

“ Hi. I'm Dick Ash.

I've written this booklet to help explain some of the finer points of my fantastic Bellybogger speed machine.

The great thing about the Bellybogger is that the more you ride it the more confident you become, and the closer you get to that 'can't lose it' feeling.

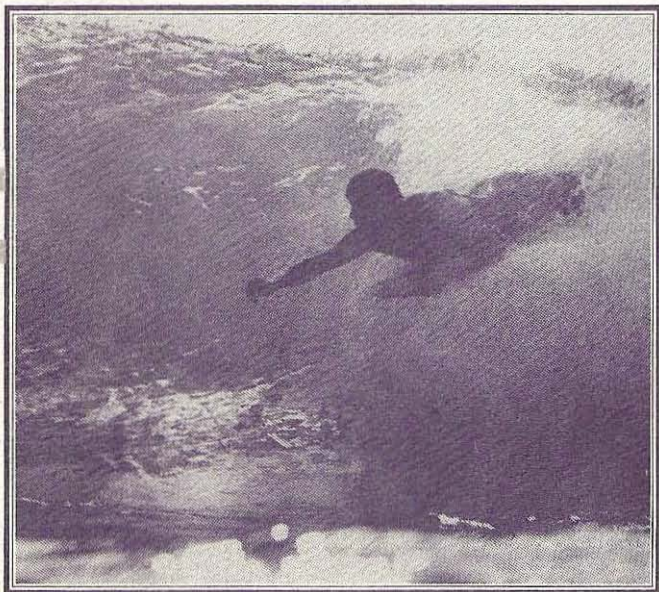
It's all about going for those impossible sections . . . and making it.

The Bellybogger is not a 'posers' board. It's just a serious approach to total involvement surfing. I realise that the Bellybogger is not everyone's answer to surfing. But I believe there's a small group of enthusiasts out there who still know what the art of bellyboarding and bodysurfing is all about.

So slip yourself onto a Bellybogger and revive the pure art of surfing.

Hope to see you in the water. ”

*Dick Ash.*



# BELLY BOGGER

THE FASTEST WAY TO GET YOUR GUTS ACROSS A WAVE

# THE STORY BEHIND THE BELLYBOGGER

In 1963, Dick Ash shaped his first bellyboard.

Using pieces from old broken balsa Malibus, he created some weird and wonderful shapes.

The bellyboard was perfect for the rock-ledge suck-up surfbreaks which were at the time virtually unrideable for the big malibus. These critical breaks were still bodysurfing territory.

It soon got to the stage when other guys started asking where they could get a bellyboard.

Dick started producing more balsa boards. At about the same time other guys appeared on the scene with thin pieces of wooden ply shaped like a spoon.

These were the famous Hawaiian 'Paipo' boards. They were thin, fast and vicious. The 'Paipo' had almost no buoyancy and was ideal for diving under big waves.

Dick then refined his 'fat' balsa boards. They became thinner, which improved the speed and cut down on flotation. Plus a concave deck which allowed for 'no-hands' surfing. Also, a raised grab-rail running around the nose, but still retaining a hard edge on the rails for real carving. Numerous fins of

various shapes and sizes were tried over the years. Because of the wide tail on a bellyboard it was found that the dual fin system with each fin close to the edge worked best for hanging on the wall.

More and more bodysurfers saw the bellyboards and became interested.

It was at this stage that Dick investigated mass production. It was time to move out of the old shed in the back yard.

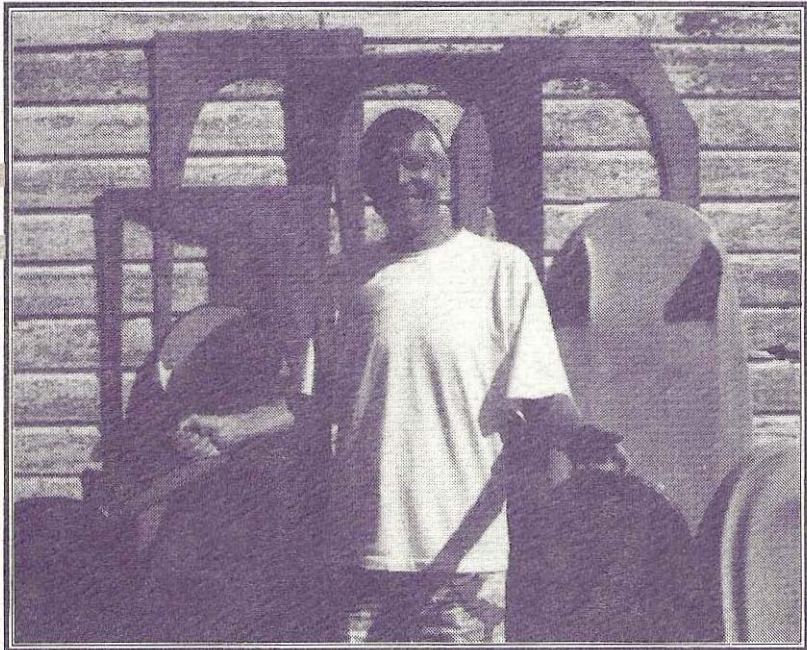
Work started on a rotational moulded polyethylene board. The skin was produced as one piece. No seams or joins. The skin was then placed in a retention jig and filled with polyurethane foam through a small hole.

In 1972, the first Bellybogger was created.

The name came from 'belly' as in bellyboard, and 'bogger' which was the nickname for bodysurfers. They were called bodyboggers, body-bashers, bodywompers, etc.

The Bellybogger sold well.

Boardriders realised they no longer had the waves to themselves. They underestimated the speed of the Bellybogger. The bodysurfer could now compete.



**DICK ASH WITH SOME OF HIS AMAZING BELLYBOGGER PROTOTYPES.**

But that was over twenty years ago.

Then along came a soft foam slab called a 'boogie' board. The surfshop guys saw the foamy as a perfect replacement for the old rubber 'surf-o-plane'. The foamies took over. There was a real fear that the art of bellyboarding and bodysurfing could be lost.

Dick went away to develop a soft Bellybogger. But he couldn't find any material that could be moulded into a shape, retain lateral rigidity and was soft to touch.

The 'boogie' board uses a foam that is cast in a slab and cannot be moulded. That's why it has always remained the flat shape it is today.

No scooped deck, no grab rails, and no rigidity.

Dick said "Bugger it!"

"The Bellybogger is faster than any foamy. I'll stick with my basic principles."

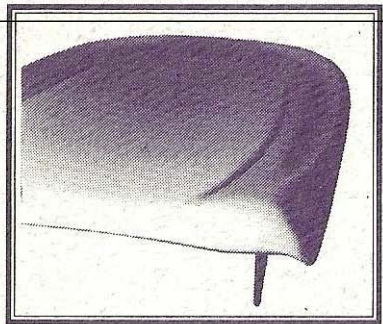
So the Bellybogger went back to the drawing board. The board was made even thinner. A soft deck-grip pad was added. The rails were shaped harder and the tail widened.

Plus, detachable dual fins and a special knee rope with a padded strap.

In 1994, the new Bellybogger was born.

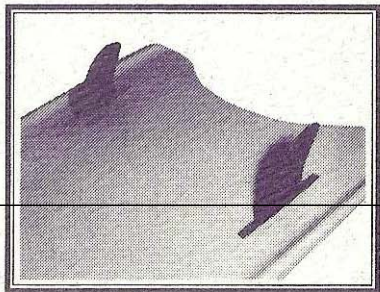
# THE RADICAL NEW BELLYBOGGER

The Bellybogger has combined all the features from the true art of bellyboarding to create the ultimate bellyboard. The carefully shaped clean lines make the Bellybogger a superb speed machine.



The rails are so hard that they roll to form a channel at the tail. This gives the Bellybogger unbelievable carving power and an amazing holding edge when hanging on the face of a steep critical section. Staying high on the wave keeps you in the driving position and able to manoeuvre from a position of control.

The hard rails enable the Bellybogger to crank on the big turn off the bottom. Without carving power from hard rails it's 'slide-out' time.



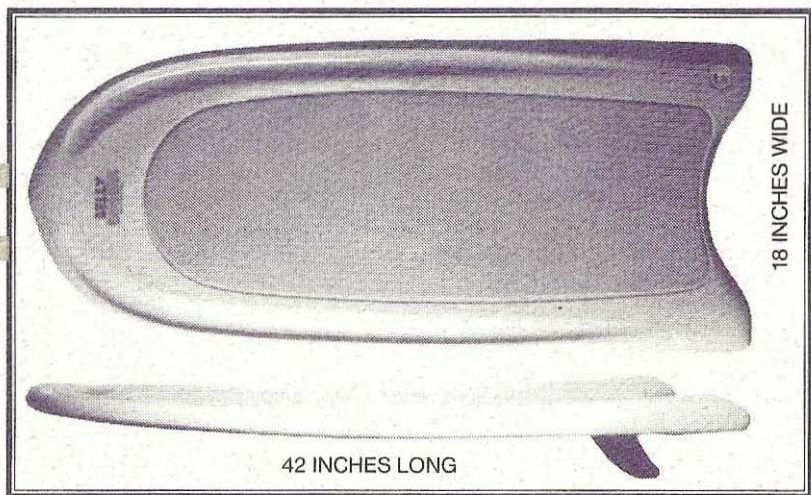
And to add to the holding power, the Bellybogger has two strategically placed fins. The fins are specially moulded and are screwed into corresponding slots. With both hard rails and dual fins, the Bellybogger gives you a feeling of *real* control.

What makes the Bellybogger really unique is the balanced ratio of thinness; weight; rigidity.

The sleekness of the nose and the thinness throughout the scooped middle section cuts down on the buoyancy of the Bellybogger. Minimal flotation is important for two reasons.

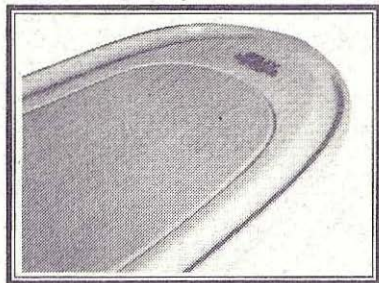
First, you can dive deep when a big 'grinder' comes.

Second, you can pull the board through the face when it's close-out time in the 'green room'.



But the Bellybogger also maintains stability with its extra weight. The board has a nice solid feeling to avoid the dreaded bounce when on the face of a 'screamer'.

The Bellybogger seems to 'flatten out the ruts'.



The long rails and the rigidity work together to maintain speed on a big wall. The special seamless moulding keeps the Bellybogger laterally rigid and yet you can feel the spring throughout the board when pulling on the big bottom turn.

To also strengthen lateral rigidity, deep channel grooves have been moulded on the top edge of the rails to act as perfect grab handles. The grooves are comfortable when you rest your arms on the board and 'grippy' enough to pull the board through the wave.

The moment you slide onto the scooped deck and start paddling is the time you realise you're on a board that'll grab your guts and won't let go. The full length deck grip pad secures the Bellybogger under your body and then it's time you can start your 'no hands' surfing.

And to give you that extra feeling of confidence, the Bellybogger comes complete with a specially designed knee rope. It has a soft padded strap and a one metre cord. If on that rare occasion you do 'lose it', the Bellybogger will simply pop up beside you. So get onto the new Bellybogger. It's the fastest way to get your guts across a wave.

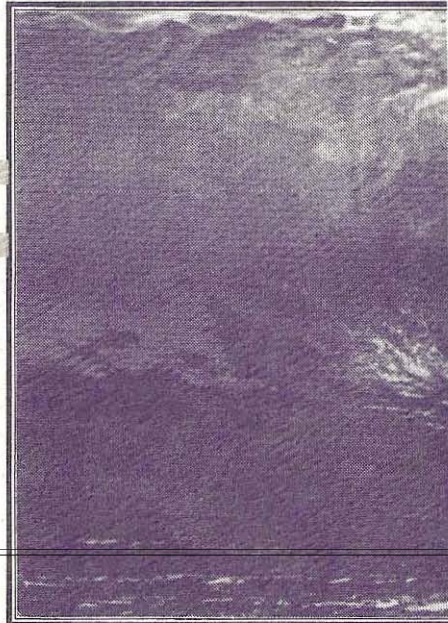
# HINTS

There's an art to riding a bellyboard just the same as there are special ways to ride any other surfcraft.

First, let's start with paddling out. Get yourself a good pair of flippers. Big ones that will give you real power. Even look at some diving flippers, with rubber booties for comfort.

The Bellybogger has a knee rope which is attached just below the knee and above the calf on your right leg. The swivel faces out and the label to the front.

Once you're in the water and paddling out, you'll notice how easy it is to 'duck dive' with the Bellybogger because of the thin nose. The board acts like a stabilizer when you're under the wave.



## TUCK THE BELLYBOGGER UNDER YOUR G

Second, catching the wave. Positioning yourself for take off is exactly the same as bodysurfing. Stay as close as you can to the suck-up area. You should be able to master the sink and take-off technique without even paddling. It'll save a lot of energy.

EXTENDED POSITION FOR MAXIMUM  
TAKE-OFF POWER





## AND GO FOR IT.

But if you do have to go for a 'fat' wave, push the Bellybogger out in front with your arms fully extended. Sink your body well into the water, and *kick*. This way gives you a long planing area. If you're six feet tall and you add the length of your extended arms and board, plus your flippers, you've got a planing length approximately nine feet long. That's as long as a malibu.

The moment you feel the board pulling you onto the face of the wave, pull yourself forward onto the board. The further forward you lie on the board, the faster you'll go. The nose of the board should be level with your shoulders.

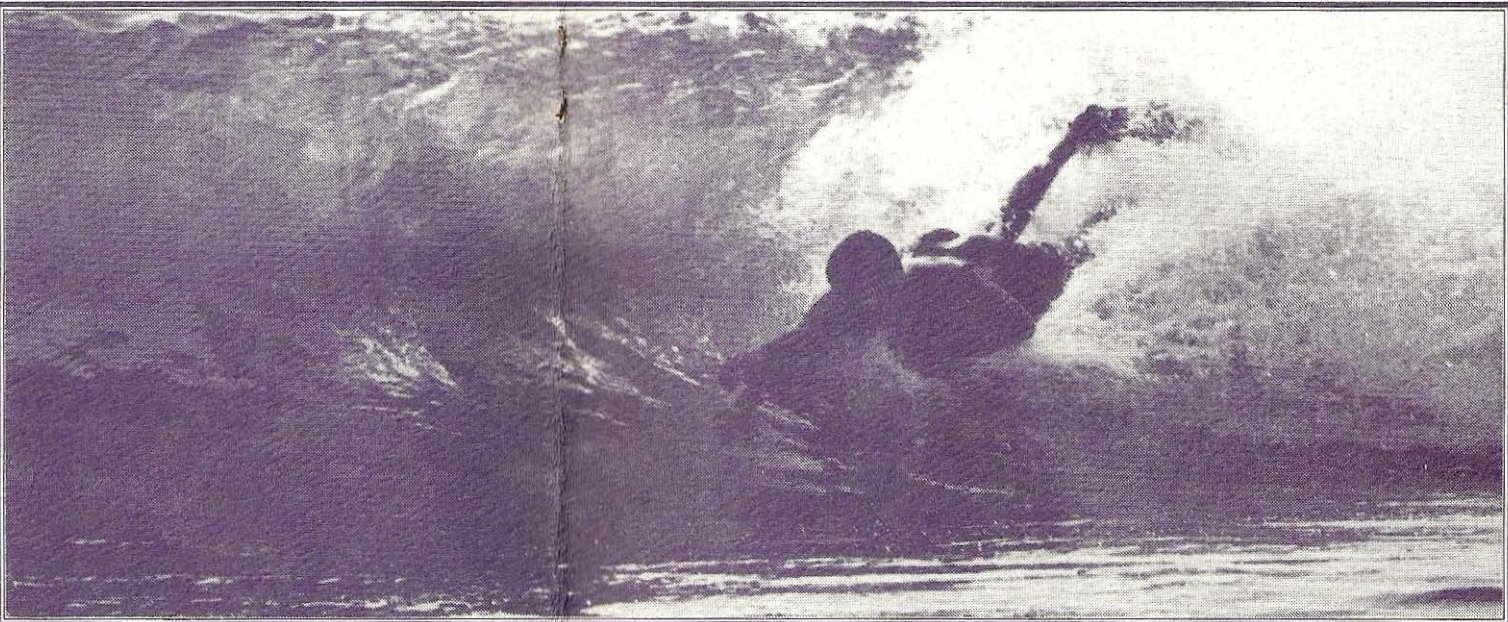
Third, riding the wave. Again, this is the same as bodysurfing. Keep the

arm closest to the face of the wave straight out in front of you. This way you'll keep your arm clear of the wave and stop any drag. Also, with your arm in this position, you're ready to dive through the wave at 'bail out' time.

When you're screaming across the face, stay high in the driving slot. From this position, you're always in control. Then you can do your various manoeuvres.

Fourth, bailing out. When the wave is about to close out, you can dive through the face of the wave by shoving your hand into the wave. If it's a big wave, dive through with both hands. You'll pop out the back. And because the Bellybogger is thin, it'll come through with you.





**TUCK THE BELLYBOGGER UNDER YOUR GUTS, LIE LOW, AND GO FOR IT.**



## THE 'BOOGIE' BOARD RIDER HANDBOARDING

# THE DIFFERENCE

The difference between a Bellybogger and a 'boogie' board is the sensation of speed. You ride on your elbows on a 'boogie' board. But with the Bellybogger you tuck it under your guts, lie low and go for it.

Because the 'boogie' board doesn't have hard rails and there are no fins, it can't hang into a steep face. Therefore, the board is held out to one side like a giant handboard and the rider is virtually bodysurfing. It's the drag of the body that enables a 'boogie' board rider to stay high on a wave.

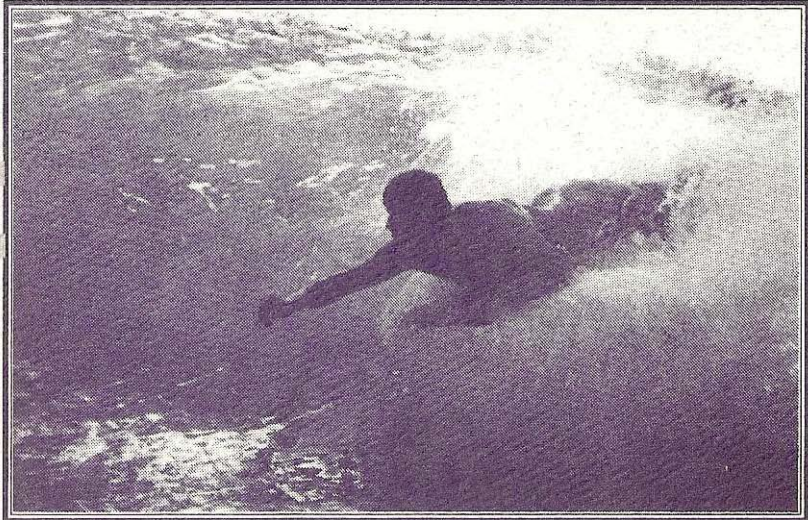
Now the principle of bellyboarding is to get the body out of the water, reduce body drag friction, and gain extra speed by lying on top of the board.

Once your body has cleared the water, that's when the real speed starts.

Barrelling across a wave with your face close to the surface rather than perched up on your elbows, gives the Bellybogger rider that extra sensation of speed. It you're riding a Bellybogger and you raise yourself up onto your elbows, it immediately feels like you've stalled the momentum.

And to gain extra speed the Bellybogger has a friction-free flat planing surface.

A curved 'rocker' or 'banana' is alright for playing around in the shore slop, but if you need real speed the board has to be almost flat and rigid.



### THE 'BELLYBOGGER' RIDER BELLYBOARDING

The 'boogie' board has too much 'banana' and too much 'flex'. If it bends, it pushes water and retards the potential speed.

The next most important question after speed is flotation. The 'boogie' board is fat and floaty which makes it easy to paddle in a flat surf. But get it in a big surf and then you realise why the original 'Paipo' board and the Bellybogger have kept buoyancy to a minimum. You've got to be in control in all aspects of surfing, and getting under big grinders and pulling through the face of a big wall are two important areas of being in control.

When caught in a close-out, the 'boogie' board rider has developed an off-the-lip roll back into the slop trick. Because the Bellybogger is thin, you can pull it through the wave with you. You simply pop out the back, and start

paddling out for the next wave.

The energy used up by the 'boogie' board rider paddling back out through the slop, is wasted energy.

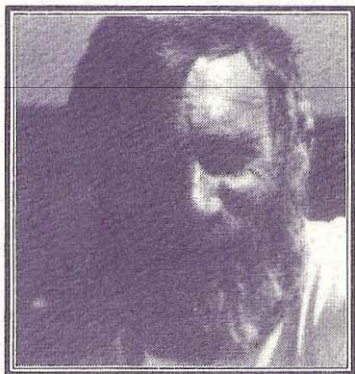
And minimal buoyancy also means that when you kick to catch a wave, your flippers are deep in the water which gives added power to your propulsion.

The Bellybogger is heavier than a 'boogie' board for a very good reason. The feeling of control. A surfboard can afford to be light because of its long planing surface. But if a short board is too light it'll bounce and get air. And once you're airborne you lose control.

The difference . . . Well, at least the 'boogie' board rider is conforming to what everyone else does.

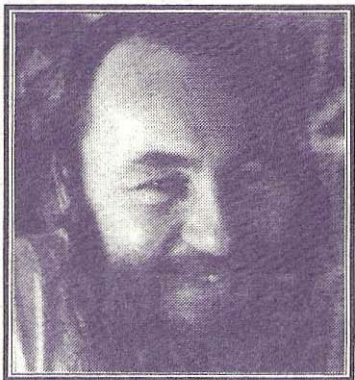
A Bellybogger rider is seen as a bit of a radical hardcore speed maniac.

# SOME REALLY STOKED BELLYBOGGER RIDERS



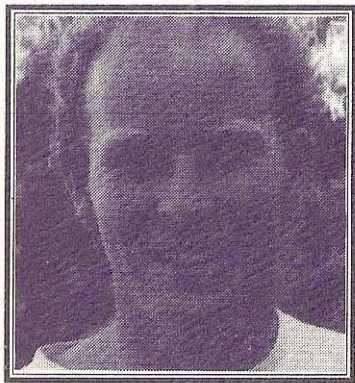
**TERRY GALLAGHER**  
Wollongong, New South Wales

I've been bellyboarding since the early 60's. My two favourite surf spots are 'The Boneyard' and 'Rockpool Reef'. Both have right handers with the most awesome barrel breaks. Once you commit yourself there's no way out. Over the years I've seen a lot of guys come and go with their trendy hi-tech equipment. Now with the new Bellybogger I can commit myself and know I can make it through. They now call me 'The Shredder'.



**GREG LEE**  
Bribie Island, Queensland

Mate, this Bellybogger is cool. 'No hands' surfing. The scooped deck with the deck grip makes it so easy. The board just seems to stick there. I feel like I can make any radical move without losing it. It's a great sensation. And the grooved rails, they really work. Why doesn't everybody have them. I reckon the Bellybogger is great. You've got me.



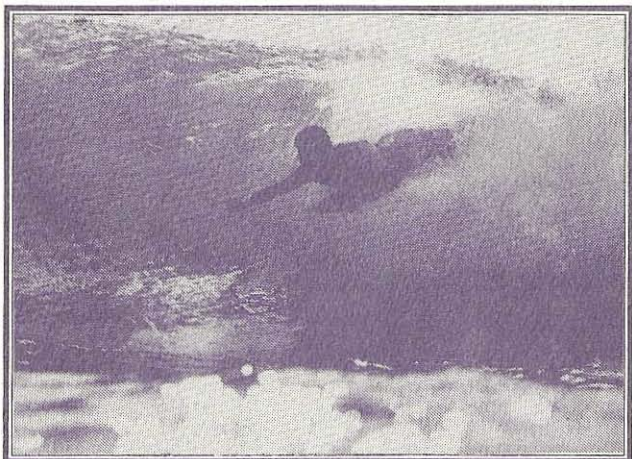
**STEVE BREDEMEYER**  
**Karrinyup, Western Australia**

I'm an avid 'year rounder' body surfer at Scarborough and Trigg Island. I'm now a Bellybogger convert. I've found the Bellybogger to be tight and easy to handle. Duck diving . . . no problem. Regular take offs . . . no problem. Pits and sucky closeouts . . . no problem. Filth take offs . . . no problem. Hell speed . . . no problem. Get your guts onto a Bellybogger . . . no problem.



**GERRY GRAY**  
**Cornwall, England**

My first impression of the Bellybogger was the little buoyancy (I'm 12½ stone) but when I pushed it under the first set, it was so easy. When I got my first wave the speed was incredible, and the manoeuvrability was just outstanding. Second time out (8 feet+) it confirmed everything. The speed, the hold on vertical sections, the ease of pushing through the big ones, it's really fantastic. I'm stoked.



## BELLYBOGGER ORDER FORM

PLEASE SEND ME  BELLYBOGGER(S) AT \$395.00 EACH  
(including mailing)

I ENCLOSE MY CHEQUE/MONEY ORDER FOR \$..... OR

CHARGE MY CREDIT CARD AS FOLLOWS:

BANKCARD  VISA  MASTERCARD

\_\_\_\_\_ EXPIRY DATE /

SIGNATURE: ..... PHONE (.....).....

DELIVERY NAME: .....

ADDRESS: .....

..... POSTCODE:.....

MAIL OR FAX ORDER TO: ISLAND DESIGNS PO BOX 8888 NOOSA HEADS 4567

ANY QUESTIONS: FAX (074) 491 816 PHONE (074) 491 300

### PERFORMANCE GUARANTEE



“ The Bellybogger is a serious surfing tool and has been designed for those who know the finer points of wave control. If for any reason you're not happy with the Bellybogger, you can return it (in good condition) and you'll get your money back. The Bellybogger is not a mass product, and I don't want anyone out there who is not totally stoked with my speed machine. ”