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PHOTO: CHAD CHOMLACK

TE

NOW
BINDING
COMPANY

BINDINGS TECH



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BINDING

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 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 used 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.

HIGHBACK

RETHINK YOUR RIDE

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

*Available on the
VETTA / NXGEN



Available on the
BRIGADA



*Available on the
IPO



Available on the
CONDA / PILOT / YES.



HIGHBACK TECHNOLOGY

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

WOMEN'S FM HIGHBACK

- 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

TECHNOLOGY

NOW BINDING CO.

Available on the
SELECT PRO / BRIGADE / B-LINE



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
RECON



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
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

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:

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



NEW! 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.



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.

TECHNOLOGY 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 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.