





RE THINK YOUR RIDE

It's simple—INNOVATION and DEDICATION is the core of our foundation. NOW has never stopped striving to continuously elevate the overall rider experience by bringing to the snowboard masses yet another top-tier binding collection for this season. If it's our unbeatable Skate-Tech or true customization capabilities that tickle your fancy—NOW's unparalleled performance is here to give you a ticket to ride on one hell of an epic journey with a pair of NOW bindings underfoot this winter.

- JF PELCHAT

Inventor & Co-Owner







2021>

Every year we bring something new to the table, and this year is no different. Take a look for yourself and lock down your perfect binding match.





ENHANCE O BOARD CONTROL & EDGE HOLD

MORE POWER

MORE CONTROL

LESS FOOT FATIGUE

THE MOST ADVANCED BINDING SYSTEM

POWER IS DRIVEN TO THE EDGES

Skate-Tech has completely changed how we think and talk about binding technology. No stranger in the lift line, it's now the conversation starter and everybody wants in. Just like you need air to breathe, you need Skate-Tech beneath your feet. Once you do, you will never go back to the traditional way of thinking about bindings. Elevate the ride.

CUSTOMIZE RESPONSE & DAMPENING







CUSTOMIZE YOUR RESPONSE & DAMPENING

NOW'S unique bushing system allows you to customize your bindings by changing your bushing densities depending on your style of riding, snow conditions or rider preference—there's something for everyone.



O UNIVERSAL RESPONSE

Our medium bushings are preferred by most, they offer excellent response while providing a smooth ride.









O KINGPIN TOOL-LESS

NO TOOL REQUIRED— SWITCHING FROM YOUR PARK TO POW BOARD WITH ONE SET OF BINDINGS HAS NEVER BEEN FASTER OR EASIER, WITH NOW'S KINGPIN TOOL-LESS TECH.

NOW BINDINGS - TECHNOLOGY ORIGINAL // TOOL-LESS TECH

CANTED 20 D

NUW BINDING CU.

SWITCHING BOARD MADE EASY



THE FASTEST AND EASIEST BINDING MOUNT SYSTEM-HANDS DOWN.

9

JF PELCHAT, CAN JEREMY LANGEVIN, CAN DYLAN ZELLERS, USA RYLAND BELL, USA IIKKA BACKSTROM, FN SHINYA NAKAGAWA, JP YOSUKE NISHIDA, JP HELEN SCHETTINI, CAN MAGGIE CROMPTON, CAN MMATHIEU HEBERT, CAN EMILIEN BADOUX, CAN MAT GALINA, CAN BRIONY JOHNSON, AUS JONATHAN PENFIELD, USA

and the statist of

TODD RICHARDS, USA MARC-ANDRE TREMBLAY, CAN MADISON ELLSWORTH, USA BENJI RITCHIE, CAN GEOFF BROWN, CAN OCEANE FILLION, CAN TRUTH SMITH, CAN JULIETTE PELCHAT, CAN RUBE GOLDBERG, CAN YUSAKU HORII, JP GREG MURRAY, AUS DAN PREMAND, SWTZLND SIOBHAN CHALLIS, AU COLIN SPENCER, USA

2021

MIKEY LEBLANC, USA SIMON MARTEL, CAN HARRY KEARNY, USA TIM CRIGHTON, CAN GORO KOMATSU, JP TYLER MORTON, USA ANDREW IRWIN, USA CHAD CHOMLACK, CAN TOURKI TOMEK TYLAS TYLKA, PL SETH LIGHTCAP, USA ILIAS VAN HOOK, BE LIAM BREARLEY, CAN







FRANK BOURGEOIS

ROBIN VAN GYN



SAMMY LUEBKE

FRIDGE ST

DEREK LIVINGSTON



MANUEL DIAZ



JEREMY JONES



ROMAIN DE MARCHI



DEVUN WALSH

JP SOLBERG







Get ready to kick it with the O-DRIVE—with unmatched top-notch performance, undeniable strength, it can handle whatever you or the mountain can throw at it with ease.



WARRAN	чтү ч													
1	2	3	4	5	6	7	8	9	10	FREESTYLE	ALL-MOUNTA <mark>IN</mark>	CARVING		
					RATING						ТҮРЕ			
• Skate							• PA66-(4x4 Disc is Nylon with 50% Glass Fiber 			
	Flushcup TechnologyHighcup Compatibility								EVA com adjuster		• Bushings available in Medium (45 shore) and Hard (55 shore)			
	Hanger 2.0 is Nylon with 30% Carbon Fiber							rbon Hi		with 3K Carbon Fiber	Lifetime warranty program			

Hyperfuse II Straps

• Post is Nylon with 30% Carbon Fiber*

- All-mountain/Carving



THE ALL-STAR PLAYER IN THE SHRED GAME

Unbeatable performance and design. The RECON is the crème de la crème of bindings, suitable for the rider who won't simply take anything less than the best of the best.





BLACK

SKATE TECH 2 3 5 7 8 9 10 FREESTYLE **ALL-MOUNTAIN** CARVING 6 4 FLEX RATING TYPE • 4x4 Disc is Nylon with 50% Glass Fiber Skate-Tech • 3D toe straps EVA combo Flushcup Technology NOW tool-less adjuster straps
NOW KINGPING Tool-less • Bushings available in Medium (45 shore) and Hard Highcup Compatibility (55 shore)

- Hanger 1.0 is Nylon with 30% Glass Fiber
 Hybrid Flipit Straps
- PA66-C buckle levers

- FS Carbon Highback is with 12K non-crimp Carbon Fiber
- Post is Nylon with 30% Carbon Fiber*
- *Channel disc is not included but available for purchase and on the NOW website

- Lifetime warranty programAll-mountain/Carving





RESPONSIVE WITH A SPLASH OF DEFIANCE—THE PERFECT COMBINATION

If you're in the pursuit of a binding that can effectively run the gauntlet of shredding, look no further—the DRIVE can and will handle it all.



SIZES: SMALL + MEDIUM + LARGE

RED

LIFETIN	M E T Y	SK/IT	ETEC	.H [*]											
1	2	3	4	5	6	7	8	9	10	FREESTYLE	ALL-MOUNTAIN	CARVING			
				FLEX	RATIN	G		ТҮРЕ							
		••••••			•••••					•••••••••••••••••••••••••••••••••••••••					
 Skate 	-Tech						• PA66-0	C buckle	e levers		 4x4 Disc is Nylon with 50% Glass Fiber 				

- Flushcup Technology
- Highcup Compatibility
 Hanger 2.0 is Nylon with 30% Glass Fiber
- Hybrid Flipit Straps

- 3D toe straps EVA combo
- NOW tool-less adjuster straps
 Calfback Highback
- Post is Nylon with 30% Carbon Fiber*
- 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





CUSTOMIZATION = ACCELERATON

Another bestseller—the SELECT PRO is the ultimate choice when it comes to on-the-fly customization, enticing you put the pedal to the metal on the mountain.



PRO KIT ACCESSORIES

PRO PACKAGE INCLUDES HIGHCUP, BUSHINGS AVAILABLE IN SOFT (40 SHORE), MEDIUM (45 SHORE), AND HARD (55 SHORE) + 4 KINGPIN TOOL-LESS.



BLACK



AQUAMARINE

SIZES: MEDIUM + LARGE SK/ITE TECH 7 9 10 FREESTYLE **ALL-MOUNTAIN** 2 5 6 8 3 FLEX RATING TYPE Skate-Tech • NEW! Canted 2.0 footpillow • 4x4 Disc is Nylon with 50% Glass Fiber • Flushcup Technology • 3D Contour toe straps • Bushings available in Hard (55 shore),

SELECT

- Highcup Compatibility
- Hanger 1.0 is Nylon with 30% Glass Fiber
 Hyperfuse II Straps
- NEW! PA66-GF buckle levers

- NOW tool-less adjuster straps • NOW KINGPIN Tool-less

GANTED 2.0

- FM Highback
- Post is Nylon with 50% Glass Fiber*
- *Channel disc is not included but available for purchase and on the NOW website

NUW BINDING CU.

• Lifetime warranty program • Freestyle/Park/Jib

Medium (45 shore) and Soft (40 shore)

CARVING





FREESTYLE AND FUNCTIONALITY-NO CO-PILOT REQUIRED

Take flight with the PILOT beneath your feet. Whether it's park laps or deep-ass face shots you're after—the PILOT will take you on one hell of an unforgettable ride.





SIZES: SMALL + MEDIUM + LARGE

BLACK



SAND

F E T I I	M E T Y	SK/IT	ETE	H .								
1	2	3	4	5	6	7	8	9	10	FREESTYLE	ALL-MOUNTAIN	CARVING
					RATING	-					ТҮРЕ	
Skate Flush	-Tech cup Tec	chnology	/				NEWI 3D Col	PA66-G	F buckle le e straps	evers	 4x4 Disc is Nylon with 50% Bushings available in Mediu 	Glass Fiber

- Highcup Compatibility
 Hanger 2.0 is Nylon with 30% Glass Fiber
 Freestyle Flipit Straps
- NOW tool-less adjuster straps
 Flex Hinge 2.0 Highback
 Post is Nylon with 50% Glass Fiber*

- and Hard (55 shore)
 Lifetime warranty program
 Freestyle/All-mountain

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





THE BINDING OF CHOICE FOR THE YES TEAM

If it's good enough for DCP... it's good enough for YOU! The NOW+YES. collab features only the most innovative and technically amazing components that NOW is known for, no instructions required.



SIZES: SMALL + MEDIUM + LARGE

BLACK

LIFETI WARRA	M E N T Y	SKAT	EÆ	.										
1	2	3	4	5	6	7	8	9	10	FREESTYLE	ALL-MOUNTAIN	CARVING		
					RATING						ТҮРЕ			
• Skate • Flush • High	 Flushcup Technology Highcup Compatibility N 								e straps adjuster Tool-less Highback		 Bushings available in Hard (55 shore), Medium (45 shore) and Soft (40 shore) Lifetime warranty program Freestyle/All Mountain 			

- SIEVA Straps
 PA66-C buckle levers

- Post is Nylon with 50% Glass Fiber*
 4x4 Disc is Nylon with 50% Glass Fiber

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

25





LOOK NO FURTHER-YOUR PERFECT FREESTYLE COMPANION AWAITS

What you've got here is a fully loaded freestyle binding, capable of satisfying all of your shred needs. If it's elevating you're riding you're after—you've found it.





BLACK





KAKY



WHITE

SKATE TECH FREESTYLE **ALL-MOUNTAIN** 9 10 CARVING 2 3 4 5 6 7 8 FLEX RATING TYPE ------ Skate-Tech • NEW! PA66-GF buckle levers • 4x4 Disc is Nylon with 50% Glass Fiber • Flushcup Technology • NEW! 3D Contour toe straps • Bushings available in Medium (45 shore) • Highcup Compatibility • NOW tool-less adjuster straps • Lifetime warranty program • Hanger 2.0 is Nylon with 30% Glass Fiber • FM Highback • Freestyle ASYM SIEVA Straps • Post is Nylon with 50% Glass Fiber*

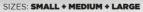




YOUR GO-TO WHEN YOU WANT TO SEND IT

Capable of anything and everything in the realm of snowboarding—it's the all-mountain/ freestyle binding that you need to feel complete. It's just that easy, swipe right and send it.







BLACK





BLUE



OFF WHITE

	M E T Y	SKAT	ETEC	.								
1	2	3	4	5	6	7	8	9	10	FREESTYLE	ALL-MOUNTAIN	CARVING
					RATING						ТҮРЕ	
• Skate • Flush	-Tech cup Tec	chnology npatibilit	/				NEW! NEW!	PA66-G 3D Cont	F buckle l our toe st adjuster	evers aps	 4x4 Disc is Nylon with 50% Bushings available in Soft (Lifetime warranty program 	6 Glass Fiber (40 shore)

- Flushcup TechnologyHighcup Compatibility
- Hanger 2.0 is Nylon with 30% Glass Fiber
 SIEVA Straps
- Freewing Highback
 Post is Nylon with 50% Glass Fiber*
- ber
- Bushings available in Soft (40 shore)
 Lifetime warranty program
 Freestyle/All-mountain



THE NEW KID ON THE BLOCK IS ALL THE RAGE.

Ride everything and anything with easy or just bomb down the hill with confidence, the B-line will set you free.



SIZES: SMALL + MEDIUM + LARGE

BLACK





WHITE



MUSTARD

LIFETI WARRAN	M E	SK/IT	ETE	H								
1	2	3	4	5	6	7	8	9	10	FREESTYLE	ALL-MOUNTAIN	CARVING
					RATING			ТҮРЕ				
	cup Tec								toe straps		• Bushings available in soft (4	

- Highcup Compatibility
 Hanger 1.0 is Nylon with 15% Glass fiber
- SIEVA strap
 PA66-GF buckle levers

- NOW tool-less adjuster straps
 FM Highback
 Post is Nylon with 50% Glass fiber
 4x4 Disc is Nylon with 50% Glass fi ber
- Lifetime warranty program
- All mountain











THE GROMS ARE ALRIGHT

The NXGEN is everything and more to keep the momentum churning and the shred fire burning for the onslaught of young riders ripping up the mountain.



SIZES: SMALL

GREEN

	ЯΤΕΠ	EC H	7									
1 2 3	3 4		5	6	7	8	9	10	FREESTYLE	ALL-MOUNTAIN	CARVING	
				ATING						ТҮРЕ		
 Skate-Tech Flushcup Technology Highcup Compatibility Hanger 1.0 is nylon with 15% Glass Fiber 						• NEW! • 3-D mi • NOW t • Flex Hi	PA66-G nimalist cool-less nge Hig	F buckle le toe straps adjuster s	vers traps	 4x4 Disc is Nylon with 50% Glass Fiber* Bushings available in Soft (40 shore) Lifetime warranty program Freestyle/All mountain 		

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









UNBEATABLE PERFORMANCE WITH TOP-NOTCH DESIGN

The award-winning CONDA is everything and more. This is the binding for all the hard-charging female fatales out there looking to further up their shred game this winter.



SIZES: SMALL + MEDIUM

BLACK

MAUVE

WAREALINE SKATETECH															
1	2	3	4	5	6	7	8	9	10	F	REESTYLE	ALL-MOUNTAIN	CARVING		
	FLEX RATING										ТҮРЕ				
 Skate-Tech Flushcup Technology Highcup Compatibility Hanger 1.0 is Nylon with 30% Glass Fiber ASYM SIEVA Straps 							 PA66-C buckle levers 3D Contour toe straps NOW tool-less adjuster straps Flex Hinge 2.0 Highback Post is Nylon with 50% Glass Fil 				 Freestyle/All-mountain 				

- Flex Hinge 2.0 Highback
 Post is Nylon with 50% Glass Fiber*
- Freestyle/All-mountain

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



ALSO KNOWN AS BRIGADE'S LITTLE SISTER

As pure as new fallen snow, the BRIGADA is in fact the exact opposite. This is a freestyle tycoon. We're talking one so extreme it will take hold of all your shred senses and send you on a snowboarding journey of epic proportions.



- Hanger 2.0 is Nylon with 15% Glass Fiber
 ASYM SIEVA Straps
- Women's FM Highback
 Post is Nylon with 50% Glass Fiber*
- Lifetime warranty program
- Freestyle





SIMPLY BADASS

Think the Land Rover of women's bindings if you will, the VETTA features luxurious design, unbeatable comfort, fantastic functionality and incredible performance, topped off with unmatched capability.







BLACK





WHITE



MINT

WARRANTY SKATETECH															
1	2	3	4	5	6	7	8	9	10	FREESTYLE	ESTYLE ALL-MOUNTAIN C				
					RATING			ТҮРЕ							
								3D Cont ool-less nge Hig Nylon v sc is Nyl	cour toe s adjuster hback vith 50% lon with 5	raps straps	• Lifetime warranty program • Freestyle/All-mountain				



AT-A-GLANCE







DRIVE



SELECT PRO / HIGHCUP



PILOT



PILOT



NOW X YES



IPO



IPO



B-LINE



B-LINE



CONDA



CONDA



BRIGADA



BRIGADA



DRIVE



SELECT PRO



SELECT PRO / HIGHCUP



SELECT PRO



BRIGADE



BRIGADE



BRIGADE



IPO



B-LINE



AT-A-GLANCE



NXGEN



 \rightarrow

AT-A-GLANCE



VETTA



VETTA



VETTA



EXCLUSIVE TECHNOLOGY



Ι

РНОТО: СНАР СНОМLАСК











STRAP DESIGN

DEFINE YOUR PERFECT FIT FOR ALL DAY COMFORT.



SIEVA STRAP

TOP-TIER COMFORT, DURABILITY AND IS LIGHTWEIGHT.

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 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, B-LINE. VETTA, and NXGEN



ASYM SIEVA STRAP

EXCEPTIONAL COMFORT & RESPONSE & 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 of our FLIPIT straps. By 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 used like our regular FLIPIT straps—simply switch your ankle straps to the other foot and change your support setting.

*Available on the BRIGADE. BRIGADA and CONDA



HYPERFUSE II STRAP

TOP-OF-THE-LINE FUNCTIONALITY AND EVA CONSTRUCTION.

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 PRO and O-DRIVE



HYBRID FLIPIT STRAP

THE OG-OUR VERY OWN STITCHLESS AND SEAMLESS STRAP.

This HYBRID FLIPIT strap construction is a made up of a combination of our original Hyperfuse strap and FLIPIT straps. An additional layer of reinforcement is applied to the bottom of the EVA cover, which gives you support, durability and comfort. The HYBRID FLIPIT strap can also be use like our regular FLIPIT straps—simply switch out your ankle straps to the other foot and change your support setting.

*Available on the DRIVE and RECON



FREESTYLE FLIPIT STRAP

THE PERFECT BLEND OF 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 which is cushy yet supportive, and has traditional stitch-and-turn construction with an injected spine sandwiched between EVA and fabric.

*Available on the PILOT

3D MINIMALIST TOE STRAP

STRIPPED, OFFERING STREAMLINED FUNCTIONALITY.



Sometimes what works best is a simple, streamlined, minimalist design, and for this we developed the 3D Minimalist Toe Strap. It features everything you need and nothing you don't in a toe strap.

3D CONTOUR TOE STRAP

EXTRA GRIP AND MOLDABLE FUNCTIONALITY.



If it's grip you're after look no further than our 2019 3D Contour Toe Strap. This strap is not only super grippy, but is also moldable and can be used on either the tip or top of your boot.

3D TOE STRAP EVA COMBO

LEVERAGES EVA CAPABILITIES.



Our top-of-the-line 3D Toe

Strap EVA combo, which creates a better overall boot-to-binding fit, and enhancing the overall grip that the EVA provides.





RETHINK YOUR RIDE

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







FLEX HINGE

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



- Minimalist design
- Higher medial side follows leg angles
- Pre-rotated 10 degrees
- Flex rating: 4

FREEWING

.....

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

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

HIGHBACK TECHNOLOGY

TECHNOLOGY

NOW BINDING CO.



FM HIGHBACK

- Minimalist design
- Medial & lateral notch for added torsional flex
- Higher medial side follows leg angles
- Pre-rotated 10 degrees
- Flex rating: 5

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

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

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



BUCKLES + DISCS

RETHINK YOUR RIDE

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

MEN'S, WOMEN'S & YOUTH BINDING SIZING CHARTS:	HANGER 1.0 SIZING	SMALL US 5 - 7.5 EU 36.5 - 40 MD 23.5 - 25.5	MEDIUM US 7 - 9.5 EU 39 - 42.5 MD 25 - 27.5	LARGE US 10 - 13 EU 43 - 47 MD 28 - 30.5	HANGER 2.0 SIZING	US 5-7.5 EU 36.5-40	MEDIUM US 7 - 10.5 EU 39 - 43.5 MD 25 - 28.5	LARGE US 10 - 13 EU 43 - 47 MD 28 - 30.5
	WOMEN HANGER 1.0 SIZING	SMALL	MEDIUM USw 8 - 10.5 EU 39 - 42.5 MD 25 - 27.5	WOMEN HANGER 2.0 SIZING	SMALL USw 5.5 - 8.5 EU 36.5 - 40	MEDIUM USw 8 - 11.5 EU 39 - 43.5 MD 25 - 28.5	YOUTH SIZING CHART:	SMALL US 5-7.5



PA66-C BUCKLE

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



NEW! PA66-GF BUCKLE

Our PA66-GF buckles are made with the same highgrade Nylon and Glass Fiber blend found in our post and disc. This material is light and strong.





NYLON 4x4 DISC

- Mounting Disc is Nylon reinforced with 50% Glass Fiber
- 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% Glass Fiber

.....

- Channel board compatible
- Minimal board fixture
- Stance indicator window
- Light and strong
- Lifetime warranty program
- Available for purchase or on NOW website

BINDING TECH

NOW BINDING CO.



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 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.



APPAREL + POP

RETHINK YOUR RIDE



NOW CAP

3D embroidery logo - Snapback Color: BLACK One Size



NOW BEANIE

.....

Acrylic 2-fold Beanie with woven label Color: BLACK One Size



NOW TEE

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



NOW HOODIE

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



NOW LONG SLEEVE

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

NOW SCREW DRIVER

Phillip #3 head & rubber grip handle Color: BLACK



Phillip #3 and #4 head and allen key #4 Color: BLACK

.....



NOW BINDING SHELF

Can be mounted on slat walls or freestanding Color: GREEN



NOW BUSHINGS BOX

10 packs assortments of soft, medium & hard bushings Color: BLACK



.....

NOW TAPE MEASURE

.

Tape measure Color: BLACK



NOW TUNING APRON

100% cotton machine washable, 2 chest pockets, one size fits all Color: BLACK





NOW SHELF CARD

Action and SKATETECH Color: BLACK



NOW DEMO TOOL

One demo tool per package Color: TRANSPARENT GREEN



NOW EVENT TENT

Event tent Color: BLACK



NOW EVENT FLAG

Event flag Color: BLACK



NOW EVENT BANNER

Event banner Color: BLACK

GLOBAL DISTRIBUTORS

AND WORLD HEADQUARTERS

ARGENTINA

26 SPORTS SRL Facundo Fernandez facundo@snowboardpatagonia.com +54 294-154 399 013

AUSTRALIA & NEW ZEALAND

RUSH DISTRIBUTION Dan Kabi dan@rush.net.au +61 3 9646 6661

AUSTRIA SP UNITED VERTRIEBS GmbH Bernhard Altmanninger bernhard@motion-sports.at +43 1 617 42 82 10

BELGIUM PACIFIC BOARDSHOP Marc Boydens marc.boydens@pacific-boardshop.com +32 15 20 35 85

CANADA NIDECKER NORTH AMERICA Josh Hoyer joshh@na.ndk.group +1 530-448-9080

CHILE JONES SNOWBOARDS CHILE Rodrigo Medina P. rmedina@jonessnowboards.cl +56 9 6679 4995

CHINA X-WING DISTRIBUTION Danny Jia jia@xwing.cn +86 151 1003 3522

CZECH DESTINY DISTRIBUTION Lukas Puchta Iukas.puchta@destinydistribution.cz +420 775 919 855 DENMARK CENTRANO Ebbe Hoegh Purchase@Centrano.com +45 70 44 49 99

ESTONIA

SURFAR OU Tanel Tepper tanel@surfhouse.ee +37 263 130 95

FINLAND WHITE BALANCE Heikki Tapaninen heikki.tapaninen@whitebalance.fi +358 45 1294896

FRANCE SPORTPULSION Fabrice Piccamiglio fpiccamiglio@sportpulsion.fr +33 4 50 46 50 50

GERMANY ELEMENT SPORTS GmbH & Co. KG Willi Schiedermeier info@element-sports.de +49 8031 9413690

GREECE SLUT BOARDSHOP Nick Voulgaris Voulgaris.nick.83@gmail.com +30 21 0681 9199

HUNGARY SNOWBOARDSHOP.HU Fincziczki Ágnes info@snowboardshop.hu +36 20 942-32-90

IRAN PAMCHAL SPORTS Saeed Zakeri pamchalgroup@gmail.com +98 21 8861 7019 ITALY

WAVE DISTRIBUTION Alessandro Grieco alex@wavedistribution.it +39 011 780 1938

ISRAEL ISRAEL SKATEBOARD CLUB LTD. Reuven Adi reuven.adi@googlemail.com +972-505742717

JAPAN STRAIGHTSIX LTD. David Uehara straightsixsnow@gmail.com +81 3-5784-3123

NETHERLANDS NEWSPORTS Bert Den Boer bert@newsports.nl +31 85 877 1751

POLAND BUNKIER STORE Tomasz WoĐniak t.wozniak@bunkierstore.pl +48 22 651 55 99

PORTUGAL ACTION SNOW Nuno Geirinhas info@actionsnow.pt +351 918 305 559

ROMANIA OPENBOX George Juncu george@openbox.ro +40 762 205 020

RUSSIA KANT Evgeniy Popov now@kant.ru +7(495)604 1021 SLOVAKIA

DESTINY DISTRIBUTION Lukas Puchta lukas.puchta@destinydistribution.cz +420 775 919 855

SLOVENIA OBSESSION Cic Trobec cic@obsession.si +386 1 282 20 28

SOUTH KOREA RAON INC. Sunho Hwang master@raon-inc.com +82-70-7731-0555

SPAIN KITSUNE GAC, S.L. Cristian Iglesias kitsunegacsl@gmail. com +34 654418805

SWITZERLAND NIDECKER SA Fabien Grisel fabieng@ndk.group +41 21 822 33 63

UKRAINE SHAMBALA MOUNTAIN GROUP Pavel Vasianovych info@smgc.com.ua +38 067 547 38 80

UNITED KINGDOM THE SNOWBOARD ASYLUM Jeremy Sladen Jeremy@snowboard-asylum.com +44 161-743-3826

USA NIDECKER NORTH AMERICA Josh Hoyer joshh@na.ndk.group +1 530-448-9080



