


2012 / 2013

The Future is

now

Now is focused on creating innovative, relevant technologies for today's snowboarders. We are a rider-owned company, dedicated to improving snowboarding through our products and our beliefs.

JF Pelchat
Co-owner / Inventor
Whistler, British Columbia

A close-up, low-angle shot of a snowboard binding. The central feature is a bright green wheel with a silver hub and several black dots around its perimeter. The binding is dark, possibly black or dark grey, with metallic components. The background is dark, making the green wheel stand out. The text 'The Axis of snowboarding has arrived.' is overlaid on the right side of the image.

The **Axis** of
snowboarding
has arrived.

Patent Pending

ipo

A close-up, low-angle shot of a car's interior suspension system, likely a rear axle assembly. The image is dominated by dark, metallic components, with several key parts highlighted in a bright, neon yellow color. These highlights include a large, curved spring plate, a cylindrical shock absorber, and various mounting brackets and bolts. The lighting is dramatic, creating strong highlights and deep shadows, which emphasizes the mechanical complexity and industrial design of the parts. The overall composition is angled, giving a sense of depth and perspective.

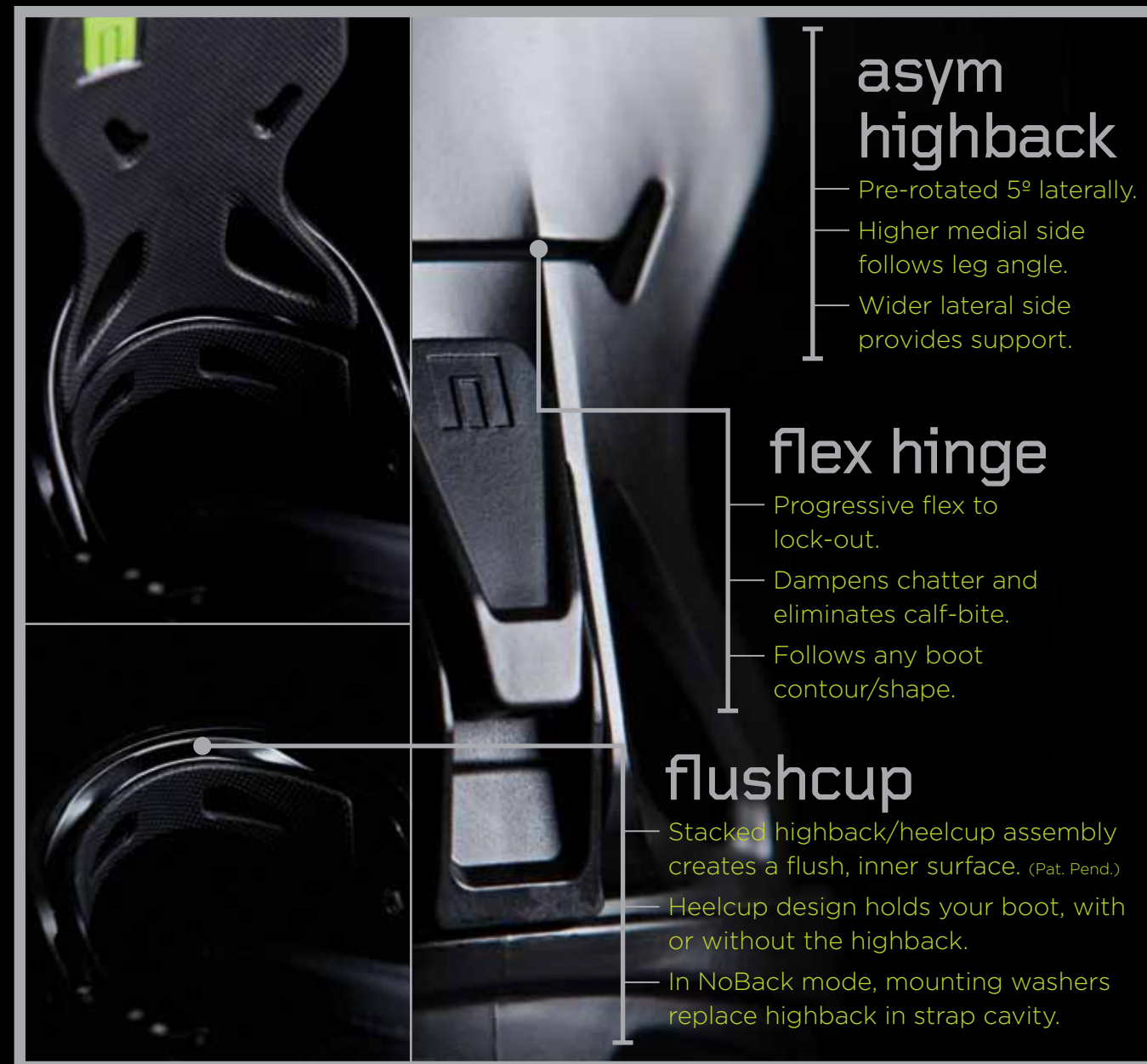
More Cushion
for the Pushin'.



With or
Without you.

Welcome to the new era of Binding Technology.

Inspired by the dynamics of skateboard trucks, the IPO's components mimic both their function and description. The Hanger transfers energy input from the straps directly to the bushings and onto the board. The Kingpin acts as a fulcrum, magnifying this energy through leverage. Traditional bindings diminish energy by the flexing and bending of the baseplate, leading to foot pain and fatigue. The IPO's efficient energy transfer gets more power to the board with less work, meaning your feet stay relaxed and comfortable longer.



asym highback

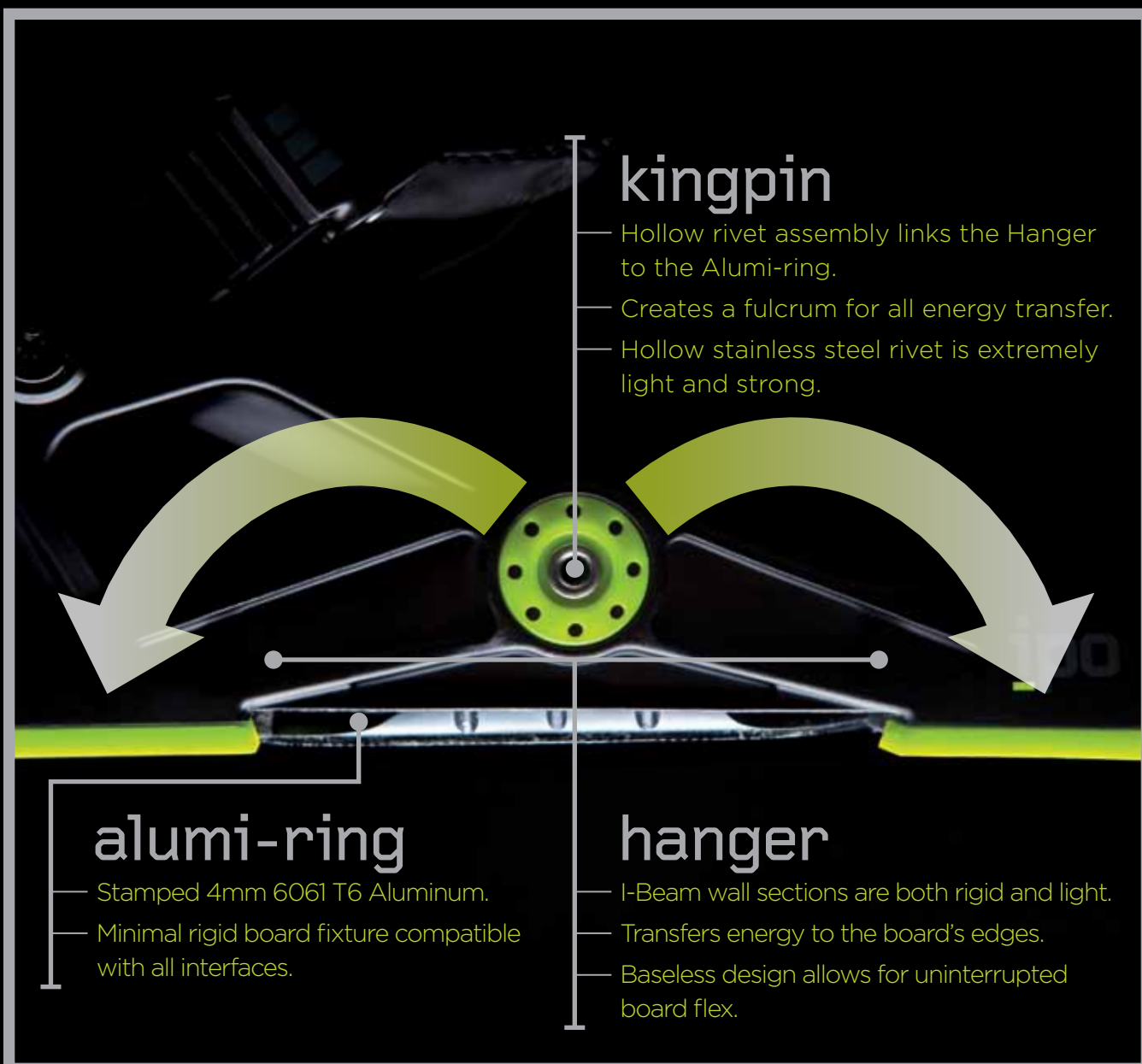
- Pre-rotated 5° laterally.
- Higher medial side follows leg angle.
- Wider lateral side provides support.

flex hinge

- Progressive flex to lock-out.
- Dampens chatter and eliminates calf-bite.
- Follows any boot contour/shape.

flushcup

- Stacked highback/heelcup assembly creates a flush, inner surface. (Pat. Pend.)
- Heelcup design holds your boot, with or without the highback.
- In NoBack mode, mounting washers replace highback in strap cavity.



kingpin

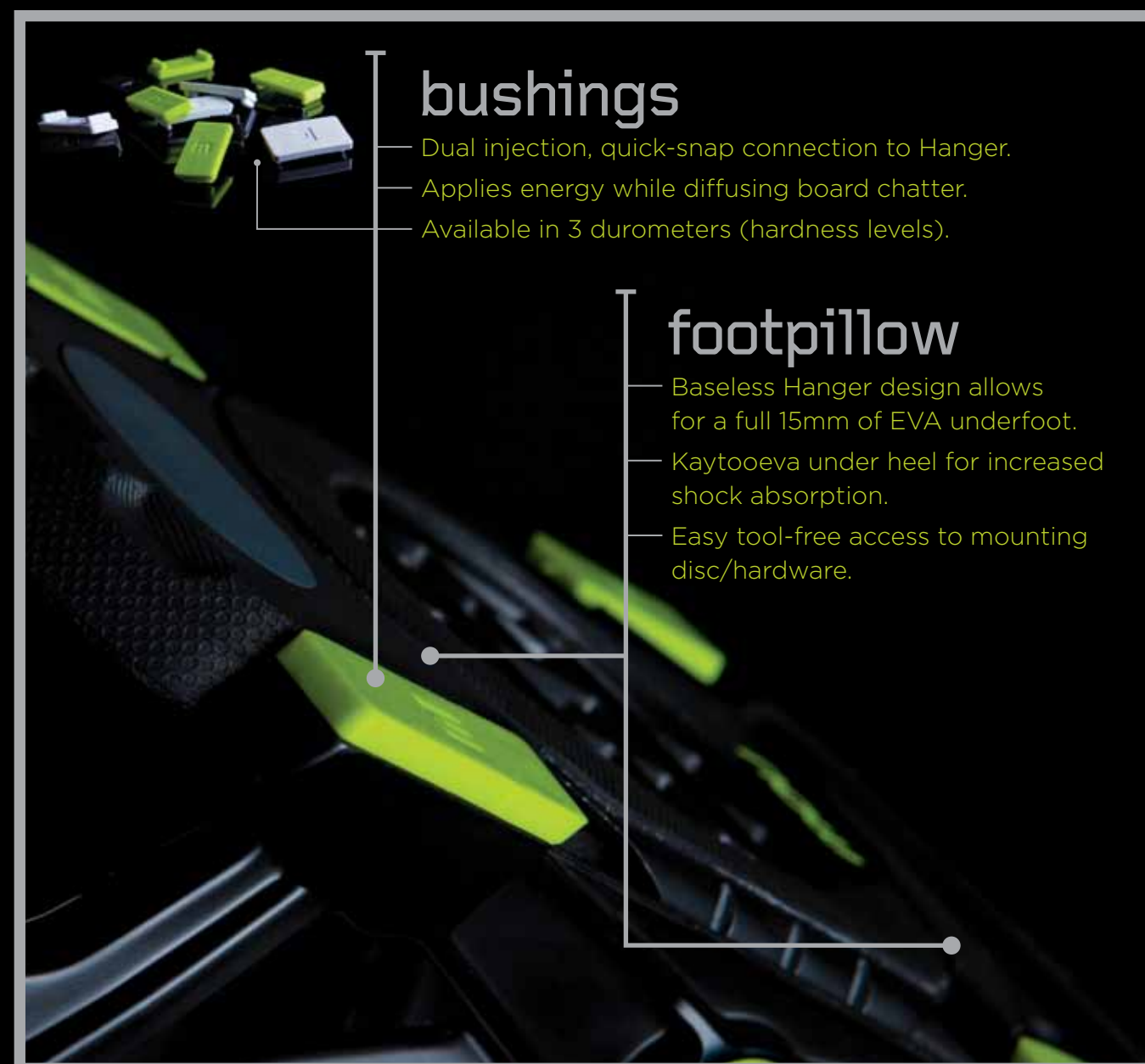
- Hollow rivet assembly links the Hanger to the Alumi-ring.
- Creates a fulcrum for all energy transfer.
- Hollow stainless steel rivet is extremely light and strong.

alumi-ring

- Stamped 4mm 6061 T6 Aluminum.
- Minimal rigid board fixture compatible with all interfaces.

hanger

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



bushings

- Dual injection, quick-snap connection to Hanger.
- Applies energy while diffusing board chatter.
- Available in 3 durometers (hardness levels).

footpillow

- Baseless Hanger design allows for a full 15mm of EVA underfoot.
- Kaytooeva under heel for increased shock absorption.
- Easy tool-free access to mounting disc/hardware.

ipo

Black
Medium + Large



ipo

White
Medium + Large



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