

2013 / 2014

Now

RETHINK

YOUR RIDE

Last year Now bindings offered the first significant shift in binding technology our sport has seen since the introduction of the highback. While our collective industry worked hard at comfort and convenience, JF tinkered in his garage inspired by a skateboard truck. The final result was not just another idea of how to hold your foot to a board, rather, what he created was the first binding that actually turns your board.

This alternative and innovative approach to looking at our equipment is what Now represents.

NOW IS
REINVENTION
RELEVANT
REVOLUTIONARY



THE WORLD'S FIRST SKATE INFLUENCED BINDING

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 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 a 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.

FLEX HINGE HIGHBACK (SELECT & IPO MODELS)

- Pre-rotated 5 degree laterally
- Higher medial side follows leg angles
- Wider lateral side for support
- Flex hinge, dampens chatter and eliminates calf-bite



DRIVE HIGHBACK

- Higher medial side follows leg angles
- Pre-rotated 10 degrees
- 15mm higher and 40% more rigid than Flex hinge highback
- Lateral hook for added support





FOOT PILLOW

- 15mm EVA footbed means increased shock absorption and dampening
- Tool-free access to mounting disc/hardware
- Low profile increases board's feel

FLUSHCUP

- Stacked highback/heelcup assembly creates a flush, inner surface
- Heelcup design prevents heel lift, with or without the highbacks
- Noback mode built-in design



HANGER

- 30% glass filled Nylon
- I-beam wall sections are both rigid and light
- Baseless design allows for uninterrupted board flex
- Transferred energy to the board's edges

KINGPIN

- NEW Revised Hollow rivet configuration assembly links the hanger to the Alumi-ring
- Creates a fulcrum for all energy transfers
- Stainless steel hollow rivet is extremely light and strong

DISC

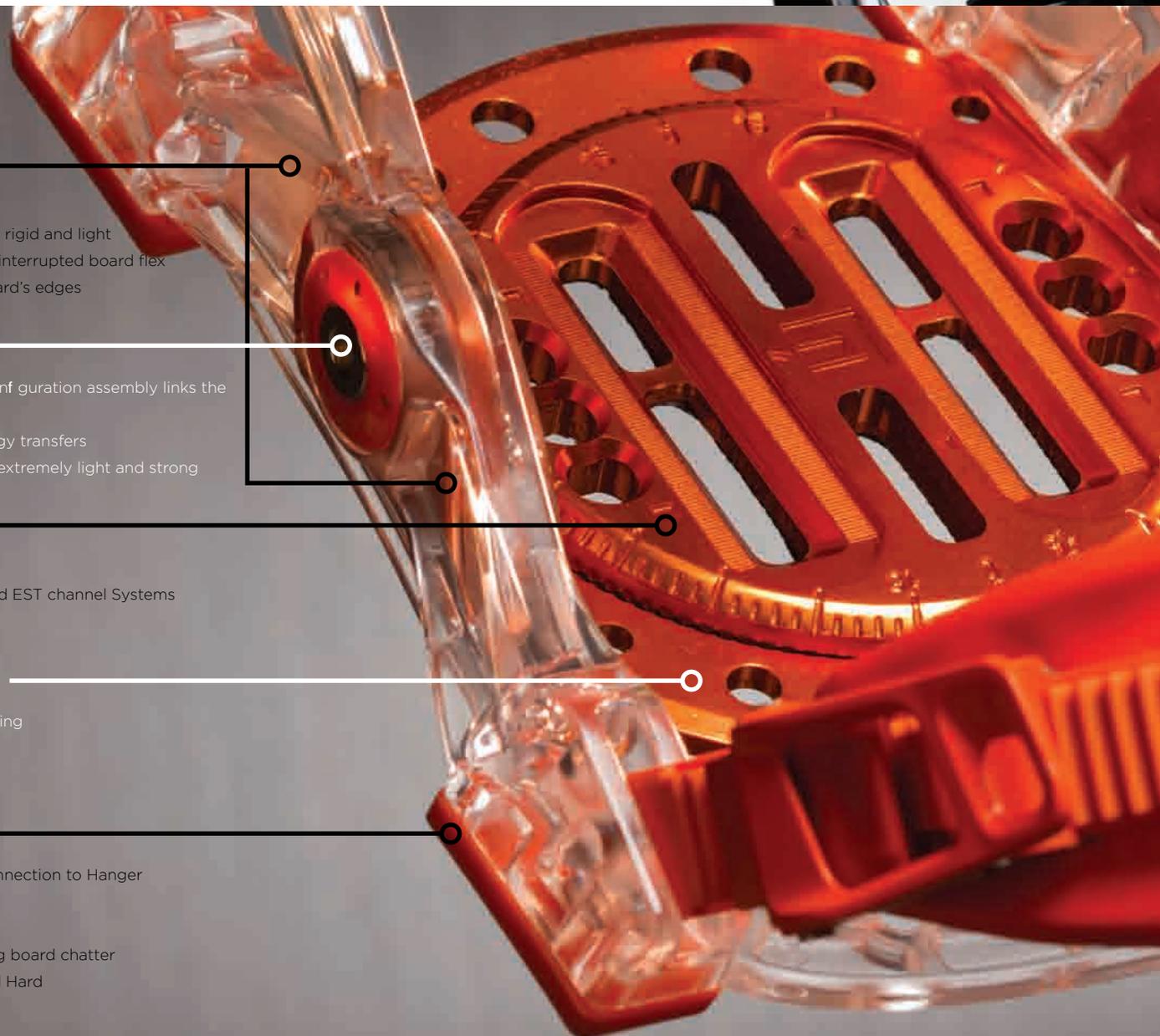
- T6061 aluminum forge disc
- Compatible with 4X4,3-D and EST channel Systems
- Light and strong

ALUMI-RING

- 4mm T6061 stamped Alumi-ring
- Minimal board flexure
- 1mm rubber gasket

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



salart



SELECT

The Select binding screen options and is the most complete and versatile binding in our line-up; from street to pow the Select is ready to take it all. New 3D ankle and toe straps mold to your boots right out of the box and leave you feeling like they're not even there. Three durometers of bushings allow you to tailor the response and dampening of the Hanger to best suit your style. Remove the Flex hinge highback and set it up in no-back mode with our new Highcups for a truly uninhibited, uncompromised ride experience.

BINDING FEATURES

Flush cup technology

Boxed with Highcups and Flex hinge highbacks

New ankle and toe ratchet

New Freestyle ankle straps

New 3-D toe straps

New Ladder and connector straps

New tool free connector straps adjuster

New hollow rivet assembly

Bushings available in Soft (40 shore), Medium (45 shore), and Hard (55 shore)



HIGHCUP



DRIVE



DRIVE

Developed with the help of legendary chargers like Jeremy Jones and Devun Walsh, the Drive is like the IPO but on steroids. Focusing on an increase of lateral support throughout your range of motion we've exaggerated lateral arc of a taller more rigid highback around the outside of the boot. The asymmetrical, 3D Flippit ankle strap can be worn in a freestyle setting with the added support over the top of your instep. Or, switch it up to Freeride mode by flipping the strap over to the other binding placing the support higher on your ankle. Either way you flippit, the strap is wider on the outside maintaining that lateral support for both options.

BINDING FEATURES

Flush cup technology

New ankle and toe ratchet

New hollow rivet assembly

New Asym ankle straps with Flip It convenience

New 3-D toe straps

New ladder and connector straps

New tool free connector straps adjuster

New Drive highback is 40% more rigid than the Flex hinge highback

New Highcups are compatible with Drive hanger

Bushings available in Medium (45 shore) and Hard (55 shore)




FLIP IT TECHNOLOGY

ipo



IPO AVAILABLE IN WHITE & BLACK

The binding that started it all. The award-winning function and design of the IPO woke up a tired and jaded industry last year by showing people a binding can do more than just hold your foot to a board. Responsive yet flexible, comfortable yet powerful, the IPO is the foundation of our line. This year it's upgraded with new ratchets and ladder straps making getting in and out of the IPO faster, easier and more secure.

BINDING FEATURES

Flush cup technology

New ankle and toe ratchet

New ladder straps

New hollow rivet assembly

New Highcups are compatible with the IPO hanger

Bushings available in Soft (40 shore) and Medium (45 shore)



BINDING OVERVIEW

SELECT

Jib, park, pow



DRIVE

Freeride



IPO BLACK

All mountain freestyle



IPO WHITE

All mountain freestyle



OUR TEAM

Jeremy Jones
Devun Walsh
Austen Sweetin
Frank April

YES. Snowboard Team

DCP
RDM
Helen Scientini
JP Solberg

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