

16
17



RETHINK YOUR RIDE

MANUEL DIAZ
Photo: Oli Gagnon, Haines AK

SKATE TECH™

Don't let another season go by without a pair of NOW bindings locked down in your shred arsenal. NOW's insatiable appetite to deliver a revolutionary binding lineup will never be satisfied and the 2016-17 season is proof.

Never ready to stop designing or breaking new ground, NOW upped the ante this year delivering an extensive binding collection with some new game changers, guaranteed to take you on a thrashin' adventure.

This year's beefed-up lineup features a new women-specific binding, the CONDA, a new bro in the freestyle family, the BRIGADE, and gave our SELECT a slue of upgrades which evolved to be the SELECT PRO. But we didn't stop there, we also added the RECON, and have all the lil groms covered with the new NXGEN.

Our well-known award-winning Skate-Tech makes us stand out amidst the pack, but that's not all—we are pumped to introduce a new carbon fibre Post for the DRIVE, RECON and O-DRIVE, making your new pair of NOW bindings incredibly light, durable and capable of handling whatever you can throw at 'em.

NOW makes it easier than ever to shred like a champ, with ease and comfort.

Get on board.
Be a part of the #NOWvolution

— JF PELCHAT —
INVENTOR & CO-OWNER

"Skate-Tech is becoming a staple word in the binding world. It doesn't matter what level of a rider you are since everyone can, and will, benefit from its advantages."

— JF PELCHAT —

REDUCE FOOT FATIGUE & BOARD CHATTER
ENHANCE BOARD CONTROL & EDGE HOLD
CUSTOMIZE RESPONSE & DAMPENING



BINDING OF CHOICE FOR ROBYN VAN GYN

- > Skate-Tech
- > Flushcup Technology
- > Highcup compatibility
- > Hanger 1.0 is nylon reinforced with 15% fibreglass
- > SIEVA straps (patent pending)
- > Buckles 2.0
- > 3-D minimal toe straps
- > NOW tool-less adjuster straps
- > Flex Hinge highback with contour EVA padding
- > Post is 50% GF Nylon
- > 4X4 disc is 50% GF Nylon*
- > Bushings available in soft (40 shore)
- > Lifetime warranty program
- > All-mountain/freestyle

* Channel disc is not included but available for purchase and on the NOW website

SMALL	MEDIUM
US 5.5-8.5	US 8.5-10.5
EU 36-40	EU 40-42.5
MD 22.5-25.5	MD 25.5-27.5



LIFETIME
WARRANTY



1 2 3 4 5 6 7 8 9 10

SOFT STIFF



SAY HELLO TO OUR NEW FRIEND IN THE
WOMEN-SPECIFIC LINEUP - THE CONDA.
SHE'S THE PERFECT MATCH FOR THE
BALLS-TO-THE-WALL LADY SHRED WHO
IS LOOKING TO UP THE ANTE ON HER
RIDING. WHAT TIME IS IT? ITS CONDA
TIME, GIRLS. RIP. IT. UP.

BINDING OF CHOICE FOR HELEN SCHETTINI



- > Skate-Tech
- > Flushcup Technology
- > Highcup compatibility
- > Hanger 1.0 is nylon reinforced with 30% fibreglass
- > Hyperfuse straps
- > Buckles 2.0
- > 3-D toe straps
- > NOW tool-less adjuster straps
- > Highback 2.0 with Flex Hinge
- > Post is 50% GF Nylon
- > 4x4 Disc is 50% GF Nylon*
- > Bushings available in medium (45 shore)
- > Lifetime warranty program
- > All-mountain

* Channel disc is not included but available for purchase and on the NOW website

SMALL	MEDIUM
US 5.5-8.5	US 8.5-10.5
EU 36-40	EU 40-42.5
MD 22.5-25.5	MD 25.5-27.5



1 2 3 4 5 6 7 8 9 10

SOFT STIFF



NO STRANGER TO ANYONE, THE IPO
WON'T LET YOU DOWN. IT'S LIKE THE
PERFECT WINGMAN - SOLID, DEPENDABLE
AND KITTED OUT WITH EVERYTHING YOU
NEED FOR AN EPIC DAY OF SHREDDING.
LOCK DOWN A PAIR OF IPOS TO YOUR
BOARD THIS SEASON AND PUT THE
PEDAL TO THE METAL.

BINDING OF CHOICE FOR NIC SAUVE AND FRANK APRIL

- > Skate-Tech
- > Flushcup Technology
- > Highcup compatibility
- > Hanger 1.0 is nylon reinforced with 30% fibreglass
- > SIEVA straps (patent pending)
- > Buckles 2.0
- > 3-D minimal toe straps
- > NOW tool-less adjuster straps
- > Freewing highback
- > Post is 50% GF Nylon
- > 4X4 disc is 50% GF Nylon*
- > Bushings available in medium (45 shore)
- > Lifetime warranty program
- > All-mountain/freestyle

* Channel disc is not included but available for purchase and on the NOW website

SMALL	MEDIUM	LARGE
US 5-7.5	US 7-9.5	US 10-13
EU 36.5-40	EU 39-42.5	EU 43-47
MD 23-25.5	MD 25-27.5	MD 28-30.5



WHITE

1 2 3 4 5 6 7 8 9 10

SOFT STIFF



WE ARE WELCOMING THIS FREESTYLE
ASS KICKER FOR THE FIRST TIME IN THE
NOW LINEUP. THE BRIGADE IS A TRIBUTE
TO THE NOW RIDERS WHO HAVE HELPED
TEST, DESIGN AND PUSH THE BRAND
FORWARD SINCE DAY 1 - WE THANK YOU.
SEE WHAT THE BRIGADE HAS IN STORE
FOR YOU THIS SEASON.



BLACK



DUNE GREEN

- > Skate-Tech
- > Hanger 2.0 is nylon reinforced with 30% fibreglass
- > Flushcup Technology
- > Highcup compatibility
- > Buckles 2.0
- > SIEVA ankle straps
- > 3-D minimal toe straps
- > NOW tool-less adjuster straps
- > Freewing highback
- > Post is 50% GF Nylon
- > 4X4 disc is 50% GF Nylon*
- > Bushings available in hard (55 shore)
- > Lifetime warranty program
- > Freestyle

* Channel disc is not included but available for purchase and on the NOW website

MEDIUM	LARGE
US 7-10.5	US 10-13
EU 39-43.5	EU 43-47
MD 25-28.5	MD 28-30.5

MEDIUM	LARGE
US 7-10.5	US 10-13
EU 39-43.5	EU 43-47
MD 25-28.5	MD 28-30.5

SKATE TECH™

1 2 3 4 5 6 7 8 9 10

SOFT STIFF

1 2 3 4 5 6 7 8 9 10

SOFT STIFF



THE PILOT WAS INTRODUCED LAST YEAR WITH THE HANGER 2.0 AND THE FLEX HINGE HIGHBACK 2.0 AND IS A SLEEK AND SOLID BINDING WITH INSANE CAPABILITIES. THIS IS THE ALL-MOUNTAIN FREESTYLE BINDING OF CHOICE FOR THE TRIPLE P'S: PARK, POW AND PIPE. GET AFTER IT ASAP!

BINDING OF CHOICE FOR CHARLES REID AND IIKKA BACKSTROM

- > Skate-Tech
- > Hanger 2.0 is nylon reinforced with 30% fibreglass
- > Flushcup Technology
- > Highcup compatibility
- > Buckles 2.0
- > 3-D toe straps
- > NOW tool-less adjuster straps
- > Highback 2.0 with Flex Hinge
- > Post is 50% GF Nylon
- > 4x4 disc is 50% GF Nylon*
- > New Freestyle Flipit strap
- > Bushings available hard [55 shore]
- > Lifetime warranty program
- > All-mountain freestyle

* Channel disc is not included but available for purchase and on the NOW website

MEDIUM	LARGE
US 7-10.5	US 10-13
EU 39-43.5	EU 43-47
MD 25-28.5	MD 28-30.5



BLACK

RED

1 2 3 4 5 6 7 8 9 10

SOFT STIFF



SELECT

IF YOU'RE LOOKING FOR OUR BEST
FREESTYLE SELLING BINDING, THIS IS IT.
THE SELECT IS FOR THE SERIOUS RIDER
LOOKING FOR A SOLID BINDING AND
CHOSE FUNCTION OVER CUSTOMIZATION.
THIS YEAR YOU HAVE TWO CHOICE
BETWEEN THE SELECT OR SELECT PRO,
WHO WILL YOU BE?

BINDING OF CHOICE FOR FRANK BOURGEOIS AND AUSTEN SWEETIN



BLACK



BLUE

SELECT TECH

- > Skate-Tech
- > Flushcup Technology
- > Highcup compatibility
- > Hanger 1.0 is nylon reinforced with 30% fibreglass
- > Hyperfuse straps
- > Buckles 2.0
- > 3-D toe straps
- > NOW tool-less adjuster straps
- > Freewing highback
- > Post is 50% GF Nylon
- > 4x4 disc is 50% GF Nylon*
- > Bushings available in medium (45 shore)
- > Lifetime warranty program
- > Freestyle/park/jib

* Channel disc is not included but available for purchase and on the NOW website

MEN'S SIZING

SMALL	MEDIUM	LARGE
US 5-7.5	US 7-9.5	US 10-13
EU 36.5-40	EU 39-42.5	EU 43-47
MD 23-25.5	MD 25-27.5	MD 28-30.5

SKATE TECH



FLEX RATING

1 2 3 4 5 6 7 8 9 10
SOFT STIFF



SELECT PRO

LET US INTRODUCE THE SELECT PRO, BASED ON OUR TOP-SELLING FREESTYLE BINDING, THE PRO IS KITTED OUT WITH ALL THE UPGRADES WE HAVE AVAILABLE AND NEW TO THIS YEAR IS THE INTRODUCTION OF THE NEW KINGPIN TOOL FOR ON SNOW QUICK AND EASY CHANGE OF YOUR BUSHINGS, IT IS NOW EASIER THAN EVER TO CUSTOMIZE YOUR BINDING ON THE FLY AND WITHOUT COMPROMISING BINDING SETTINGS.

BINDING OF CHOICE FOR GORO KOMATSU, FRANK APRIL AND MIKEY LEBLANC



SELECT PRO TECH

- > Skate-Tech
 - > Flushcup Technology
 - > Highcup compatibility
 - > Hanger 1.0 is nylon reinforced with 30% fibreglass
 - > Hyperfuse straps
 - > Buckles 2.0
 - > 3-D toe straps
 - > NOW tool-less adjuster straps
 - > Freewing highback
 - > Post is 50% GF Nylon
 - > 4x4 disc is 50% GF Nylon*
 - > Pro Package includes Highcup, Bushings available in soft (40 shore), medium (45 shore), and hard (55 shore) + 4 Kingpin toolless
 - > Lifetime warranty program
 - > Freestyle/park/jib
- * Channel disc is not included but available for purchase and on the NOW website

MEN'S SIZING

SMALL	MEDIUM	LARGE
US 5-7.5	US 7-9.5	US 10-13
EU 36.5-40	EU 39-42.5	EU 43-47
MD 23-25.5	MD 25-27.5	MD 28-30.5

SKATE TECH



FLEX RATING





NO STRANGER TO ANYONE, BIG MOUNTAIN
LEGEND JEREMY JONES IS JUST THAT - A
LEGEND. THE UNBELIEVABLE DESCENTS HE'S
MADE AND LOCALES HE'S BEEN TO LEAVES
YOU ITCHING TO EMBARK ON YOUR OWN SHRED
QUEST. DESIGNED BY JEREMY HIMSELF, THE
2016 DRIVE IS NOW EQUIPPED WITH HANGER
2.0. GO AND GET SOME THIS SEASON WITH THE
DRIVE BENEATH YOUR FEET.

BINDING OF CHOICE FOR JEREMY JONES AND DCP



BLACK



ORANGE

DRIVE BY JJ TECH

- > Skate-Tech
 - > Flushcup Technology
 - > Highcup compatibility
 - > Hanger 2.0 is nylon reinforced with 30% fibreglass
 - > Hybrid Flipit straps
 - > Buckles 2.0
 - > 3-D toe straps EVA combo
 - > NOW tool-less adjuster straps
 - > Calfback highback
 - > NEW post is PA 66 with 30% carbon fiber
 - > 4x4 disc is 50% GF Nylon*
 - > Bushings available in medium (45 shore)
and hard (55 shore)
 - > Lifetime warranty program
 - > All-mountain freeride
- * Channel disc is not included but available for purchase and on the NOW website

MEN'S SIZING

MEDIUM	LARGE
US 7-10.5	US 10-13
EU 39-43.5	EU 43-47
MD 25-28.5	MD 28-30.5

SKATE TECH™

FLEX RATING

1 2 3 4 5 6 7 8 9 10

SOFT STIFF



RECON

OWNING A PAIR OF RECONS IS LIKE OWNING THE FERRARI OF BINDINGS. THIS NEW MODEL IN THE NOW LINEUP FEATURES TOP-OF-THE LINE MATERIALS LIKE OUR 12K CARBON FIBRE HIGHBACK, AND IS A PERFECT MATCH FOR THE AGGRESSIVE RIDER WHO RUNS THE SHRED GAUNTLET.

BINDING OF CHOICE FOR MANUEL DIAZ



FLORO YELLOW

RECON TECH

- > Skate-Tech
 - > Flushcup Technology
 - > Highcup Compatibility
 - > Hanger 1.0 is nylon reinforced with 30% fibreglass
 - > Freestyle straps
 - > Buckles 2.0
 - > 3-D toe straps EVA combo
 - > NOW tool-less adjuster straps
 - > NEW FS composite highback is 12K non crimp carbon fiber
 - > NEW post is PA 66 with 30% carbon fiber
 - > 4X4 Disc is 50% GF Nylon*
 - > Bushings available in medium (45 shore) and hard (55 shore)
 - > Lifetime warranty program
 - > All-mountain freestyle/carving
- * Channel disc is not included but available for purchase and on the NOW website

MEN'S SIZING

SMALL	MEDIUM	LARGE
US 5-7.5	US 7-9.5	US 10-13
EU 36.5-40	EU 39-42.5	EU 43-47
MD 23-25.5	MD 25-27.5	MD 28-30.5

SKATE TECH



FLEX RATING

1 2 3 4 5 6 7 8 9 10
SOFT STIFF



O-DRIVE

IF IT'S THE ULTIMATE RIDE YOU'RE AFTER, LOOK NO FURTHER – THE O-DRIVE HAS GOT YOU COVERED. THIS LIGHTWEIGHT BEAST IS BUILT TO TAKE YOU ON SEASON OF EPIC PROPORTIONS, AND FEATURES THE BEST MATERIALS AVAILABLE.

BINDING OF CHOICE FOR ROMAIN DE MARCHI



BLACK

O-DRIVE TECH

- > Skate-Tech
 - > Flushcup Technology
 - > Highcup Compatibility
 - > NEW Hanger 2.0 is PA 66 with 30% carbon fiber
 - > Flipit ankle strap
 - > Buckles 2.0
 - > 3-D toe straps EVA combo
 - > NOW tool-less adjuster straps
 - > NEW post is PA 66 with 30% carbon fiber
 - > NEW 4X4 disc is PA 66 with 30% carbon fiber*
 - > NEW FS2 highback is 3K carbon fiber
 - > Bushings available in medium (45 shore) and hard (55 shore)
 - > Lifetime warranty program
 - > All-mountain/carving
- * Channel disc is not included but available for purchase and on the NOW website

MEN'S SIZING

MEDIUM	LARGE
US 7-10.5	US 10-13
EU 39-43.5	EU 43-47
MD 25-28.5	MD 28-30.5

SKATETECH



FLEX RATING

1 2 3 4 5 6 7 8 9 10 |
SOFT STIFF

BINDING OF CHOICE FOR THE 'GROMNATION' WHISTLER

- > Skate-Tech
- > Flushcup Technology
- > Highcup compatibility
- > Hanger 1.0 is nylon reinforced with 15% fibreglass
- > SIEVA straps (patent pending)
- > Buckles 2.0
- > 3-D minimal toe straps
- > NOW tool-less adjuster straps
- > Original Flex Hinge highback
- > Post 50% GF Nylon
- > 4x4 disc is 50% GF Nylon*
- > Bushings available in medium (40 shore)
- > Lifetime warranty program

* Channel disc is not included but available for purchase and on the NOW website

US 5-7.5 **EU** 36.5-40 **MD** 23-25.5



LIFETIME
WARRANTY



BLACK

1 2 3 4 5 6 7 8 9 10

SOFT STIFF

STRAPS



SIEVA STRAP

The word SIEVA means single-injected EVA. The body of the strap is made entirely with one-part EVA injection, eliminating any stitching and reducing gluing to less than 1% of the strap area. A nylon webbing that is strong, durable and flexible is inserted in the body of the strap at one end and sealed by a micro-injected logo. After turning heads with our Hyperfuse two years ago, we've decided to push the boundary of strap manufacturing and overall design. This new SIEVA strap is about durability, comfort and reducing weight.



FLIPIT STRAPS

The NOW Flipit strap made its debut on the Drive binding three years ago, and has been a staple amongst riders who are seeking support, convenience and a minimalist approach. The strap can be flipped on the fly from a freestyle setting to a freeride setting.



HYPERFUSE STRAP

Our Hyperfuse binding strap was the first of its kind in snowboard binding design. Inspired by shoe construction, the Hyperfuse is a stitchless, spineless and seamless strap. Its inner guts are constructed with nylon webbing that is strong, durable and flexible, and sandwiched between two layers of injected EVA. The end product is a comfortable and lightweight binding strap that will not only handle the elements, but the test of time.



FREESTYLE FLIPIT STRAP

The NOW Freestyle Flipit strap features a slightly different construction than the original Flipit strap but uses the same inner spine. We've added two types of EVA to make this strap super cushy yet supportive, and has traditional stitch-and-turn construction with an injected spine sandwiched between EVA and fabric.



HYBRID FLIPIT STRAPS

This NEW hybrid strap construction is a combination of our Hyperfuse strap and Flipit strap. An additional layer of reinforcement is applied to the bottom of the EVA cover, which gives you the best of the best: support, durability and comfort. The Hybrid Flipit strap can also be use like our regular Flipit straps—simply switch your ankle straps to the other foot and change your support setting.



FREESTYLE STRAP

The NOW Freestyle strap features traditional stitch-and-turn symmetrical straps with two types of Eva for comfort and durability, and is an industry standard strap.

HIGHBACKS



[AVAILABLE ON THE NXGEN AND VETTA]



FLEX HINGE HIGHBACK

- > Flex Hinge technology
- > Pre-rotated 5 degrees laterally
- > Higher medial side follows leg angles
- > Wider lateral for support
- > Dampens chatter and eliminates calf-bite
- > Flex rating: 4

[AVAILABLE ON THE IPO, BRIGADE AND SELECT]



FREEWING HIGHBACK

- > Higher medial side follows leg angles
- > Pre-rotated 10 degrees
- > 15 mm higher than original Flex Hinge highback
- > Lateral hook for added support
- > Flex rating: 5

[AVAILABLE ON THE CONDA AND PILOT]



FLEX HINGE 2.0

- > Flex Hinge technology
- > Higher medial side follows leg angles
- > Pre-rotated 10 degrees
- > 15 mm higher than original Flex Hinge highback
- > Lateral hook for added support
- > Dampens chatter and eliminates calf-bite
- > Flex rating: 6

[AVAILABLE ON THE DRIVE JJ]



CALFBACK HIGHBACK

- > Higher medial side follows leg angles
- > Pre-rotated 10 degrees
- > 20mm higher than Freewing highback
- > Lateral hook for added support
- > Calfback Technology
- > Dampens chatter and eliminates calf-bite
- > Flex rating: 7

[AVAILABLE ON THE RECON]



FS CARBON HIGHBACK

- > Higher medial side follows leg angles
- > Pre-rotated 10 degrees
- > 20 mm higher than Freewing highback
- > 12K non crimp carbon fiber composite
- > Lightweight, rigid and strong
- > Multi-position forward lean block with Allen key hardware
- > Flex rating: 9

[AVAILABLE ON THE O-DRIVE]



FS2 CARBON HIGHBACK

- > 3K carbon fibre
- > Pre-rotated 5 degree
- > Asymmetrical shape follows leg angles
- > 20mm higher than freewing highback
- > Multi-position forward lean block with Allen key hardware
- > Flex rating: 9

BUCKLES & DISCS



BUCKLES 2.0

Our buckles 2.0 have been redesigned with stronger levers and upgraded springs. These new buckles can take more abuse than ever and offers durability and peace of mind.



NYLON 4x4 DISC

- > Mounting disc is nylon reinforced with 50% fibreglass
- > 4x4 compatible
- > Minimal board fixture
- > Light and strong
- > Lifetime warranty program
- > Available on all models



NYLON CHANNEL DISC

- > Mounting disc is nylon reinforced with 50% fiberglass
- > Channel boards compatible
- > Minimal board fixture
- > Stance indicator window
- > Light and strong
- > Lifetime warranty program
- > Available for purchase or on the NOW website

BINDING TECH



SKATE-TECH™

What is "Skate-Tech?" Inspired by how easily and efficiently a skateboard turns; major components of our system mimic both the function and description of skateboard trucks. The "Hanger" powerfully transfers energy input from the straps to the bushings and onto the edges of your board. The Kingpin acts as a fulcrum, magnifying this energy through leverage. Traditional bindings diminish energy transfer by the flexing and bending of their baseplate, forcing you to crank your straps down harder, ride with more forward lean, or run taller and stiffer highbacks. This all leads to more foot fatigue and pain. NOW bindings bypass the middle of the snowboard and direct your energy right onto the board's edges. They simply transfer more power to the board with less work, meaning your feet will stay more relaxed and comfortable, longer.



NOW Snowboarding offers to the original purchaser a lifetime warranty on all its baseplates and baseplate components, along with a one-year limited warranty on all other parts. This warranty is not transferable, and NOW reserves the right to repair or replace the faulty parts at its own discretion.

BINDING OVERVIEW



VETTA
\$\$



CONDA
\$\$\$



IPO
\$\$



BRIGADE
\$\$



PILOT
\$\$\$



SELECT / SELECT PRO
\$\$\$



DRIVE JJ
\$\$\$



RECON
\$\$\$\$



O-DRIVE
\$\$\$\$+



NXGEN
\$



SOFTGOODS

NOW ZIP HOOD
[CHARCOAL HEATHER]



SKATE TECH HOOD
[CHARCOAL HEATHER]



NOW CAP
[CHARCOAL HEATHER]



TEAM BEANIE
[BLACK/GREEN]



TEAM BEANIE
[CHARCOAL/GREEN]



SKATE TECH TEE
[BLACK HEATHER]



NOW BLOCK TEE
[BLACK HEATHER]



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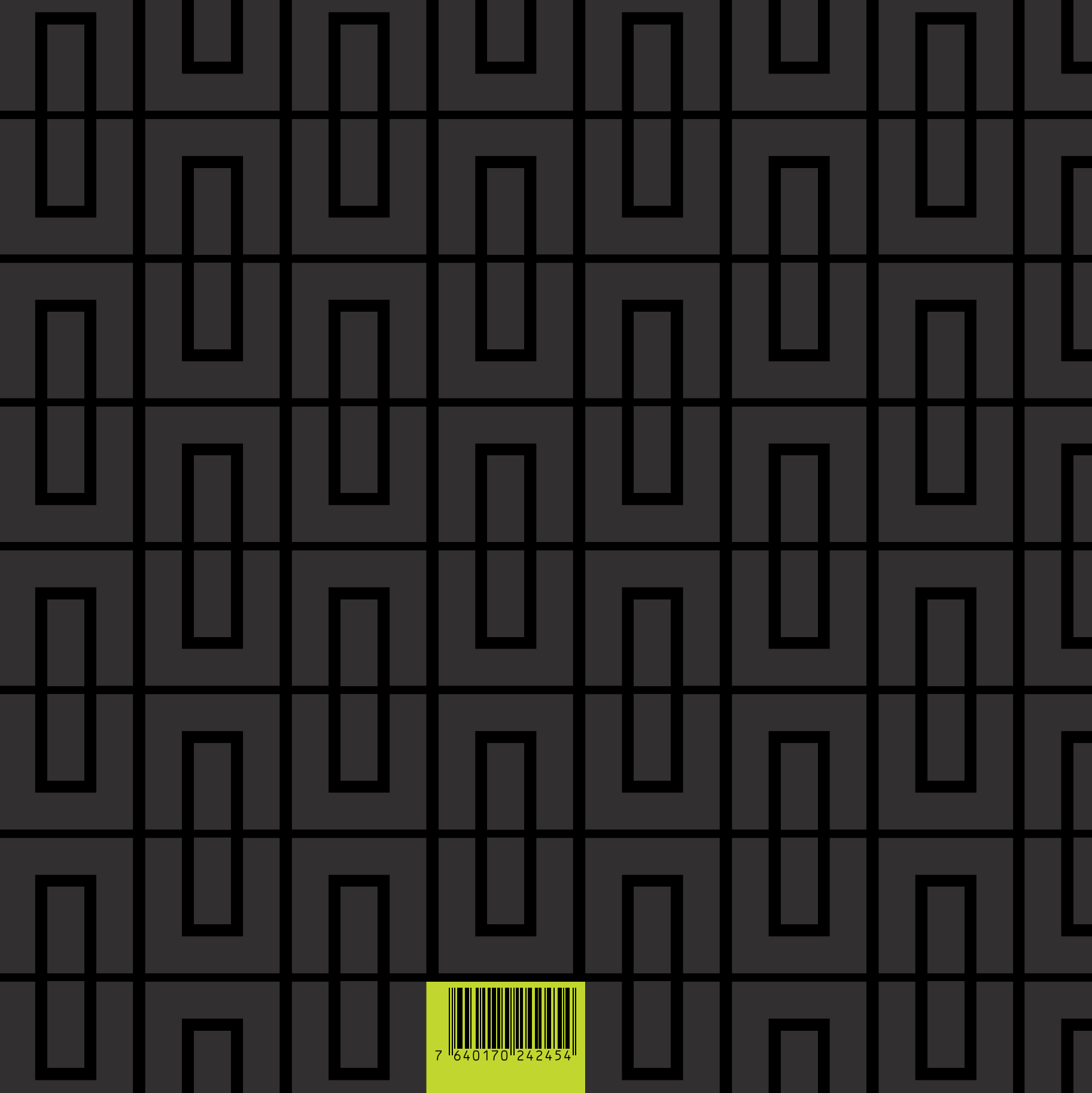
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RUBE GOLDBERG DAVID MELANCON SYLVAIN BEAUCHESNE DIDIER GOUBOUT LUCA PANDOLFI

ROMAIN DE MARCHI NICK SAUVE



AUSTEN SWEETIN
Photo: Chad Chomlack



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