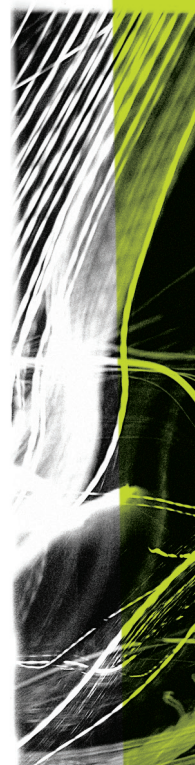
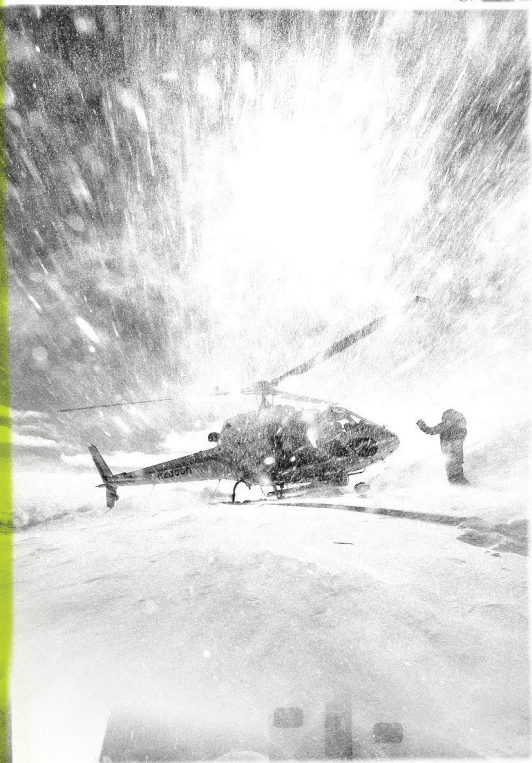


18-19

NOW BND 50°02 07 N 123°0



NOWTM
RETHINK YOUR RIDE



14

WSTLR 2003 1X

12

WSTLR 2003 1X

50°02 07 N 123°07 07 W



RETHINK YOUR RIDE / NOW BINDINGS



RETHINK YOUR RIDE /



NOWTM

Don't let another season go by without a pair of NOW bindings locked down in your shred arsenal. NOW's insatiable appetite for customizable, innovative solutions to snowboard bindings continue to revolutionize the sport we all love.

Building on our award winning SkateTechTM design and the constant obsession to break new ground, NOW has upped the ante again this year and delivers an extensive binding collection with some serious upgrades.

Now's goals are simple, to create product that make shredding easier, more comfortable, and more custom to your style.
Get on board.

- JF Pelchat
Inventor & Co-Owner

SKATE TECH™

A SNOWBOARD INDUSTRY EXCLUSIVE X PATENTED TECHNOLOGY



THE MOST ADVANCED BINDING SYSTEM

"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

NOW-SNOWBOARDING.COM



REDUCE
FOOT FATIGUE &
BOARD CHATTER

ENHANCE
BOARD CONTROL &
EDGE HOLD

CUSTOMIZE
RESPONSE &
DAMPENING

RETHINK YOUR RIDE

NOW



SHOWN:
*Mid Chub / Universal Response Bushing

SWAP OUT YOUR DAMPENING OPTIONS NOW
CUSTOM BUSHINGS!

NOW-SNOWBOARDING.COM



CUSTOMIZE YOUR RESPONSE

SKATETECH™

RETHINK YOUR RIDE

THE FIRST AND ONLY BINDING SYSTEM
WITH TRUE DAMPENING OPTIONS



SOFTY

SURF STYLE RESPONSE



MID CHUB

UNIVERSAL RESPONSE



MORNING MISSLE

FIRM AND SNAPPY RESPONSE

KINGPIN TOOL-LESS

NOW BINDINGS x KINGPIN TECHNOLOGY

**SWITCH FROM YOUR PARK BOARD
TO YOUR POW BOARD
IN AN INSTANT.**



**DIAL IN THE QUIVER WITH
ONE PAIR OF BINDINGS**



INOW

FAST & EASY

The NOW mounting post/disc are now sold separately as part of the kingpin tool-less kit





NOW FAMILY

**JEREMY JONES, DEVUN WALSH, AUSTEN SWEETIN, CHARLES REID, ROMAIN DE MARCHI,
MANUEL DIAZ, FRANK BOURGEOIS, HELEN SCHETTINI, ROBIN VAN GYN, DCP, JP SOLBERG**

THE NOW BRIGADE:

TODD RICHARD, USA
DEREK LIVINGSTON, CAN
COLIN SPENCER, USA
MIKEY LEBLANC
DYLAN ZELLERS, USA
MADISON ELLSWORTH, USA
RYLAND BELL, USA
BENJI RITCHIE, CAN
IKKA BACKSTROM, FN
GOEFF BROWN, CAN
TIMCRIGHTON, CAN
SHINYA NAKAGAWA, JP

GORO KOMATSU, JP
YOSUKE NISHIDA, JP
JAYDEN CHOMLACK, CAN
CALLEB CHOMLACK, CAN
TRUTH SMITH, CAN
SHIN CAMPOS, CAN
ANDREW IRWIN, USA
RUBE GOLDBERG, CAN
DAVID MELANCON, CAN
CHAD CHOMLACK, CAN
MATHIEU HEBERT, CAN
OCEANNE FILLION, CAN
YUSAKU HORII, JP

JEREMY LANGEVIN, CAN
ANTHONY "TONTON" HOLLAND | SWTZLND
TOURKI TOMEK TYLAS TYLKA, PL
EMILIEN BADOUX
MARC-ANDRE TREMBLAY, CAN
GREG MURRAY, AUS
SETH LIGHTCAP, USA
MAT GALINA, CAN
DAN PREMAND, SWTZLND
JF PELCHAT, CAN
HARRY KEARNY, USA

NOW BINDINGS

NOW



RETHINK YOUR RIDE

O-DRIVE

**A RESPONSIVE, INCREDIBLY STRONG,
AND SERIOUS MOUNTAIN SLAYER**

The best of the best, steep-and-deep carving, and everything in between – all day, every day.

TECHNOLOGY FEATURES

- Skate-Tech
- Flushcup Technology
- Highcup Compatibility
- Hanger 2.0 is PA 66 with 30% Carbon fiber
- Hyperfuse 2 ankle straps
- **NEW!** PA66-C buckle lever
- 3-D toe straps EVA combo
- NOW tool-less adjuster straps
- Post is PA 66 with 30% Carbon fiber
- 4X4 disc is PA 66 with 30% Carbon fiber*
- 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

FLEX RATING:

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

SIZES: MEDIUM, LARGE

COLORWAYS: BLACK

SKATE TECH



INOW™

NOW BINDINGS



RETHINK YOUR RIDE

RECON

IT'S LIKE OWNING THE
FERRARI OF BINDINGS

Strength, durability and top-tier all-mountain performance. An ideal binding for an aggressive rider.

TECHNOLOGY FEATURES

- Skate-Tech
- Flushcup Technology
- Highcup Compatibility
- Hanger 1.0 is nylon reinforced with 30% fiberglass
- Hybrid Flipit straps
- *New!* PA66-C buckle lever
- 3-D toe straps EVA combo
- NOW tool-less adjuster straps
- NOW KINGPIN Too-less
- FS composite highback with 12K non crimp carbon fiber
- 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

FLEX RATING:

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

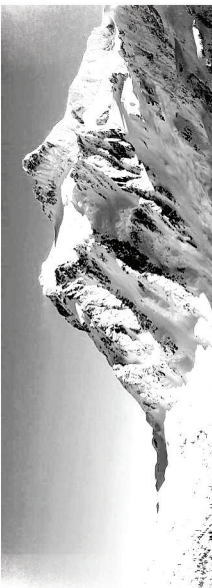
SIZES: SMALL, MEDIUM, LARGE

COLORWAYS: BLACK

SKATE TECH



<https://now-snowboarding.com>



DRIVE

A RESPONSIVE, POWERFUL GAME CHANGER

If it's power and response you're after, look no further. From heli descents to hitting everything the mountain has to offer, the Drive will get you there.

TECHNOLOGY FEATURES

- Skate-Tech
- Flushcup Technology
- Highcup compatibility
- Hanger 2.0 is nylon reinforced with 30% fiberglass
- Hybrid Flipit straps
- **NEW!** PA66-C buckle lever
- 3-D toe straps EVA combo
- NOW tool-less adjuster straps
- Calfback highback
- 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

FLEX RATING:

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

SIZES: SMALL, MEDIUM, LARGE

COLORWAY: BLACK, SAND

SKATE TECH



SAND



RETHINK YOUR RIDE

now™



JEREMY JONE

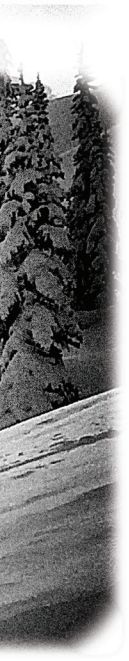
<https://now-snowboarding.com>

NOW BINDINGS

now™



<https://now-snow.com>



TECHNOLOGY
SKATE

RETHINK YOUR RIDE

SELECT

A STREET-TO-PEAK IDEAL BINDING

A bestseller for a reason, a true freestyle binding that can handle the weekend warrior to the seasoned shred.

TECHNOLOGY FEATURES

- Skate-Tech
- Flushcup Technology
- Highcup compatibility
- Hanger 1.0 is nylon reinforced with 30% fiberglass
- Hyperfuse 2.0 straps
- Buckles 2.0
- 3-D toe straps
- NOW tool-less adjuster straps
- **NEW!** FM 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

FLEX RATING:

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

SIZES: SMALL, MEDIUM, LARGE

COLORWAYS: ORANGE, BLACK

SKATE TECH



BLACK

SELECT PRO

CUSTOMIZE YOUR BINDING ON-THE-FLY

A bestseller for a reason, take it to the streets and feel confident with all of the NOW upgrades and unlimited on-the-fly customization beneath your feet.

* **PRO PACKAGE** includes Highcup, Bushings available in soft (40 shore), medium (45 shore), and hard (55 shore) + 4 Kingpin tool-less

TECHNOLOGY FEATURES

- Skate-Tech
- Flushcup Technology
- Highcup compatibility
- Hanger 1.0 is nylon reinforced with 30% fiberglass
- Hyperfuse 2.0 straps
- Buckles 2.0
- 3-D toe straps
- NOW tool-less adjuster straps
- **NEW!** FM Highback
- Post is 50% GF Nylon
- 4x4 disc is 50% GF Nylon*
- Bushings: Soft, Med, Hard
- Freestyle/park/jib
- Lifetime warranty program
- * Channel disc is not included but available for purchase and on the NOW website

FLEX RATING:

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

SIZES: SMALL, MEDIUM, LARGE

COLORWAYS: ORANGE, BLACK

SKATE TECH



ORANGE



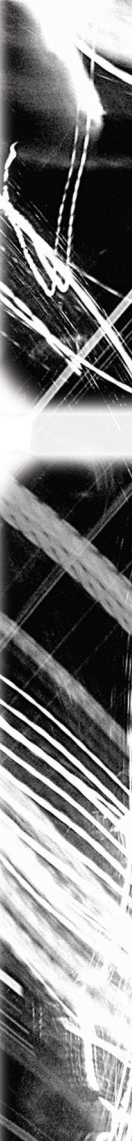
PRO KIT ACCESSORIES



RETHINK YOUR RIDE



now™



now.

NOW BINDINGS



PILOT

THE ALL-MOUNTAIN, FREESTYLE BINDING

Perfect freestyle binding that's ideal for those looking to assault the mountain top to bottom. Let the Pilot lead the way.

TECHNOLOGY FEATURES

- Skate-Tech
- Hanger 2.0 is nylon reinforced with 30% fiberglass
- 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*
- 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

FLEX RATING:

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

SIZES: SMALL, MEDIUM, LARGE

COLORWAY: GREEN, BLACK

SKATE TECH



BLACK



NOW BINDINGS

YES.

THE BINDING COLLABORATION



RETHINK YOUR RIDE

NOW | YES.

NOW+YES.

The all-mountain/freestyle binding of choice for the YES team, and built with the best technical binding advancements NOW is known for.

TECHNOLOGY FEATURES

- Skate-Tech
- Hanger 1.0 is nylon reinforced with 30% fiberglass
- Flushcup Technology
- Highcup compatibility
- Buckles 2.0
- SIEVA ankle straps
- 3-D minimal toe straps
- NOW tool-less adjuster strap
- NOW kingping tool-less
- Highback 2.0 with Flex Hinge
- Post is 50% GF Nylon
- 4X4 disc is 50% GF Nylon*
- Bushings available in medium
- Lifetime warranty program
- All-mountain/freestyle
- * Channel disc is not included but available for purchase and on the NOW website

FLEX RATING:

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

SIZES: SMALL, MEDIUM, LARGE

COLORWAYS: BLACK-WHITE

SKATE TECH



BRIGADE

A FREESTYLE TRIBUTE TO ALL THE NOW RIDERS

Award-winning binding for the masses that is made up of everything that makes NOW bindings highly sought after.

TECHNOLOGY FEATURES

- Skate-Tech
 - Hanger 2.0 is nylon reinforced with 30% fiberglass
 - Flushcup Technology
 - Highcup compatibility
 - Buckles 2.0
 - ASYM SIEVA ankle straps
 - 3-D minimal toe straps
 - NOW tool-less adjuster straps
 - **NEW!** FM Highback
 - Post is 50% GF Nylon
 - 4X4 disc is 50% GF Nylon*
 - Bushings available in medium
 - Lifetime warranty program
 - Freestyle
- * Channel disc is not included but available for purchase and on the NOW website

FLEX RATING:

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

SIZES: SMALL, MEDIUM, LARGE

COLORWAYS: BLACK, GREY, RETRO

SKATE TECH



BLACK



GREY



RETHINK YOUR RIDE



INOW

<https://now-snowboarding.com>

now



IPO

A VERSATILE, NIMBLE AND PLAYFUL MOUNTAIN CHARGER

The perfect match to your kit, the all-mountain/freestyle binding is more like your shred soulmate-This is a must have in your shred arsenal.

TECHNOLOGY FEATURES

- Skate-Tech
- Flushcup Technology
- Highcup compatibility
- Hanger 1.0 is nylon reinforced with 30% fiberglass
- SIEVA straps
- 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

FLEX RATING:

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

SIZES: SMALL, MEDIUM, LARGE

COLORWAY: GREEN, BLACK, WHITE

SKATE TECH



BLACK



WHITE

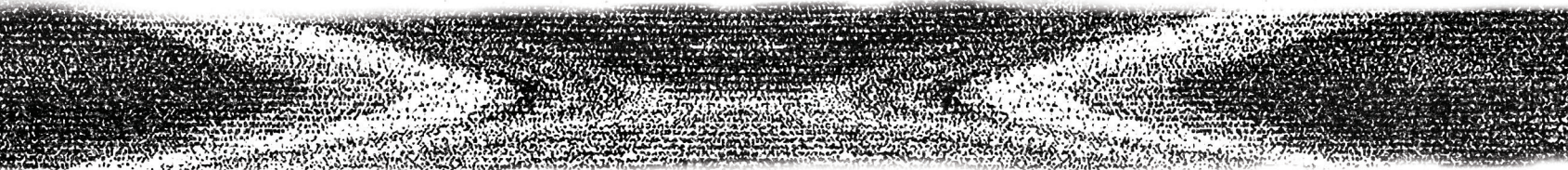


INOW™



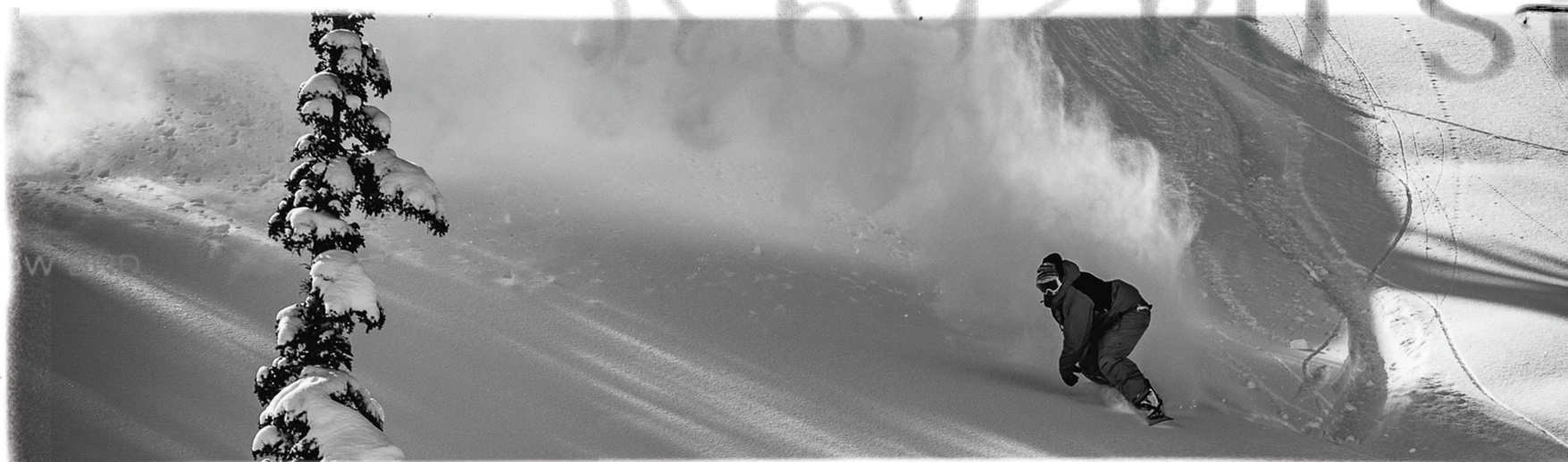
PHOTO: CHAD CHOMLACK

50°02 07 N 123°07 07 W NOW BND





RETHINK
YOUR RIDE/



NXGEN

BINDING OF CHOICE FOR THE GROM NATION

Everything you need to encourage your grom to keep after it—this must-have binding is the ideal blend of weight and flex.

TECHNOLOGY FEATURES

- Skate-Tech
- Flushcup Technology
- Highcup compatibility
- Hanger 1.0 is nylon reinforced with 15% fiberglass
- SIEVA straps
- 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 soft (40 shore)
- Lifetime warranty program
- * Channel disc is not included but available for purchase and on the NOW website

FLEX RATING:

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

SIZES: SMALL

COLORWAYS: BLACK

SKATE TECH



RETHINK YOUR RIDE

FINOW™



INOW



ROBIN VAN GYN
WOMEN'S COLLECTION

WOMEN'S BINDINGS



HELLEN SCHETTINI
WOMEN'S COLLECTION





RETHINK YOUR RIDE

WSTLR 2023 LX 12 WSTLR 2023 LX 50°02'07"N 123°07'07"W

18-1

50°02'07"N 123°07'07"W

KODAK 200

PHOTO: JIFO

MS 0426930

now.

NOW BINDINGS



CONDA

A HIGH PERFORMANCE, AWARD WINNING BINDING FOR THE GIRLS. RIP. IT. UP.

Top-tier binding with unbeatable performance. The perfect match for hard-charging lady shreds.

TECHNOLOGY FEATURES

- Skate-Tech
- Flushcup Technology
- Highcup compatibility
- Hanger 1.0 is nylon reinforced with 30% fiberglass
- ASYM SIEVA straps
- Buckles 2.0
- 3-D minimal toe straps EVA combo
- NOW tool-less adjuster straps
- Flex Hinge Highback 2.0
- 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

FLEX RATING:

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

SIZES: SMALL, MEDIUM

COLORWAY: PURPLE, BLACK

SKATE TECH



BLACK

<https://now-snowboarding.com>

VETTA

FLEXIBLE, LIGHTWEIGHT AND UNBEATABLE COMFORT, GET SOME

From park to peak and everything in between, the Vetta is the perfect blend of comfort, flex, and performance.

TECHNOLOGY FEATURES

- Skate-Tech
 - Flushcup Technology
 - Highcup compatibility
 - Hanger 1.0 is nylon reinforced with 15% fiberglass
 - SIEVA straps
 - 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

FLEX RATING:

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

SIZES: SMALL, MEDIUM

COLORWAYS: WHITE, PURPLE, BLACK

SKATE TECH™



PURPLE



BLACK



RETHINK YOUR RIDE

now



STRAP DESIGNS /

DEFINE YOUR PERFECT FIT FOR ALL DAY COMFORT.



SIEVA STRAP

**LIGHTWEIGHT AND DURABLE,
A STRAP BUILT FOR COMFORT**

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, we've decided to push the boundary of strap manufacturing and overall design. This SIEVA strap is about durability, comfort and reducing weight.

*Available on the IPO, NOW+YES, VETTA, and NXGEN



ASYM SIEVA STRAP

**MAXIMUM COMFORT AND RESPONSE
AND HOLDS ITS SHAPE**

The concept behind the new ASYM SIEVA strap was to combined the design aspect of our original SIEVA straps and incorporate the benefits aspect of our FLIPit straps. using the same manufacturing methods as our SIEVA strap, We've added a TPU reinforcement on the lateral side for extra support, The ASYM SIEVA strap can be use like our regular Flipit straps - simply switch your ankle straps to the other foot and change your support setting.

*Available on the BRIGADE and CONDA



HYPERFUSE II STRAP

**UPDATED EVA CONSTRUCTION THAT
TAKES DURABILITY TO NEXT LEVEL.**

The HYPERFUSE II strap is an evolution and a design refinement over our original Hyperfuse strap, Inspired by shoe construction, the Hyperfuse II is a stitchless, spineless strap. Its inner guts are constructed with nylon webbing that is strong, durable and flexible, and sandwiched between two layers of EVA. The end product is a comfortable and lightweight binding strap that will not only handle the elements, but the test of time.

*Available on the SELECT and SELECT PRO, O-DRIVE





HYBRID FLIPIT STRAP
THE ORIGINAL STITCHLESS AND SEAMLESS STRAP.

This hybrid strap construction is a combination of our original 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.

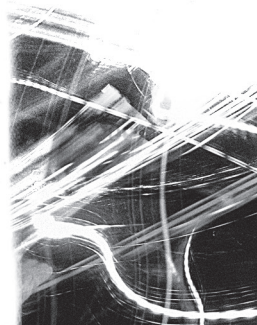
*Available on the DRIVE and RECON



FREESTYLE FLIPIT STRAP
THE PERFECT BALANCE BETWEEN EVA AND TRADITIONAL FABRIC.

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 this strap super cushy yet supportive, and has traditional stitch-and-turn construction with an injected spine sandwiched between EVA and fabric.

*Available on the PILOT



HIGHBACK TECHNOLOGY/

THIS ULTIMATE HIGHBACK OFFERING ALLOWS YOU TO DEFINE YOUR RIDING STYLE AND ADDRESS YOUR BINDING FLEX.



FLEX HINGE

- 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
NXGEN and VETTA



FREEWING

- Higher medial side follows leg angles
- Pre-rotated 10 degrees laterally
- 15 mm higher than original Flex Hinge HB
- Lateral hook for added support
- Dampens chatter and eliminates calf-bite
- Flex rating: 5

*Available on the
IPO



FLEX HINGE 2.0

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

Available on the
CONDA and PILOT



NEW! FM HIGHBACK

- Minimalist design
- Medial & lateral kerf for added torsional flex
- Higher medial side follows leg angles
- Pre rotated 10 degrees
- Flex rating 4

Available on the
SELECT/SELECT PRO and BRIGADE



CALFBACK

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

Available on the
DRIVE by JJ



FS CARBON

- 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
RECON



FS2 CARBON

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

Available on the
O-DRIVE



BUCKLES + DISCS

PREMIUM MATERIAL AND HARDWARE FOR A
PEACE OF MIND OUT IN THE ELEMENTS.

**MENS, WOMENS & YOUTH
BINDING SIZING CHARTS:**

HANGER 1.0 SIZING CHART:	SMALL	MEDIUM	LARGE	HANGER 2.0 SIZING CHART:	SMALL	MEDIUM	LARGE
	US 5-7.5	US 7 - 9.5	US 10 - 13		US 5-7.5	US 7 - 10.5	US 10 - 13
	EU 36.5-40	EU 39 - 42.5	EU 43 - 47		EU 36.5-40 MD	EU 39 - 43.5	EU 43 - 47
	MD 23.5 - 25.5	MD 25 - 27.5	MD 28 - 30.5		23.5 - 25.5	MD 25 - 28.5	MD 28 - 30.5

YOUTH SIZING CHART:	SMALL	WOMEN'S SIZING CHART:	SMALL	MEDIUM
	US 5-7.5		US 5.5-8.5	US 8.5 - 10.5
	EU 36.5-40		EU 36.5-40	EU 39 - 42.5
	MD 23.5 - 25.5		MD 23.5-25.5	MD 25 - 27.5



PA66-C BUCKLE

Our PA66-C buckles are made with the same high grade composite blend found in our O-DRIVE hanger. This material is extremely light and strong reducing the overall buckle weight by 20%.



BUCKLES 2.0

Our Buckles 2.0 have been redesigned with stronger levers and updated 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% fiberglass
- 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 NOW website

BINDING TECH/

TECHNOLOGY THAT WAS CREATED FOR A LONGER,
MORE COMFORTABLE RIDING DAY.



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 the 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 the 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.

LIFETIME WARRANTY

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.



SOFTGOODS + APPAREL /

GEAR UP WITH PREMIUM GOODS THAT REPRESENT WHAT WE TRULY
STAND FOR...QUALITY.



BLOCK T-SHIRT

Screen-printed artwork
Color: BLACK
Sizes: S-XL



RETRO T-SHIRT

Screen-printed artwork
Color: FLUORO YELLOW
Sizes: S-XL



NOW CAP

3D EMBROIDERY LOGO
Color: BLACK
SNAP-BACK - ONE SIZE FITS MOST



ZIP HOODIE

Screen-printed artwork
Color: BLACK
Sizes: S-XL



PULL-OVER HOODIE

Screen-printed artwork
Color: BLACK / HEATHER
Sizes: S-XL



SLOUCH BEANIE

Color: BLACK
Acrylic 2-fold Beanie with woven label

LINE OVERVIEW/



O-DRIVE

COLOR: BLACK



RECON

COLOR: BLACK



DRIVE

COLOR: BLACK / SAND



SELECT

COLOR: ORANGE / BLACK



SELECT PRO

COLOR: ORANGE / BLACK



PILOT

COLOR: BLACK / GREEN



NOW+YES.

COLOR: WHITE



BRIGADE

COLOR: BLACK / GREY / RETRO



IPO

COLOR: GREEN / BLACK / WHITE



NXGEN

COLOR: BLACK



CONDA

COLOR: BLACK / PURPLE



VETTA

COLOR: WHITE / PURPLE / BLACK

GLOBAL DISTRIBUTORS / AND WORLD HEADQUARTERS

NOW™

ARGENTINA

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