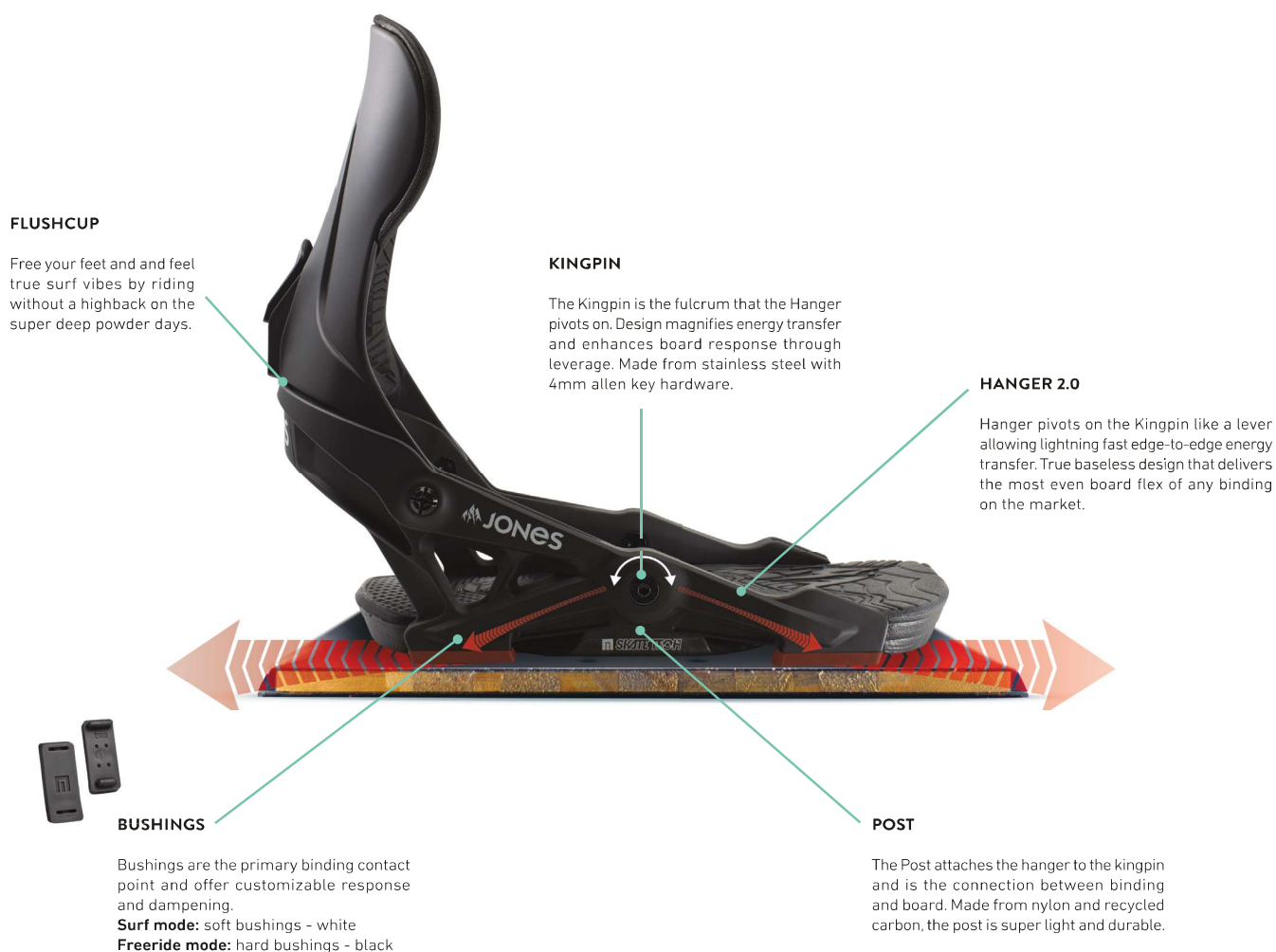


# BINDINGS TECH

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The components of the NOW Skate Tech design mimic the function of a skateboard truck. The "Hanger" acts as a lever that transfers energy input from the straps to the "Bushings" and onto the board edges. The "Kingpin" acts as the fulcrum for the "Hanger" and magnifies the energy transfer through leverage. Traditional bindings lose energy when the baseplate flexes and bends unevenly. The energy loss forces you to crank your straps tighter and ride with more forward lean to gain the same control. Uneven pressure and tight straps lead to more foot fatigue and pain. By evenly pivoting over the "Post", the middle of your board flexes more uniformly and your energy inputs are focused directly on your edge. Your feet stay more relaxed and more comfortable because the bindings transfer power to the board with less work.



## FLUSHCUP

Free your feet and feel true surf vibes by riding without a highback on the super deep powder days.

## KINGPIN

The Kingpin is the fulcrum that the Hanger pivots on. Design magnifies energy transfer and enhances board response through leverage. Made from stainless steel with 4mm allen key hardware.

## HANGER 2.0

Hanger pivots on the Kingpin like a lever allowing lightning fast edge-to-edge energy transfer. True baseless design that delivers the most even board flex of any binding on the market.

## BUSHINGS

Bushings are the primary binding contact point and offer customizable response and dampening.

**Surf mode:** soft bushings - white

**Freeride mode:** hard bushings - black

## POST

The Post attaches the hanger to the kingpin and is the connection between binding and board. Made from nylon and recycled carbon, the post is super light and durable.

## FREERIDE MODE VS SURF MODE

Jones bindings offer customizable dampening and response by switching between Surf Mode and Freeride Mode. Surf Mode lets you tweak harder, while Freeride Mode keeps you locked in for maximum response. Switch modes by changing the bushings from soft (Surf Mode) to hard (Freeride Mode) and adjusting the Flip-It ankle straps. The Flip-It strap allows you to interchange the ankle straps between the left and right binding to create custom response. Ride with the ankle straps in Freeride mode for more lateral support and board response or flip the straps into Surf Mode for solid heel support, but more ankle flexibility for getting loose.



### FREERIDE MODE

- Position the wide half of the strap above the buckle for more lateral support and board response.
- Use Hard Bushings for maximum board response.

### SURF MODE

- Position the wide half of the strap below the buckle for solid heel support but more ankle flexibility for getting loose.
- Use Soft Bushings for a looser, more dynamic surf feel.

## ANKLE STRAPS



*Mid-Wide strap*

The Flip-It Mid-wide strap has a moderate size profile for balanced response and tweak-ability. It's built around a 3D-injected core for solid support and a foam wrap for even pressure distribution and lateral flexibility.



*Wide strap*

The Flip-It Wide strap has a thin, wide profile that covers more of your boot for maximum response. It's built around a 3D-injected core for solid support and a foam wrap for even pressure distribution and lateral flexibility.

## FOOT PILLOW



*Comfort Foam foot pillow*

Full length EVA foam footbed that maximizes binding comfort while minimizing foot fatigue. The 3D molded footbed surface offers supreme traction for any boot tread pattern and prevents snow build-up.



*Response Tri-Foam foot pillow*

Premium full length foam footbed made with three different densities of EVA foam. The heel + toe are soft for max comfort, the center is mid-stiff for precise response and the bottom of the footbed is stiff for solid support.

## BOOT FIT

MEN'S	SMALL	MEDIUM	LARGE
US	5-7.5	7-10.5	10-13
EU	36.5-40	39-43.5	43-47
MD	23.5-25.5	25-28.5	28-30.5

WOMEN'S	SMALL	MEDIUM
US	5.5-8.5	8.5-10
EU	36.5-40	39-42.5
MD	23.5-25.5	25-27.5

## DURABILITY



**Designed for durability.** Lifetime warranty on binding Hanger and Post. One year warranty on all other binding components.

UPDATED

# MERCURY

\$329.95 / CAD 419.99



Surf Series

The Mercury Surf Series edition comes set up in Surf Mode.



Black



Natural



Navy

UPDATED

# APOLLO

\$449.95 / CAD 579.99



## THE ALL-MOUNTAIN FREE-SURF BINDING

Ideal for freestyle, freeride and surf slashing



The Mercury binding is designed for the all-mountain rider who needs supreme edge control and comfort balanced with a more maneuverable, medium stiff flex. The Mercury will respond instantly to your every move thanks to NOW Skate Tech technology that transfers your energy directly to your edges. The Mercury's new Control Flex highback offers solid support while absorbing chatter and eliminating calf-bite. The Mercury can be set up in Surf mode or Freeride mode by switching bushings and swapping the Flip-It ankle straps. Surf mode offers maximum tweak-ability, Freeride mode offers maximum response. New for 2021, the Mercury has a new Control Flex highback plus low profile 3D Flex Fit toe straps and ergonomic buckles.

### BINDINGS FEATURES

- Control Flex Highback **NEW**
- 3D Flex Fit Toe Straps **NEW**
- Asym Buckles **NEW**
- Tool-less Strap Adjustment
- Nylon, Recycled Carbon Post
- Comfort Foam foot pillow
- Mid-Wide ankle strap
- Hanger 2.0 - Nylon Reinforced with 30% Fiberglass
- NOW Highcup Compatible
- Flushcup Technology
- 4x4 and EST Disc included / 50% GF Nylon

### FLEX HINGE HIGHBACK



SOFT STIFF

#### Designed for balanced response and flex

Mid-wide profile and mid-stiff flex let you lock in turns or tweak airs.

- Asym highback with wider lateral side for added toe side turn support.
- Stiff middle spine for solid carving performance
- Flexible side edges for added freestyle performance
- Tool-less forward lean adjustment
- Highback Flex Rating: 6

### FREERIDE MODE / SURF MODE

#### SPECS

#### Flip-it ankle strap technology:

Side 1 - Freeride mode  
Side 2 - Surf mode

#### Available bushings:

Soft - Surf mode  
Hard - Freeride mode

**Color:** Surf Series, Navy, Natural  
**Sizes:** Medium, Large  
**Weight:** 868 gr

**Color:** Black  
**Sizes:** Small, Medium, Large  
**Weight:** 868 gr

## THE ULTIMATE FREERIDE BINDING

Ideal for technical freeriding and high speed carving



The Apollo binding is designed for the expert freerider who demands unmatched edge control, response and comfort. What sets the Apollo apart is the Flax Carbon highback that features a wide upper section that locks in your boot top on toe side turns. Matching the ultra responsive highback with NOW Skate Tech technology offers a binding that will react to your every muscle twitch with lightning fast accuracy. The Apollo can be set up in Surf mode or Freeride mode by switching bushings and swapping the Flip-It ankle straps. Surf mode offers maximum tweak-ability, Freeride mode offers maximum response. New for 2021, the Apollo has a triple-density EVA foot pillow plus low profile 3D Flex Fit toe straps and ergonomic buckles.

### BINDINGS FEATURES

- Asym Flax / Carbon Wide-Back
- 3D AuxTech Toe Straps **NEW**
- Asym Buckles **NEW**
- Response Tri-Foam foot pillow **NEW**
- Wide ankle strap
- Tool-less Adjuster Straps
- Nylon, Recycled Carbon Post
- Hanger 2.0 Nylon Reinforced with 30% Fiberglass
- NOW Highcup Compatible
- Flushcup Technology
- 4x4 and EST Disc included / 50% GF Nylon

### ASYM CARBON / FLAX WIDE-BACK **NEW**



#### Designed for maximum response

Flax/Carbon composite highback with extended width upper section for improved toe-side turn response.

- Asymmetrical shape follows leg angles
- Pre-rotated five degrees
- Made from Flax and 3K Carbon Fiber
- Multi-position forward lean block with allen key hardware
- Highback Flex Rating: 9

### FREERIDE MODE / SURF MODE

#### SPECS

#### Flip-it ankle strap technology:

Side 1 - Surf mode  
Side 2 - Freeride mode

#### Available bushings:

Soft - Surf mode  
Hard - Freeride mode

**Sizes:** Black  
**Color:** Medium, Large  
**Weight:** 840 gr