

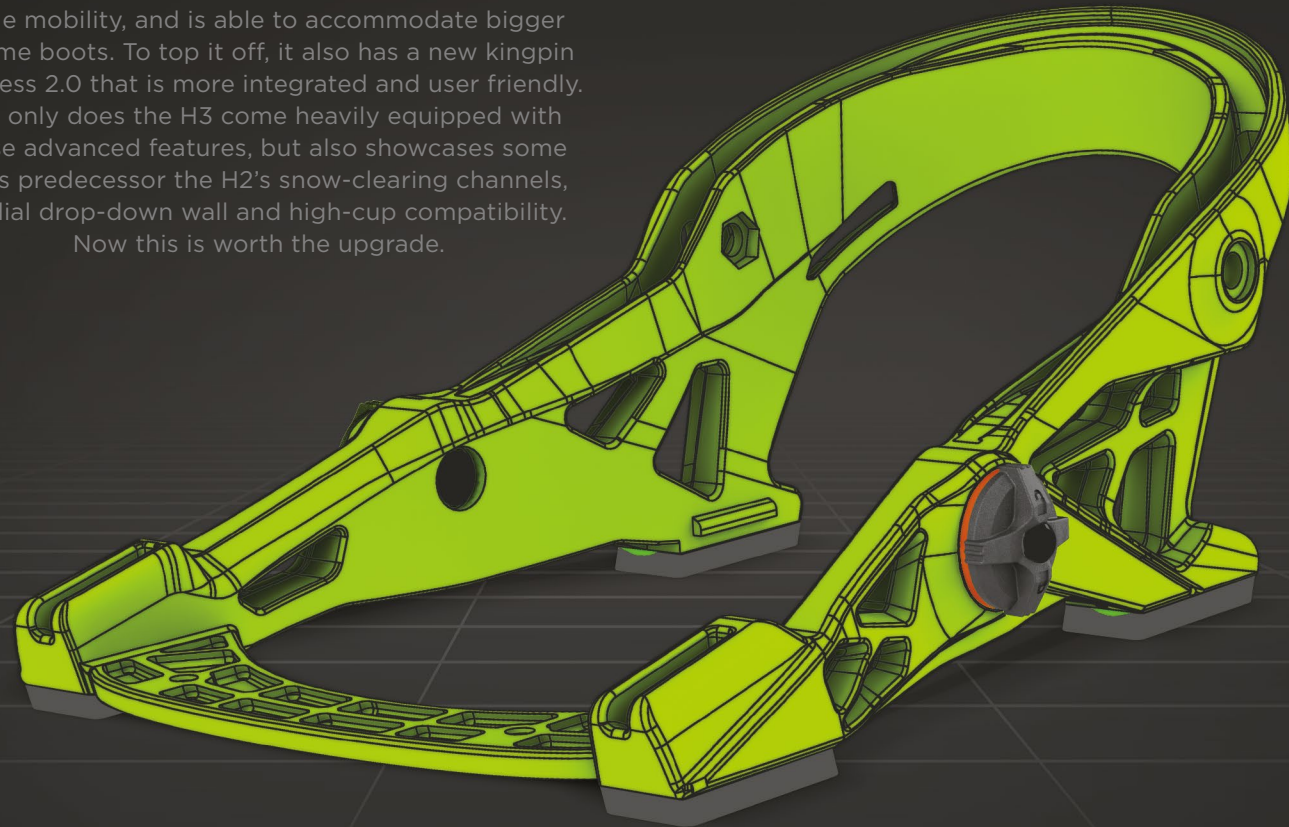
I N T R O D U C I N G

HANGER H3.

New this season is the Hanger H3—featuring a wider bushing footprint that is closer to the board's edges for enhanced board connection and faster energy transfer. The H3 also encompasses a reduction in weight, a dropped-down inner lateral wall for better ankle mobility, and is able to accommodate bigger volume boots. To top it off, it also has a new kingpin tool-less 2.0 that is more integrated and user friendly.

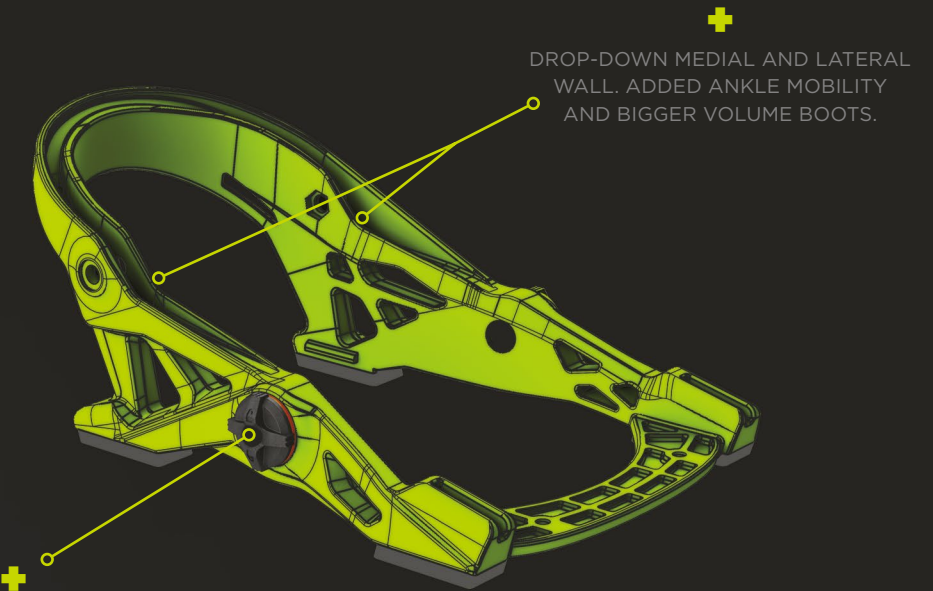
Not only does the H3 come heavily equipped with these advanced features, but also showcases some of its predecessor the H2's snow-clearing channels, medial drop-down wall and high-cup compatibility.

Now this is worth the upgrade.



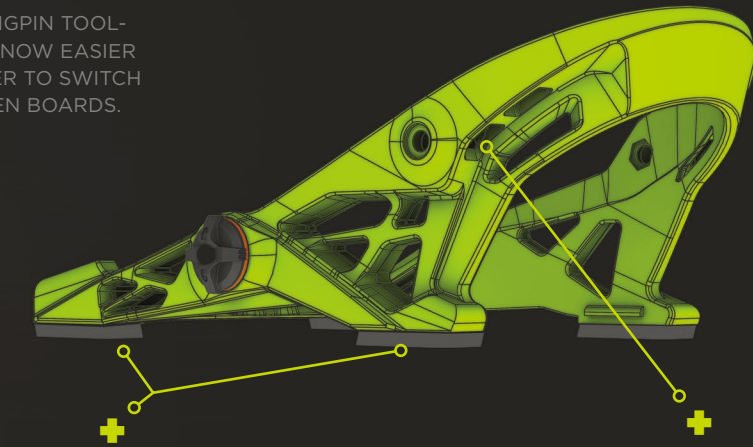
H3.TECH

THE NEW H3 IS MORE AIRED OUT AND LIGHTER THAN ITS PREDECESSOR.



+
DROP-DOWN MEDIAL AND LATERAL WALL. ADDED ANKLE MOBILITY AND BIGGER VOLUME BOOTS.

+
NEW KINGPIN TOOL-LESS 2.0. NOW EASIER THAN EVER TO SWITCH BETWEEN BOARDS.



+
WIDER BUSHING FOOTPRINT. 3MM CLOSER TO THE BOARDS EDGES. ENHANCED BOARD CONNECTION AND FASTER ENERGY TRANSFER. MORE POWER, MORE CONTROL, MORE COMFORT.

+
SNOW CLEARING CHANNELS. NO MORE UNWANTED FORWARD LEAN.



MORE POWER. MORE CONTROL. MORE COMFORT.

SKATE TECH™

THE MOST ADVANCED BINDING SYSTEM

POWER IS DRIVEN TO THE EDGES

It's no joke—it's been 10 years since NOW introduced Skate-Tech to the snowboard masses, forever changing how we think and talk about binding technology. It is truly that revolutionary; the more you ride with Skate-Tech, the more you realize that everything you knew before about binding technology is completely obsolete. It's that much of a game changer. The connection you experience once you're strap in and take a few big turns is like no other, and that's the moment when you know that this is it... this is what snowboarding was meant to be—epic.

US PATENT #8910968, 9016714, 9592438

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.

Where traditional bindings diminish energy transfer by the flexing and bending of its 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.

RETHINK YOUR RIDE

INTRODUCING
+
**KINGPIN
TOOL-LESS
2.0**

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



SWITCHING BOARDS MADE EASIER

TO REMOVE: PUSH KINGPIN CLIP, TURN 90 DEGREES, UNLOCK AND REMOVE AXIS.



NOW BINDINGS - TECHNOLOGY ORIGINAL // TOOL-LESS TECH

THE FASTEST AND EASIEST BINDING INTERFACE SYSTEM—HANDS DOWN



BUSHINGS

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.

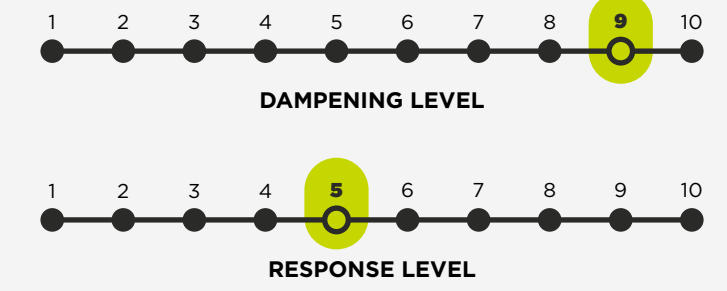
- + DUEL INJECTION, QUICK-SNAP CONNECTION TO HANGER
- + MAIN CONTACT POINT TO BOARD
- + TRUE DAMPENING SYSTEM
- + APPLIES ENERGY WHILE DIFFUSING BOARD CHATTER
- + AVAILABLE IN SOFT, MEDIUM AND HARD

+ BUSHINGS

CUSTOMIZE YOUR RESPONSE & DAMPENING

SURF-STYLE RESPONSE

Our soft bushings offer a more forgiving response while providing an easy ride.



UNIVERSAL RESPONSE

Our medium bushings are preferred by many—they offer not only an excellent response but also a smooth ride.



FIRM & SNAPPY RESPONSE

Our hard bushings are for those looking for maximum response and power while providing a stiffer ride.



→
**MEN'S
BINDINGS**
AT-A-GLANCE



O-DRIVE



DRIVE



DRIVE



SELECT PRO



SELECT PRO



SELECT PRO X YES



PILOT



PILOT



BRIGADE



BRIGADE



BRIGADE



IPO



IPO



IPO



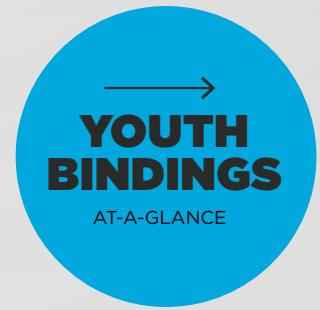
PRO LINE



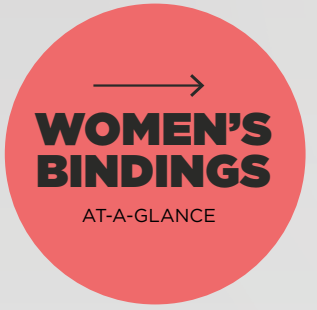
PRO LINE



PRO LINE



NXGEN



CONDA



CONDA



BRIGADA



BRIGADA



VETTA



VETTA



VETTA



VETTA

10. | YEARS STRONG





Mons Roisland

10.
YEARS
STRONG

TECH

BINDING

TECH PARTS

TECHNOLOGY CREATED FOR PERFORMANCE, CONVENIENCE AND PEACE OF MIND.



PA66-C BUCKLE

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



PA66-GF BUCKLE

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



NEW!

COMBO DISC 4X4-CHANNEL BOARD

- Mounting Disc is Nylon reinforced
- 4x4 and Channel compatibility
- Minimal board fixture
- Light and strong
- Lifetime warranty program



NEW!

HINGE CONNECTOR

- Hinge design allows strap to move out of the way
- Stop mechanism, prevent floppy strap
- Minimalist and strong



NEW!

LADDERS

- Curved out at base, to keep them out of the way
- Sleeker profile
- Angled sides for cleaner look/feel
- Cold temp and impact tested



NEW!

NOW TOOL-LESS

- New design for better strap integration
- Sleeker profile
- Beveled sides for cleaner look/feel



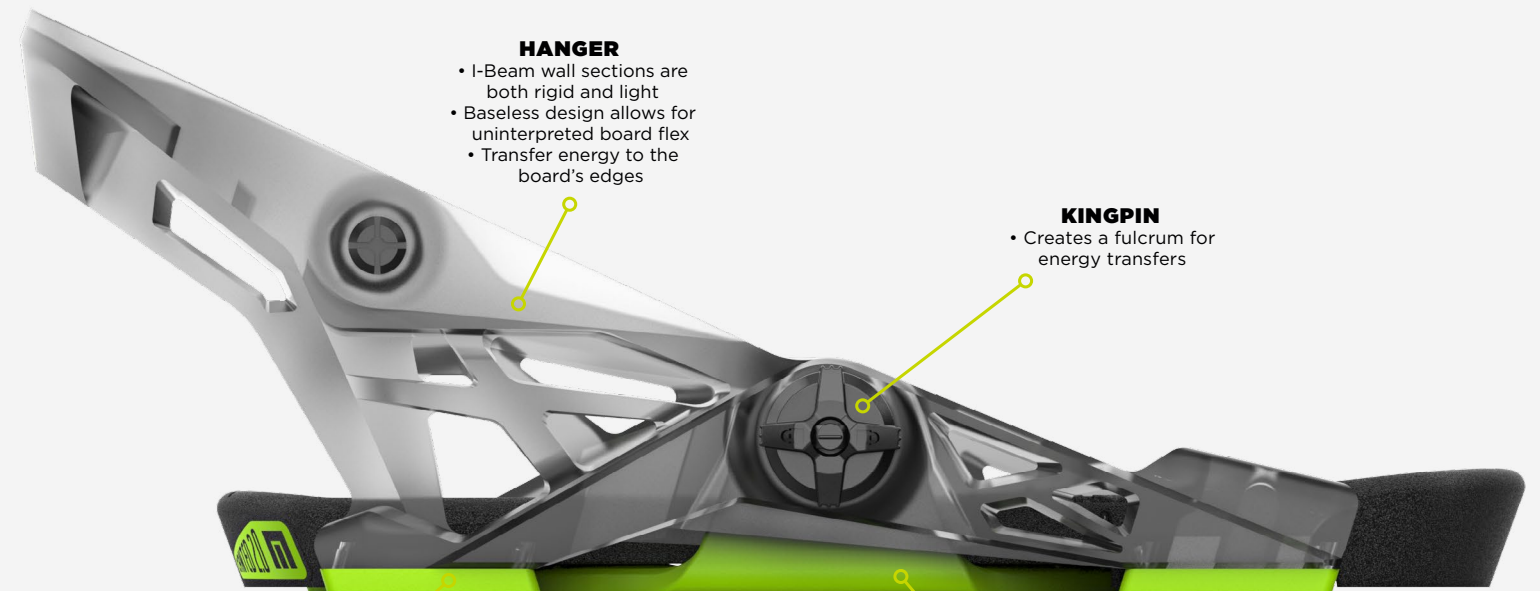
NEW!

KINGPIN TOOL-LESS 2.0

- Light and strong
- Fast and convenient
- Easy as 1,2,3

BINDING TECH

TECHNOLOGY CREATED FOR A LONGER, MORE COMFORTABLE RIDING DAY.



HANGER

- I-Beam wall sections are both rigid and light
- Baseless design allows for uninterpreted board flex
- Transfer energy to the board's edges

KINGPIN

- Creates a fulcrum for energy transfers

BUSHINGS

- Dual injection, quick-snap connection to Hanger
 - Main contact point to board
 - True dampening system
- Applies energy while diffusing board chatter
 - Available in Soft, Medium and Hard

POST

- Connects binding to board
- Link to Hanger at Kingpin



NOW WARRANTY



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.

STRAP DESIGN

DEFINE YOUR PERFECT FIT FOR ALL DAY COMFORT.



SIEVA STRAP

TOP-TIER COMFORT, DURABILITY AND 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 PRO LINE, IPO, 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, SELECT PRO X YES 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



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 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.

NEW 3D PRO-GRIP TOE STRAP

SEAMLESS AND ANTI-SLIP FUNCTIONALITY



Non-slip and solid grip is what you will have with our NEW 3D Pro-Grip Toe Strap. Not only is it super grippy, but moldable, and can be used on the tip or toe of your boot.

HIGHBACK

RETHINK YOUR RIDE

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

TECHNOLOGY

NOW BINDING CO.

Available on the
VETTA / NXGEN



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

Available on the
BRIGADA



WOMEN'S FM HIGHBACK

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

Available on the
IPO



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

Available on the
CONDA / 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
PRO-LINE / BRIGADE



FM HIGHBACK

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

Available on the
DRIVE



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
SELECT PRO / SELEXT PRO X YES.



FREESTYLE HIGHBACK

- Symmetrical shape
- Minimal top curve for extra mobility
- Hidden flex hinge at the top 1/3
- Dampens chatter and eliminates calf-bite
- Flex rating: 6

Available on the
O-DRIVE



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