



Photos: Dan Mathieu

MAX DUPONT

WOODCHUCK LAMINATES

How did you get involved in making skateboard products?

I started making decks in March 1996. At that time, all the high-end boards were made in California with hard rock Canadian maple. I thought I could do as good or better boards as what the market was doing. The passion from skateboarding and entrepreneurship definitely drove me to do this.

How many years have you been involved with it?

I have been skateboarding for 24 years now. I skated professionally for 10 years, and I have manufactured skateboards for 14 years now. So it's safe to say I am all about skateboarding.

What gives you the most satisfaction when it comes to building skateboards?

When I get riders telling about their skating and how our decks perform. Each time I see a skater on our boards, it makes me happy.

What do you see happening to North American skateboard manufacturing?

The manufacturing supply is consolidating into blocks of companies where efficiencies are gained. We already are seeing it happen, and it will continue this way. I also think more innovations are to come because of pricing pressure. It's an exciting time right now for skateboard manufacturing. Woodchuck is presently finalizing R&D on our offering for longboarding manufacturing for 2011.

