

Alter-Action cc was formed by Chris Jason and Beth Sarro in 1996, the first professional sandboarding operation on the Namibian Coast. With time and experience, Alter-Action developed the safest and most effective method of sliding on the dunes.

The "perfect" sandboarding dune was chosen - a star dune with six different faces and a towering height of 100 meters.

The dune is located approximately 11 km from Swakopmund. (5 kilometers as the crow flies.)

Three years after the formation of Alter-Action, the company introduced Stand Up Boarding. Alter-Action cc was the first sandboarding operation in Namibia to use proper snowboards to teach people boarding on the dunes.

