

OWNER: John Holladay, only shaper

FACTORIES:

Jacksonville Beach, Florida (2650 Park St.)	started 2007	x 2010
Jacksonville Beach, Florida at the Category 5 shop	s 2010	2011

MODELS:

“Double Ender”	c 2007	2011
“Finless”	c 2007	2011

BLANKS:

Wood: Solid Paulownia, Alaias	2007	2011
Foam: In-house tight fused C bead EPS		
2 lb.	2007	2011
1.5 lb.	2011	2011
Vacuum bag veneers	2010	2011
Kits	2007	2011

STRINGERS:

PVC, marine plywood or Basswood	2010	2011
PU	2011	2011

SHAPES: Alaias, long, short, fun, fish & wake. 2007. 2011

SHAPING: 85% custom, no machine pre-shaping or outsourcing. 2007. 2011

LOGOS:

‘Holladay Surfboards - Holla - (website)’ Figure 1	c 2007	2011
‘Holla!’ Figure 2	c 2007	2011



Figure 1



Figure 2

COLOR & ART:

Air brushing, pigment panels, resin swirls, tints	2007	2011
Computer art on rice paper	2010	2011

GLASSING:

2 lb blanks: 6 oz + 4 oz deck, 6 oz bottom	2007	2011
1.5 lb blanks: 3 x 4 oz deck, 2 x 4 oz bottom / 2 x 6 oz deck, 6 oz + 4 oz bottom	2007	2011
Deck option: 2 x 6 oz + 4 oz	2007	2011
Cloth: Surfsource Warp	2007	2011
Resin:		
Epoxy	2007	2011
Surfsource Kwik Kick	2007	2011

FINS:

Single, twin keel, tri or quint	2007	2011
Glass-on Flexcore, Standard, SurfFinz, F.C.S. or Probox, some wood	2007	2011

FINISH: Sanded, some glossed & polished. 2007. 2011

NUMBERING: 2 digit month + 4 digit year + production number to date. 2010. 2011

We would like to express our thanks to John Holladay for his contributions to this profile.

Editor: Andy Anderson.