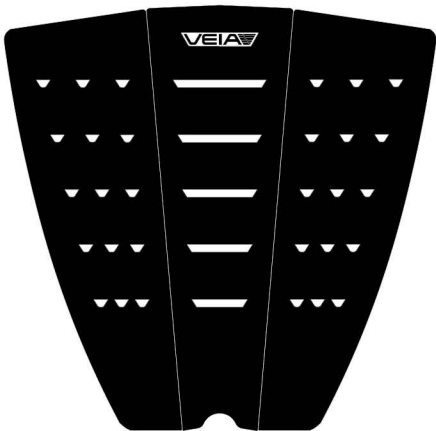
Features:

- Three piece pad
- SuperSoft EVA
- Arch Bar
- 45 degree to vertical kick pad
- Diamond grip pattern
- Recycled packaging



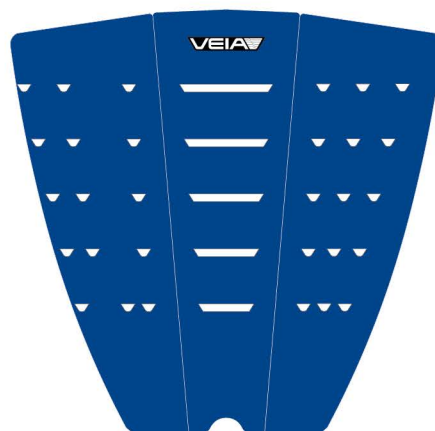
NEW
SHAPE

NIGHT



NEW
SHAPE

DARK BLUE



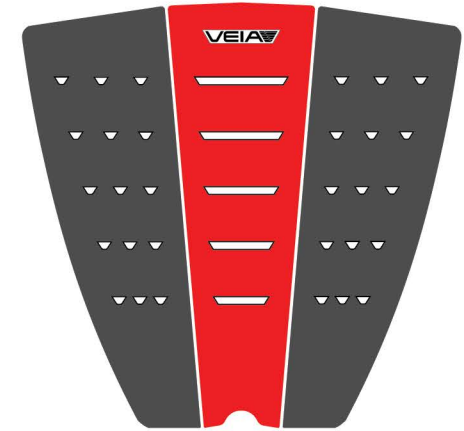
NEW
SHAPE

CAMO / NIGHT



NEW
SHAPE

STORM / RED



NEW
COLOR

NEW
COLOR

EXPLORER FLAT PAD

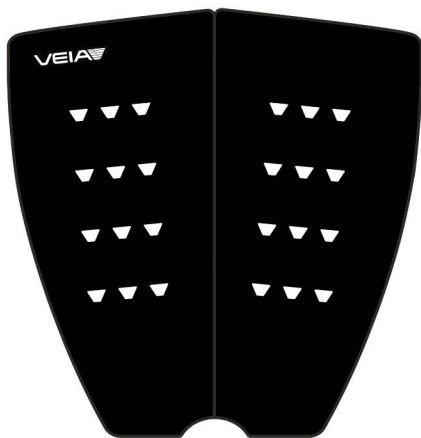
Designed for the surfer who likes a simple pad and maximum board feel, the Explorer Flat Pad is an great pad for any shape, bringing maximum performance to any thruster, twin, fish, longboard and everything in between that you might put it on.

Features:

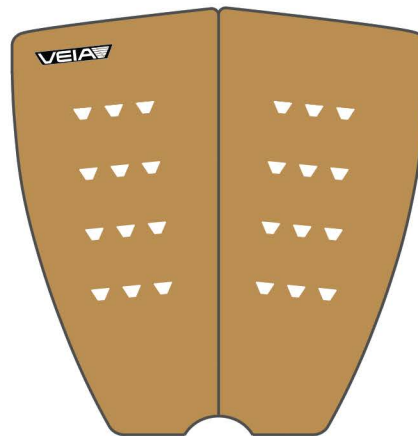
- Two piece pad
- SuperSoft EVA
- 45 degree to vertical kick pad
- Diamond grip pattern
- Recycled packaging



NIGHT



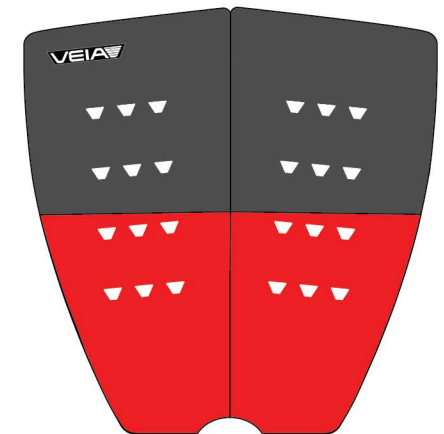
CARAMEL



CAMO / NIGHT



STORM / RED



EXPLORER FRONT PAD

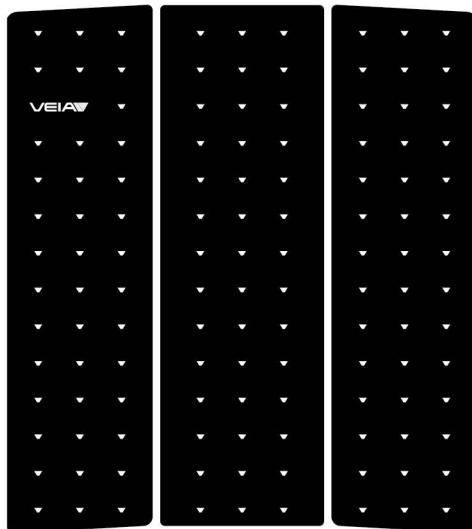
Maximum grip for pushing your surfing to new places. This is a personal favorite of Ivan Florence and has been developed to give you as much grip as possible while keeping the pad light and airy for minimal weight.

Features:

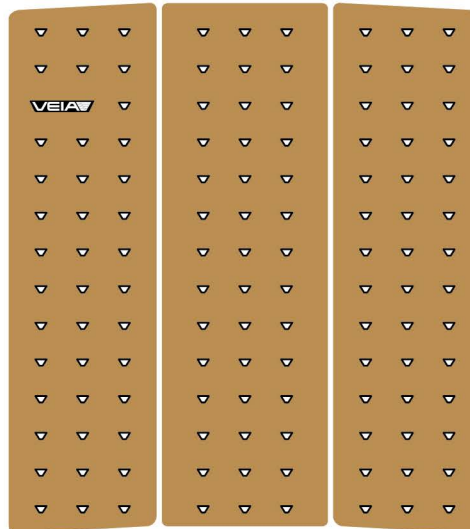
- Three piece pad
- SuperSoft EVA
- Cored out for minimal weight
- Diamond grip pattern
- Recycled packaging



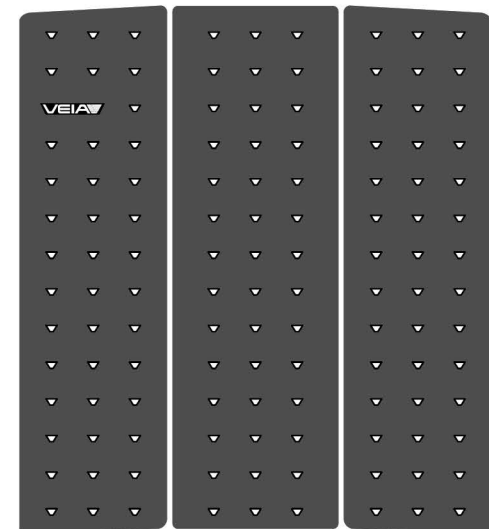
NIGHT



CARAMEL



STORM



EXPLORER SURFBOARD SOCK

Simple and easy, the VEIA Surfboard Sock is ideal for daily trips to your local spot or for storage until your next round the world jaunt.

Fits: 1 board up to bags length

Color: Red & Black

Features:

- Internal wax/accessories pocket
- Drawstring closure
- Nylon nose guard with internal padding
- Soft cotton terry fabric



6' 6'6 7' 8



EXPLORER DAY BAG

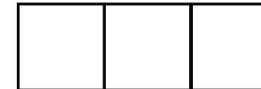
The Explorer Day Bag is built for your daily bike commute, keeping an extra board on the beach, the back of your truck or simply to store your boards safely so they are pristine on your next trip. Made with durable 600D Cordura on one side and reflective material on the other to dissipate heat. An external mesh pocket and nothing but YKK zippers to keep things running smoothly.

Features:

- External pocket
- 6.5mm padding throughout
- Reinforced shoulder strap
- Nylon nose protection to defend against dragging

NEW
SIZE

6' 6'6 7'



EXPLORER FISH DAY BAG

All the features of the Explorer Day Bag but in a Fish shape to fit your Fish board. Groundbreaking.

Features:

- External pocket
- 6.5mm padding throughout
- Reinforced shoulder strap
- Nylon nose protection



NEW

5'6 6' 6'6

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EXPLORER MID LENGTH DAY BAG

Get your mid length to the water in one piece unsheath it with pride. You are going to get waves today..and that is a good thing.

Features:

- External pocket
- 6.5mm padding throughout
- Reinforced shoulder strap
- Nylon nose protection to defend against dragging
- Opening for single fin setups



NEW

6' 6'6 7'

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EXPLORER LONGBOARD DAY BAG

The Explorer Day Bag is built for your daily bike commute, keeping an extra board on the beach

Features:

- External pocket
- 6.5mm padding throughout
- Reinforced shoulder strap
- Nylon nose protection to defend against dragging
- Opening for single fin setups



NEW

8' 9' 10'

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ACCESSORIES

TAILGATE PAD

Fly that “I’m going surfing right now” flag hard with this tailgate pad. Work? Not today suckers.

Length - 71cm

Features:

- Heavy duty construction with maximum protection for your board and your truck
- Adjustable velcro attachment for an easy fit on all tailgates
- Cinch strap to secure boards of all sizes
- Packaged in a reusable nylon bag to keep your truck wax free when in storage



ONE
SIZE



TIE DOWN STRAPS

Don't be that person on the highway. Strap it down.

Features:

- Durable anodized cam lock with logo neoprene cover
- Heavyweight nylon straps
- Sizes available for 2 to 6 boards
- - Packaged as a set in reusable nylon bag to keep your car wax-free when in storage



9'	12'	15'	16.5'
2.75M	3.65M	4.55M	5M

AERO RACK PADS

Lay down a solid base layer for your precious cargo. Low profile rack pads pair perfectly with our tie down straps to get your boards there in one piece.

Length - 71cm

Features:

- Durable nylon construction
- Adjustable velcro attachment to fit all rack systems
- Packaged as a set in reusable nylon bag to keep your car wax-free when in storage



71CM



ROUND RACK PADS

Versatile and easy to install and store..everything you need..nothing you don't.

Features:

- Durable nylon construction
- Adjustable velcro attachment to fit all rack systems
- Packaged as a set in reusable nylon bag to keep your car wax-free when in storage



NEW

71CM



FUSION WELD WET / DRY BAG

Get your gear to the spot and back and keep sand and water in it's place. Our wet dry bag is made to keep your gear tight and organized, with a large central compartment that will fit enough for any session in even the thickest wetsuit.

Volume- 30L

Features:

- Durable tarpaulin and nylon construction
- Adjustable velcro attachment to cinch the bag tight
- Fused watertight seams
- Front zipper pocket for phones and keys
- Durable top handle
- Adjustable backpack straps



NIGHT



ECO PACKAGING

MINIMUM WASTE FOR MINIMUM LANDFILL

WE MAKE A CONSCIOUS EFFORT TO REDUCE THE EXTRAS IN PACKAGING. NO PLASTIC AND NO BS.

ALL OF OUR TRACTION AND LEASH PACKAGING AND ALL OF OUR HANGTAGS ARE MADE FROM RECYCLED CARDBOARD THAT CAN BE RECYCLED ANYWHERE.

MORE ISN'T BETTER..BETTER IS BETTER.



POINT OF PURCHASE

CUSTOM IMAGERY FOR YOUR SHOP

TAP INTO OUR STEADY FLOW OF NEW IMAGES TO MAKE YOUR ACCESSORIES WALL STAND OUT.

CUSTOM WINDOWS, SECTION HEADERS AND SIGNAGE AVAILABLE, PLEASE INQUIRE WITH YOUR REP



SLATWALL DISPLAY PEGS



CAN SUPPORT UP TO 15 PADS OR LEASHES



FACEPLATE WITH CHANGEABLE GRAPHIC INSERT



WINDOW GRAPHICS



SURFBOARD EMPIRE
COOLANGATTA, AUSTRALIA



DIVE N SURF
REDONDO BEACH, CALIFORNIA



CUSTOM SECTION HEADERS



JOHN JOHN FLORENCE

JJF GUN PAD
JJF BIG WAVE LEASH
JJF ROUND TAIL PRO PAD

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