



RETAIL BUYER'S GUIDES 2025/26
SPLITBOARD HARDWEAR, SNOWBOARD BOOTS,
SNOWBOARD BINDINGS, SNOW GOGGLES,
TECHNICAL SNOW PACKS, SNOW SAFETY

BIG WIG: KORUA'S NICHOLAS WOLKEN & JERRY NIEDERMEIER
SEVEN BRAND PROFILES, MARKET INTELLIGENCE AND FASE BINDING TECHNOLOGY



The next generation two-strap binding system

After seven years of rider development, the FASE™ system combines the comfort and locked-in feeling of two-strap bindings with an ultra fast strapping-in process, compatible with any boot.



Jeremy Jones, Victor De Le Rue, Pat Fava, and Maggie Leon are already riding FASE™. Discover why and [dive into the in-depth interview on page 50.](#) Scan the QR code to strap into the system.



Fast Entry

An effortless, one-hand system for fast entry and on-the-fly fit adjustments.



Rider Trusted Design

Engineered by snowboarders, tested by snowboarders, backed by snowboarders.



Any Boots, Any Board

Compatible with any boot model, board, insert hole pattern and all riding styles.



Unmatched Performance

Experience the locked-in comfort, snug fit, response and board feel of a two-strap binding, in all conditions.



Rider Friendly

An intuitive design with a familiar two-strap interaction, allowing one-handed strapping.



Lifetime Warranty

Mountain-proof design for all terrain and conditions. System lifetime warranty.

Brand Partners

We're a technology brand partnering with leading snowboard brands to seamlessly integrate our system into their bindings.



Check out each brand's FASE™ binding models →

PHOTO: @JAMESMORRISPHOTO

thirtytwo | FASE™
FAST ENTRY SYSTEM

FAST AS 3-2-1

INTRODUCING THE T32M FASE BINDING IN PAT FAVA'S SIGNATURE COLORWAY.
JUST LIKE HIS LASHED WITH PERSONALIZED ART.
YOU'LL BE SNAKING EVERYONE THROUGHOUT THE PARK IN NO TIME.

... 32 SIGNATURE SERIES ...

FAVA



LASHED BOOT



T32M FASE BINDING



thirtytwo

THIRTYTWO.COM



The evolution of two-strap bindings.



Katana AW FASE™
Black



Katana AW FASE™
Slate



Katana AW FASE™
Team

ROME

FASE™
FAST ENTRY SYSTEM



FASE™
FAST ENTRY SYSTEM





The next generation two-strap binding.

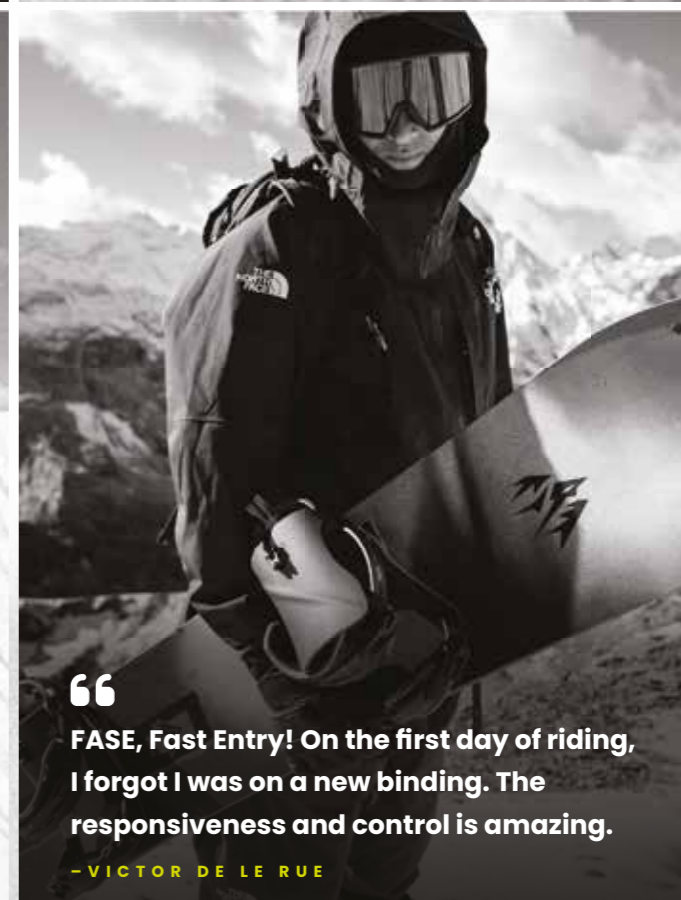


JONES MERCURY FASE™



“ Mercury FASE bindings set a new performance standard. They offer true board feel, all day comfort with fast entry and exit.

- JEREMY JONES



“ FASE, Fast Entry! On the first day of riding, I forgot I was on a new binding. The responsiveness and control is amazing.

- VICTOR DE LE RUE



HELLO SOURCE#122

The snow season fell historically early - the end of September looked like we were set! An abnormally mild October and November halted proceedings, but at the time of writing, we have a full on dump on our hands.

We know that as the atmosphere is warmer it holds more water, so when it falls - whether that be snow or rain - it does so with ferocity and with record amounts falling in short periods of time, as Europe has been experiencing regularly over the last few months. So bigger dumps less often is more likely. The industry needs a good winter after yet another summer of subdued demand. In particular retailers

need sales to free cashflow, to reinvest in new stock and get the traditional pre-book cycles back on stream.

The Summer Olympics in Paris was a welcome profile boost to both skate and surf, with the pic of Gabriel Medina the standout image of the games. Meanwhile the Olympic committee has confirmed that the next two winter Olympics will be in Europe, in Italy in 2026 and France in 2030, which should give a double boost to snowboarding in Europe.

Following on from the successful opening of SurfTown in Munich the latest wave park to open in Europe is Edinburgh's Lost Shore Resort and with many more in the planning stages, the influence of these facilities on the surf market is expected to grow and grow.

Our first issue of the winter is stuffed full of

snow goodies, with a Big Wig interview with Korua's founders Nicholas Wolken & Jerry Niedermeier and a plethora of snowboard related Retail Buyer's Guides. With all the technological developments over the last 12 months our snowboard binding Retail Buyer's Guide provides the lowdown on what's new on the scene and our interview with FASE takes an in depth look at this new ingredient technology. Last but not least our seven brand profiles keep you up to date on brands in the industry and our Market Insight enables you to see what's going on where in the market. Here's to a great winter, see you at a trade event soon, ps dont forget Shops 1st Try has moved to Hochfugen.

Sideways with a quick exit.

**Clive
Publisher**

CONTENTS

- P 15 - Trade show previews
- P 19- Retail Buyer's Guide: Snowboard boots 2025/26
- P 25- Retailer Profile: The Levitation Martigny Switzerland
- P 27 - Retail Buyer's Guide: Snowboard bindings 2025/26
- P 34 - Big Wig: Korua's Nicholas Wolken & Jerry Niedermeier
- P 37 - Retail Buyer's Guide: Snow Goggles 2025/36

- P 43 - Pictorial Snow Goggles
- P 48 - Retail Buyer's Guide: Snow Safety 2025/26
- P 50 - FASE Binding technology interview
- P 53 - Retail Buyer's Guide: Technical Snow Packs 2025/26
- P 56 - Retail Buyer's Guide: Splitboarding 2025/26
- P 58 - Brand Profile: CMP
- P 59- Brand Profile: XTRATUF

- P 60 - Brand Update Double Deck
- P 61 - Brand Update Clover
- P 62 - Brand Profile: Snow Shepherd
- P 63 - Brand Update: Hexcel
- P 64 - Brand Profile: Surfanic
- P 66 - New Products
- P 69 - Market Insights
- P 76 - Opportunities
- P 80 - Events

TEAM

Editor Harry Mitchell Thompson
harry@boardsportsource.com

Skate Editor Dave Morgan
davemorgan@boardsportsource.com

Surf Editor David Bianic
david@boardsportsource.com

Snowboard Contributor Matthieu Perez
Matthieu@boardsportsource.com

Copy Editor James Dalziel

German Editor Natalia Maruniak
tala@boardsportsource.com

French Editor Marie-Laure Ducos
ducos@boardsportsource.com

Graphic Design Louis White
hello@louiswhite.co.uk

Proof-readers Natalia Maruniak, Marie-Laure Ducos, Sam Grant

Contributors Rocio Enriquez, Benoît Brecq, Gordon Way, Franz Holler, David Bianic, Nuno Principe, Sydney Bohannon, Alfred Sutton, Juliana Schneider

Advertising & Marketing Clive Ripley
clive@boardsportsource.com

Accounts Manager
accounts@boardsportsource.com

To Subscribe
boardsportsource.com
subs@boardsportsource.com

Publisher
publisher@boardsportsource.com

Published by ESB
22 Friars Street, Sudbury
Suffolk, CO10 2AA. UK

Boardsport SOURCE
is published bi-monthly
© ESB. All Rights Reserved
boardsportsource.com

No part of this publication may be reproduced or transmitted in any form or by any means, or stored in any retrieval system of any nature without prior written permission, except for permitted fair dealing under the Copyright Designs and Patents Act 1988. Application for permission for use of copyright material including permission to reproduce extracts

in other public works shall be made to the publishers. Full acknowledgement of author, publisher and source must be given. The views expressed in this publication are not those necessarily held by the Publisher. ISSN # 1478-4777

On the cover Andres Barroso, Slash Iberia Sales Agent. Photo: Julian Lausi



WE DON'T CARE IF YOU USE OURS JUST USE SUNSCREEN

**Come See Us At ISPO!
Hall A1, Stand 330
December 3-5**

TRADE EVENTS

PREVIEWS

ISPO MUNICH, GERMANY DEC 3-5, 2024

ISPO used to be an order writing show but now it is equally as important as an event for the transfer of information and knowledge. The event is divided up into topic-specific hubs

where current industry challenges from sustainability and digitalisation to new retail concepts, career topics, and exciting newcomers with revolutionary ideas are all represented. Last winter 60,000+ visitors attended the show with 2,515 exhibitors from 112 countries.

This year the show is in 6 halls; A1-A2 Outdoor and Mountain experience, A3 Textrends, B1 Sports Fashion and Urban Outdoor, B2 Future lab, B3 Health and Performance and C1-C3 Sourcing and Manufacturing. The heart of this year's ISPO Munich is once again the Future Lab, the perfect arena for innovations and insights, digital transformation and networking. This is where challenges meet solutions in three curated themed areas. With Sustainability continuing to be one of the industry's innovation drivers, The Sustainability Hub will with the Material Lab will showcase innovative products, cutting-edge materials and revolutionary initiatives that are reshaping our understanding of sustainability. It serves as a central platform for discussing sustainable solutions and technologies in the sports industry. The Supply Chain Forum in C4 combines the Sustainability, transparency and efficiency themes that are becoming increasingly important for consumers and the Supply Chain Forum hall, will be the meeting point for Manufacturers, suppliers and companies to gain valuable insights and networking opportunities into sustainable and future-oriented supply chains. Companies such as Ace Tech, Snowtex Outerwear and other tech pioneers will present innovative approaches and technologies. The forum and stages also offer in-depth insights into current topics such as the EU directives on human rights and environmental standards, contract audits and certifications. Daily morning sessions in Hall C4 will be dedicated to key topics such as the Corporate Sustainability Due Diligence Directive (CSDDD), decarbonisation and new approaches such as reshoring and nearshoring,

SLIDE & OTS WINTER TELFORD, UK JAN 7-9, 2025

Slide now in its 18th year is still the one opportunity for UK retailers to see all winter brands under one roof, making it the key event in the UK snow

industry calendar and a must visit decision for all UK winter sports retailers. Last year saw over 200 brands exhibit on 5,800 sq meter floor space, with an 8% growth in visitors. Opening times for the 2025 edition are 9am-6pm Tuesday and Wednesday and 9am-4pm Thursday.

Brands get to meet up with snowsports and outdoor buyers from the major multiple and leading independent retailers and network with colleagues and the rest of the winter sports business community.

At time of going to press over 100 companies have signed up for stands and there is still limited space available for any last-minute interest from brands. Slide remains very much an order writing show, with brands and retailers holding back to back meetings. With such a good balance of brands and suppliers across both snow and outdoor the show continues to be a very efficient use of buyer's time.

The Slide and OTS Winter 2025 Awards are now open for entries exclusively from show exhibitors. These awards recognise the most talked about products at the show, with the winners in each of the 6 categories: Outdoor Hardware, Software, Snowsport Hardware, Accessories, Fresh Brand and Eco all on display with the other finalists in a dedicated area for the duration of the show. The Awards voting has been revamped this year, giving products that enter more exposure to not only attending retailers and journalists, but those who pre-register to attend the show will receive in advance the list of products in each category and given the opportunity to also vote. Brands are invited to enter products by Thursday 5th December. Pre-registered and attending retailers, a selection of media (editorial only) and industry opinion-leaders will vote on the

always with a focus on networking and collaborative solution strategies. The Digitise and Retail Hub focuses on solutions for digital transformation in sports retail. Innovative technologies and concepts that revolutionize and optimise retail are presented here.

Hall A1 contains the Wintersports and Outdoor Apparel and the Scandinavian village, A2 has more Wintersports and Outdoor Apparel and camping and sustainable solutions and includes the OSV village, the Green stage, the Material Lab and Sustainable Hub, A3 is Textrends and the ISPO Textrends awards, B1 is Sports Fashion and Urban Outdoor with the ISPO award exhibition, 520 by Highsnobriety and the Zeitgeist area, B2 has the Future Lab with the Brand New start up village, B3 has Health and Performance and C1-C3 Sourcing and Manufacturing. Exhibitors from the hardwoods winter sports industry include Doubledeck, Scott, Faction Skis, Atomic, F2, GOG Eyewear, Oakley, BLIZ and Roarsome.

Programed events of interest to winter sports brands are as follows: Ski Industry Climate Summit by Atomic and ISPO separate ticket required 2nd - 3rd of December; Keynote by WGSN on the future snow sports consumer 12:30pm - 1:35 pm; 3rd of December, Public Summary of the Ski Industry Climate Summit 3pm - 3:45pm 4th of December, and a Panel with Salomon on How Sports Brands are embracing Athletes with Disabilities is at 2 - 2:30 pm 4th of December,

Evening parties with DJ Sets and free drinks are at the Future Lab in the Munich Trade Fair Center, Hall B2, on Tuesday from 5:30pm - 10pm and on Wednesday at the Munich Trade Fair Center, Hall B2, Pink Stage from 5:30pm - 10pm. Don't miss out on this opportunity to network, be inspired, and shape the future of the sports business. Brands and action sports retailers, no matter what their specialisation, should make the trip to Munich to keep themselves at the forefront of market and technical developments.

ISPO.COM

winners of the awards until lunchtime on the 8th January 2025, except for The Eco entries which will be evaluated and the winner selected by POW UK.

Complimentary networking drinks will take place at the end of the first day of the show, from 6 - 8 pm at the central café. On Wednesday morning from 7.30am - 9am the Sustainability Breakfast will be held in the Newport Suite with two presentations, the first by Snowsports England on Working together to build a sustainable future for Snowsports in England and beyond. The second by the United Repair Centre on Making Repairs Work: How to Build a Business That Thrives while Fixing Things. In the evening from 6pm - 7.30pm the SIGB AGM and Show Awards Winners will be Announced and presented in the Newport Suite.

New this year is the complimentary Garment Repair Station where all garment repairs are carried out by United Repair Centre free of charge. To support the work of the United Repair Centre donations should be directed to the Makers Unite Foundation.

With visitor registration having opened on 16th October, visitors are reminded that everyone will need to register to gain entry to the show which is free to attend for all visitors and for interested brands a variety of sponsorship packages are still available at the show.

Telford is well served by the road and rail network. A free shuttle from the train station to the exhibition centre helps make the trip a seamless one and car drivers are offered free parking. On-site hotels offer reduced rates for visitors and you can easily walk from hotel to show and back. So book your tickets to Telford to meet up with the UK's winter sports business community.

SLIDEOTSWINTER.CO.UK

TRADE EVENTS

PREVIEWS

WINTERPRO

LA ROSIÈRE, FRANCE
JAN 12-14, 2025

Winterpro will again be the first European on snow demo of the year, with shops visiting to test FW25/26 snowboard products for

the first time. This year's show is being held from Sunday through to Tuesday.

La Rosière resort is located in the middle of Haute-Tarentaise, just above Bourg Saint Maurice has a great snow record and a 2,000m vertical drop (850m - 2850m), so 3 solid days of good testing are anticipated.

Last year, 36 brands exhibited, 247 shops visited and 2,916 tests were made. The significant increase in shop visits and tests demonstrate, when compared to the prior year, that the event has really established itself as a key b2b event in the winter calendar.

WinterPro will be based like last year on three sites right next to the slopes. The 700 sq metre test village containing all the exhibiting hardgoods brands is located in front of the departure point of the Roches Noires chairlift, 30m from the car park. Next to this, the 200 sq metre Salle Jean Arpin reception hall open from 8.30am to 8.30pm, will be occupied by exhibiting accessory and textile brands and also be the location of the early evening's activities. This is also the location for the

SHOPS 1ST TRY

HOCHFÜGEN, AUSTRIA
JAN 19-21, 2025

The big news is Shops 1st try is moving after 10 years at Alpbach, to Hochfügen in Zillertal. Hochfügen, a renowned snowboard

and ski area, is famous worldwide for its reliable snow conditions and especially popular among freeriders. This new home for Shops 1st try is split into two locations, the test and exhibition area in Hochfügen and the accommodation and evening parties in Fügen. The Test Area and Indoor Area are situated at 1,500m ensuring excellent snow conditions and the accommodation, parties and Industry Dinner are located in the Fügen in the Zillertal valley, just a 15-minute drive away.

With 81 brands confirmed this year expect the event to be a who's who of the snowboarding industry. The test village is open Sunday and Monday between 8.15am and 3.30pm and on Tuesday between 8.15am and 3pm. Last year retailers made a total of 6,525 tests with the event attracting shops from all over Europe. Of the 230 participating shops, 128 were German and 65 were Austrian with good contingents from Poland, Italy, UK, Netherlands, Norway and Switzerland.

New brands to the event this year at time of going to press include Terror, Salmon Arms, UKIYO, Terror, Sunbum, American Socks, Signal, Nivia, Modest, Mas Snowboards, Stinky Socks, Luckyboo, and DOUK. On hand as always will be the 'Shred Buddies' (Pros, Ams and ambassadors) to ride with you, offer their views on the products being tested and to keep you well entertained.

The exhibition dinners have been replaced by an indoor exhibition area next to the test village, so you can walk from one to the other. The indoor area is open from 11am to 7pm on Sunday and Monday and 11am to 4pm on the last day. Here you will find all your favourite

daily happy hour from 5pm to 6.30pm. The midday meal is also back at Le Boréal restaurant this year.

The test village will be open from 8.30am to 4.30pm everyday with the Roches Brunes chairlift exclusively for WinterPro participants for the first hour of each day. And on top of the resort's terrain there will be a freestyle area built between the Antigél restaurant and the snow front (table, hip, rail, etc.)..

The plan for each evening's entertainment this year is as follows: Before the event begins on Saturday evening, a welcome aperitif by La Rosière resort will be held at Le Boréal restaurant. Then DJ's and film screenings on Sunday and Monday evenings at Le Boréal restaurant and during which awards will be presented for the best tester and for the top 3 tested brands.

There are regular shuttle buses between La Rosiere and the Bourg Saint Maurice station which are served by the TGV High Speed Trains direct to Paris, Marseille and Geneva. Nearest airports are Chambéry, Lyons, Grenoble and Geneva. See you in La Rosiere for the snowboard trade season opener.

ACTSNOWBOARDING.COM

outerwear and accessory brands as well as the test village brands that have taken indoor booths as well. The indoor exhibition area on Monday will have a focus on set up and on Tuesday, a focus on back country accessories. During the day and early evening retailers can vote on the Retailers Choice Board Design award by BoardSportSource.

To go between the Indoor and Outdoor Demo Area and the lifts in Hochfügen and Fügen, the organisers recommend taking the ski bus or the specially arranged Shops 1st shuttle buses, which run regularly between both locations. In the evening the action is all in Fügen. The night before the event opens the industry dinner will be held at the Kosis Pub at the Hotel Kosis in Fügen Ort, this is open to all brands. Then for each of the next two nights there will be an official Shops 1st Try party starting at 9pm, on the Sunday at the Pizz Pub, Hotel Kohlerhof, Fügen Ort and on Monday at the Kosis Pub at the Hotel Kosis in Fügen Ort. Both are open to all event attendees.

Fügen is easily accessible from all directions. It's only a 10-minute drive from the Wiesing/Zillertal/Jenbach motorway exit. Closest airports are Innsbruck followed by Munich or take a train to Jenbach anAd then catch a taxi or Zillertalbahn public transport to Fügen.

This on-snow demo has become the biggest single gathering of the snowboard community in Europe with many riders and industry figures flying in from North America and beyond. For registration shops must first create an account on Shops 1st Base and then register for Shops 1st Try.

SHOPS-1ST-TRY.COM

DOUBLEDECK®

snowboards

Snowboard Revolution.

**Brilliant benefits for all rider levels!
Developed with Terje Håkonsen.**

The patented DOUBLEDECK® technology prevents tilting and the risk of dangerous falls.

Initiating turns is significantly simplified by the patented technology, requiring no additional effort.



More information
www.doubledecksnowboards.com

Visit us at the ISPO 2024. Hall B2 / 101



A NEW ERA FOR THE ICONIC DECADE



For all riders, for all terrains. The new Decade has revolutionized performance with the trademark Northwave comfy fit.



RETAIL BUYER'S GUIDE SNOWBOARD BOOTS FW25/26

The snowboard boot market for the 25/26 season is buzzing with innovation and a renewed focus on customer preferences. As buyers look to stock their shelves, it's essential to understand the shifting trends, groundbreaking features, and brand-specific developments driving this vital segment of snowboarding gear. Snowboard boots are more than just footwear - they're the pivot of a rider's comfort and control on the mountain. Ladies and gents, welcome to next winter's Snowboard Boots 25/26 Retail Buyer's Guide, brought to you by **Matthieu Perez**.



A major trend reshaping the snowboard boot market is consumers' willingness to spend more for premium features like double BOA and/or durability. Ryan Bachman, Sales Director at ThirtyTwo illustrates, "We used to see the vast majority of consumers going for a lower-end model their first or second time buying boots. But now we're seeing even the novice snowboard consumer going into mid-range styles."

"We used to see the vast majority of consumers going for a lower-end model their first or second time buying boots. But now we're seeing even the novice snowboard consumer going into mid-range styles."

Ryan Bachman, ThirtyTwo

Similarly, Benedikt Pelikan, Merchandising Director at Burton confirms: "Demand on snowboard boots is still solid at a high level. Consumers are understanding the need of a perfect fitting and comfortable boot for snowboarding and it looks like this part of the equipment is updated more often than boards or bindings." Despite global challenges such as inflation, inventory surplus, and geopolitical instability, brands like DC, Deeluxe, and Nidecker report stable or growing sales. "Sell through of Nidecker boots has been great" says Julien Lefrançois, Boots Product Manager, "That's because of a focus on fit, solid brand and product storytelling, careful price-point maintenance and constant innovation from the team in terms of new features and processes." DC saw an 8% increase in its order book last season despite poor snow conditions in Europe.

goods flooding the market. However, its commitment to innovation and craftsmanship ensures it remains a favourite among dedicated snowboarders. "We're an independent snowboard boot brand - independently owned and entirely focused on snowboard boots. With a family-oriented approach and over 20 patents to our name, we're an innovation powerhouse that keeps pushing forward", claims Christian Brandstaetter, Deeluxe Sales Manager.

At Head, no one is afraid to say it: "Our home turf. Let's claim it. We are traditionally very strong in the boots segment: Unique performance achieved by innovation and experience, innovative design, known for quality and function, and best fit distinguished by comfort and customization. This is what we are known for and with our all new boot line and plenty of new features in season 25/26 we're going one better!"

On the flip side, challenges persist. Deeluxe has noted the strain of tough winter conditions and price pressures from discounted

WHAT'S NEW?

The snowboard boot market for winter 25/26 is set to feature

exciting new models and groundbreaking innovations, as top brands continue to push the limits of design, performance, and comfort.

ThirtyTwo is revamping some of its most popular signature styles and introducing new models that include the Zeb Powell signature ZB-1, the ZB-1 BOA, and the Jeremy Jones MTB Lite. The ZB-1 features a fully injected 3-D moulded tongue for progressive flex and durability, alongside a new ZB-1 3-D gel logo for a fresh look. The Jones MTB Lite BOA has been designed from the ground up for Jeremy Jones, with new materials like a lightweight aluminium buckle for quick-release walk mode, a dual-density midsole for improved comfort, and a carbon shank for added stability.

Bataleon is raising the bar with their new Acid boot, which boasts innovative midsoles, outsoles, and updated liners. "We are very proud that after leading the industry into 3D designed snowboards, we've quickly taken a leading role in pushing the design of snowboard boots to a new level," claims Rubby Kiebert, Bataleon Sales Director. Burton is fully revamping their Step On Boot line, offering new designs with gender parity and a simplified line structure. Their 25/26 lineup will feature two main models: the manoeuvrable Waverange boot series and the firm, responsive Highshot series, catering to a range of riding preferences. These innovations simplify the product range while maintaining a high-performance standard, making it easier for consumers to find the right boot for their needs. K2, the 'freeride brand', is excited to be enhancing Sage Kotsenburg's pro boot, the Orton. "Together, we've refined the design and integrated even more advanced technology to meet Sage's high standards for performance and comfort", says Nicolai Steidle, K2 Marketing Coordinator. On a similar note, Salomon In 2025, will introduce a completely new line of high-end freeride boots for winter 25/26: Echo, Vista, Malamute, and Synergy. "With all lacing systems updated, this results in a total of six new boot models. We have focused on improving functionality, comfort, and customisation, introducing new features such as a snow gaiter, durable materials, a heel hold system, an inner liner and insole, and tongue stiffeners!" develops Bruno Rivoire, Global Marketing Manager at Salomon.

"We are very proud that after leading the industry into 3D designed snowboards, we've quickly taken a leading role in pushing the design of snowboard boots to a new level." Rubby Kiebert, Bataleon

Deeluxe introduces the all-new ID Y20, a game-changer in performance and comfort. "We've pushed every boundary in construction, fit, and technology to craft a boot that redefines what's possible on the mountain. With cutting-edge innovations and patented designs, the ID Y20 is a high-performance powerhouse that's lightweight and responsive, blending the bold, streamlined style of top-tier sports gear with the all-day comfort of your favourite Deeluxe snowboard boot", explains Florian Heim, Deeluxe Marketing Manager.

Nidecker's seamless design philosophy is taken to the next level with two new backstays which, for the first time, feature 100% stitch-free construction. "It's a more straightforward manufacturing process, there's no risk of seams ripping, and it gives the boot a cleaner silhouette", says Lefrançois, "it's a really smooth construction that enhances the boot's compatibility with every kind of speed entry binding where you need to slide your foot in from the back."

BOA technology continues to dominate the snowboard boot market, with brands introducing ever-more refined systems. For instance, DC, Head or Nidecker are now using the 'wheels of closure' on liners, while most brands are largely using it on shells. "We focus on fit and comfort with our new 'Super Lock Heel Harness' integrated with the BOA® fit system for zero heel slip and a more responsive ride", illustrates Jean-Pierre Bonnemason, Snowboard Boots Product Manager. Head will be debuting the RAKER BOA ZONAL, a revolutionary boot with both shell and liner BOA® lacing systems. "This innovative zonal lacing system ensures a secure fit for both the foot and heel, enhanced by a heat-moldable liner. This creates a supportive boot suitable for all terrains, offering great comfort without excessive strain", says Kristin Wimmer. At Nidecker, Lefrançois throws, "Our biggest lacing story this year is the new Wrap Strap, made in collaboration with BOA®. We're the first brand to introduce this configuration to the market and the plan is to expand it to the regular Kita for winter 26/27". This system offers even pressure distribution, eliminating discomfort from uneven tightening. He adds, "The upper literally wraps around your foot as it closes, which also gives you a really precise fit with more powerful response".

Comfort and fit remain at the heart of snowboard boot innovation for DC, Deeluxe, Flux, Head, Nidecker, Nitro or Rossignol. DC is also introducing Aerotech, a mesh ventilation system that helps to regulate heat, ensuring a comfortable fit throughout the day and their Foil Strobel Board helps reflect heat back to the foot for additional warmth. Deeluxe is introducing the all new Stage 5 snowboard boot liner: designed for ultimate comfort and performance. It offers an exceptional out-of-the-box fit. With its 100% thermo moldable materials, this liner can be perfectly customised to the shape of your feet, making it a favourite among boot fitters.

Flux has developed the world's first automatically fitting liner, utilising new Beads Cushion material for a tailored fit that adapts to each rider's foot. With input from snowboarding legend Terje Haakonsen, Flux is taking their boots to the next level in comfort and performance, suitable for riders of all levels. At Head, Wimmer introduces, "The new Thermo Brace liner with its heat-moldable design, combined with internal memory foam pads, offers a perfect fit tailored to your feet. The Removable Ankle Brace, an integrated heel harness that wraps over the instep, secures your foot in the heel pocket for a personalised fit in the critical ankle and heel areas."

President Tommy Delago reminds us of Nitro's 'Holy Fit' – "Built from the Inside out". "This best describes our design philosophy of keeping the comfort layers of the boot close to the foot and adding structure and support as you move towards the shell. This approach differs from many other brands that use stiffer liners and somewhat softer shells. The way we make our boots is a bit more difficult, but the





TEAM BOA HYBRID

Chosen by our team riders, the TEAM BOA HYBRID snowboard boot is built for top performance on any terrain. With Hybrid BOA and Power Strap lacing for a secure fit, plus Liquid Fit technology for a custom feel, it delivers powerful support and all-day comfort. Made with sustainable materials wherever possible, it's perfect for everything from powder to park.



riders gain a lot in terms of comfort and fit". Rossignol Snowboard Category Manager, Arnaud Repa, updates us on a complete reboot on its retail collection; "Placing comfort and function at the forefront of our development, we wanted the best fitting boot possible, from the first try-on in the shop to the 100th day lace up. To get there, we looked at the boot as a whole, creating a liner that works together with the features of the outer shell and vice versa".

As durability is a key focus for 25/26, several brands are introducing materials and designs that extend the life of their boots with the likes of Nidecker and Nitro. Nidecker is pushing its KPU tech story even further in winter 25/26. "We firmly believe that this material is the future of boot construction. It's more durable, it's 100% waterproof and it dramatically prolongs the life of the boot's flex - with no downsides", reassures Lefrançois. Delago at Nitro adds, "We're also using upgraded toe protection - moulded or with Endure® Gravity Foam - on more models to protect against toe strap wear and tear."

Northwave focuses on enhancing the performance and durability of their boots with refined materials and improved cushioning systems. "Our main focus for the 25/26 boots collection will be on our new 2 Spin Lacing System, which is an updated version of our previous system. This new design offers enhanced ease of use and greater precision when adjusting tightness, making it more intuitive and quicker to adjust on the go" explains Gian Luca Barbi. Finally, we end with Ride's statement, which talks for everyone out there pushing the envelope; "We're constantly working to keep our boots the best in the business", says Stefan Schauer, Marketing Coordinator, "Ride is focused on making boots with the best fit through Intuition, upgraded footbeds, innovative lacing patterns with best in class durability through materials like HDR and Michelin soles. Our sponsored team and engineers build snowboard boots for snowboarders". Word. The 25/26 season promises to be a game-changing year for snowboard boots, with these exciting updates setting a new standard for performance, comfort, and innovation.

SUPPORT YOUR LOCAL SNOWBOARD SHOP

Everyone agrees that shops are the backbone of this industry and that they deserve a close attention, so snowboard boot brands are enhancing their strategies to better support retailers, ensuring a seamless and impactful shopping experience for both shop staff and consumers. Ride is equipping retailers with advanced sales tools, including boot cutaways to highlight technology, lacing diagrams, footbed displays, and Intuition foam blanks, along with visually engaging in-store displays. Schauer adds, "We support our retailers through building the best boots on the market". Similarly, ThirtyTwo emphasises the importance of their dedicated sales reps, who serve as the brand's ambassadors. "First and foremost, REPS!!" shouts Ryan Bachman, Sales Director. These reps educate shop staff through annual clinics, host demo events, and actively engage with local snowboarding communities to drive sales and brand awareness.

"This new design offers enhanced ease of use and greater precision when adjusting tightness, making it more intuitive and quicker to adjust on the go."

Gian Luca Barbi, Northwave

Bataleon, on the other hand, prioritises hands-on experience, ensuring shop staff have access to boots for personal testing to foster confidence and enthusiasm about the product's fit and performance.

Deeluxe supports local shops with year-round assistance from customer service teams and sales reps, along with product clinics to enhance staff knowledge. "Wherever possible, we support the local shop, its riders, the surrounding community, and events associated with the shop" comments Florian Heim. General Delago at Nitro points, "Being an authentic, snowboard-only company, we take every aspect of our market very seriously and make sure the retailer can work with a thought-out and relevant product line and a brand that gives back to continue building our community. Also, our tight network of highly professional sales reps and distribution centres provide on-point service and after sales support."



Through these different strategies, brands are not only boosting retailer confidence but also enriching the consumer journey, ensuring that every rider finds the ideal boot to elevate their experience on the mountain.

LAST WORD

Ride Snowboards continues to solidify its reputation with boots that deliver the best fit, best function, and best durability in the industry. Schauer nails it, "Ride is the company for the people! We build boots for every snowboarder on the market". ThirtyTwo remains a brand synonymous with variety and inclusivity. "Whether you're riding freestyle, freeride, or all-Mountain, starting your first season, pushing the limits in the park and streets, or splitboarding and summiting unriden peaks like Jeremy Jones, the ThirtyTwo line has the right boot for you", reinforces Ryan Bachman. Known for their meticulous attention to detail, Bataleon delivers snowboard boots that embody their philosophy; "We ride what you ride, no other hardware is more important for the feel of your set up than boots so we cut no corners in making the very best high end boots", enhances Rubby Kiebert, Sales Director.

Nidecker lives by its tagline, 'Different by Design', exemplifying a relentless drive to innovate across all product categories. "With boots, you see it in everything from the heel lock and overall fit to the seamless design philosophy that makes Nidecker's speed entry even smoother", articulates Lefrançois. Look after your own interests.

The snowboard boot market for winter 2025/2026 is set to redefine performance and comfort on the mountain. With brands pushing the envelope through advanced innovations, superior durability, and a commitment to rider-centric designs, this season promises to deliver boots that elevate every rider's experience - whether they're carving on groomers, launching off kickers, or scaling untouched backcountry peaks.

Get out there! ☺

Visit our website to see in depth brand previews of this category.

BOARDSPORTSOURCE.COM

HIGHLIGHTS

- 1 Fit
- 2 Liner
- 3 Innovation
- 4 Ultimate boot design
- 5 BOA®



Bataleon™
Acid Double BOA®

FutureFlex Double BOA® Vibram® AuxTech™ DryKnit

TURN deep



LEVITATION

RETAILER PROFILE LEVITATION, SWITZERLAND

Levitation talks about cultivating community through passion and action sports. They are a vibrant hub for snowboarders, skaters, and free skiers, their focus on community engagement, genuine customer connections and this ethos sets them apart in a competitive market.

Tell us about your store's history.

The shop was created in 1997 with the advent of snowboarding, initially in an industrial area of the city for the underground side, with a skateboard ramp in the middle of the shop for our customers and a beer tap for after parties. Free skiing soon came naturally at the beginning of 2000, after which we moved back to the heart of the city for proximity and opened a café/bar called "La Buvette" in our store, over 10 years ago to host the scene and keep the spirit alive. Today, we are an independent shop in the midst of the big chains and direct brand sales, with the strength of our identity and proximity to our customers.

How has business been over the last year?

After the COVID boom, which was extraordinary, the market slowed down and many shops closed, but we managed to close the gap and last season we returned to a healthy and slightly growing business.

Which products sold well in the past 12 months and why?

Our product mix is well distributed, but the footwear and jeans sector is very strong, particularly with the new baggy fit trend. Accessories are also doing very well, with a high outflow rate. On the hard wear side, snowboarding has regained ground on skiing and quick bindings are the new must-have.

Are you doing anything innovative to improve the in shop experience?

We focus on making customers welcome and an after-sales service, in a market where customers click to order, we try to bring the human side to sales. The bar and the space dedicated to film screenings and photo exhibitions are essential for the community to come and share their experiences and make purchases in the store.

How have you been promoting and nurturing the local scene?

Since the beginning of the shop we have given great importance to the passion of riding, all our employees have been working with us for a long time and every powder day they are out riding.

We have always supported the skateboard, snowboard and free ski scene, with a big sponsored rookie team that over the years has grown with some of our young riders who are pro today and still loyal to the family.

Talk to us about how our online game has changed in the past 24 months?

The online market has been very competitive for the Swiss market, especially with the pressure on prices. We are often victims of the speed of delivery on B2C and the "break" often infuriating and difficult to accept on B2B from our suppliers. We've also decided to keep a close eye on the market and new, small, emerging brands to offer more exclusive products. Our e-shop offers only products linked to our Levit brand, and for the past 2 years we've abandoned the rest to the big e-commerce players to concentrate our forces on our shop and the development of our own brand.

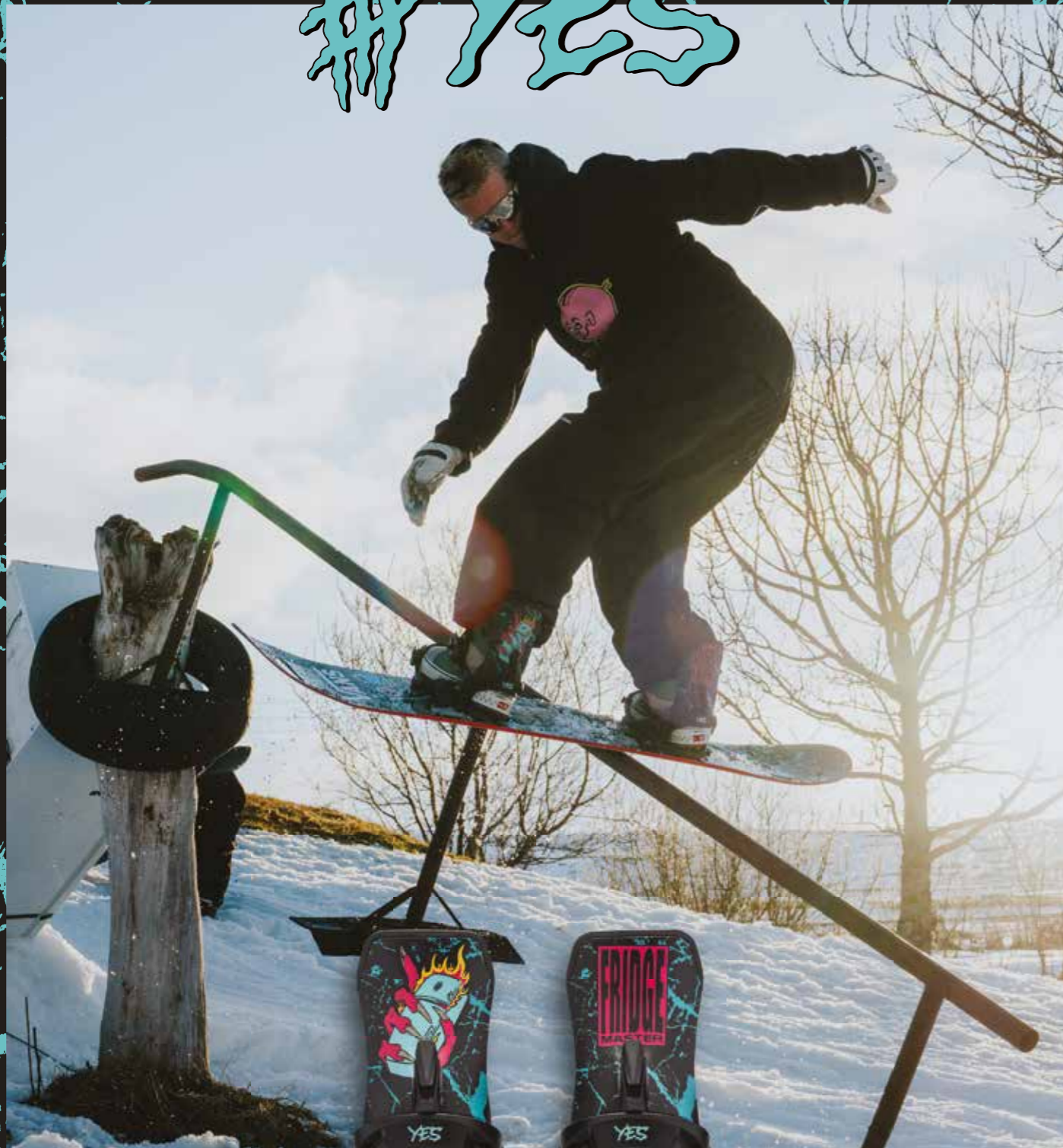
Where do you see the future of retail in your region?

The local market is currently healthy but precariously balanced. New small skate shops are trying to open in the centre of Swiss cities and survive with a great deal of effort to stay afloat financially. Action sport chains have positioned themselves in major urban centres with little or no local identity. It remains to be seen whether the high fixed costs of these brands and the return of the desire to support local projects will change the situation. We are confident about the future of local commerce, and we want to be more than just a showroom for our suppliers.

How have you been promoting and nurturing the local scene?

For years, we've been giving our passion and time to the local scene, organising events, supporting young talent and local associations. Selling is our business, but passing on our passion for riding must be our goal. The future will tell whether our corporate culture will still give us the legitimacy to exist in this globalised society. Even if the shop disappears in the future, the spirit of the Levitation "fucking friendly family" will live on. ☺

#YES



RETAIL BUYER'S GUIDE BINDINGS FW25/26

For Winter 2025/2026, the snowboard binding world is shaping up to be a vintage of innovation and evolution. With brands pushing the envelope on technology, convenience, and performance; retailers and consumers alike will face an array of choices. This will for sure allow more people to embrace our beautiful activity and potentially hold back others. Let's dive into next season's standout trends, technological breakthroughs, and brand strategies which will change snowboarding forever and participate in its close future. Ladies and gents, welcome to next winter's Snowboard Bindings 25/26 Retail Buyer's Guide, brought to you by **Matthieu Perez**.



Everyone sees it from its own spectrum and vision of the market, as well as the product offering. "Lots of changes in this category" as brought to the table by Stephan Schauer, European Marketing Manager at Ride. He continues, "brands and consumers have shifted towards new concepts like fast-entry bindings, while traditional strap bindings continue to evolve". And we see those changes coming in hot! ThirtyTwo will be new to the binding game for 25/26, and the brand is entering the market with some new technology. Will Keegan, ThirtyTwo Boot Designer puts in perspective, "ThirtyTwo's three decades of experience with boots gives us a different perspective on bindings that we are excited to share. ThirtyTwo's complete binding collection is new for 25/26, and we are launching with Team Rider Signature colorways, a ThirtyTwo 30 Year Anniversary colorway and a collaboration with Volcom." Bent Metal Binding Work reports that last season was particularly amazing as the PNW brand witnessed an increased demand and surge of interest in automatic fast entry binding technology. BMBW Product Manager Paul Ferrel adds, "we're incredibly excited to announce a major development at BMBW in this forefront."

No difference at Jones, Ruairi Collins, European Marketing Manager observed last season the shift towards quick entry bindings continue to solidify in the market. He explains: "our traditional two-strap bindings remain strong and popular. However, feedback from retailers and distributors highlights a growing demand for more convenient bindings."

NEW OUT THERE
ThirtyTwo is excited to enter a new category with the FASE system. The

"Brands and consumers have shifted towards new concepts like fast-entry bindings, while traditional strap bindings continue to evolve" **Stephan Schauer, Ride**

FASE Fast Entry System combines the comfort and locked-in feeling of two-strap binding with an intuitive entry system that is compatible with any boot or board.

"All of our binding messaging will focus on the T32M FASE bindings launch" opens Will Keegan. He pursues, "With FASE in mind, the T32M binding has all new buckle designs, straps and an ultra dampening baseplate. We have designed a more open, even flexing high-back that will allow for a mid-flex all-mountain friendly feel. The beautifully designed, light weight, functional T32M ankle strap also sports a mid flex that riders will find adapts to most riding styles. As a package it all works very well together." Please welcome ThirtyTwo to the party! And Jones is next on the list! As per Ruairi Collins' observation, riders have to face a difficult choice between high-performance two-strap bindings and convenient options that sacrifice performance. So to address this, Jones has collaborated with FASE to develop the Mercury FASE that combines high performance and a fast entry, offering the best of both worlds. Collins emphasises: "The Mercury FASE binding, combines the comfort and locked-in feeling of two-

strap bindings with an ultra-fast strapping-in process. The Mercury FASE is developed around 3 key features; The AutoBack, which is a highback that closes automatically around the boot, the Locked-In Toe Strap, built to stay in the desired position, and the FastStrap ankle strap, which lets you strap-in smoothly with one hand."

And on we go, with Rome, beyond excited to present the Katana AW FASE for winter 25/26. Matt Stillman, Rome's omnipotent narrator nails, "The FASE Fast Entry system is the future of two-strap bindings, effectively creating a new category of fast entry bindings, while optimising the performance of the tried and true two-strap binding."

He adds, "it is designed to be universally compatible with any boot model and any board, the FASE Fast Entry system is an effortless and intuitive way to optimise any ride." Last but not least, Bataleon is always perfecting its existing tech and for 25/26 will as well add FASE Fast Entry System to its best selling Blaster model. The Netherlands based brand is delighted to point out "We have the same tech story on all parts and add the option for Fast Entry without any downsides on performance."

Fast-entry bindings, such as semi-automatic and fully automatic systems, continue to dominate innovation. These designs prioritise convenience, allowing riders to get in and out of their bindings with minimal effort. This trend is reshaping the market as more brands adopt these systems, responding to increasing consumer demand. "As innovations like automatic fast entry systems become more popular, there's a trend of riders willing to spend more for products that offer superior performance and convenience, which in turn create a better rider experience during valuable time on the slopes" explains Bent Metal Binding Works Product Manager Paul Ferrel. And BMBW is excited to introduce the all new Lightning Supermatic® model, featuring an innovative automatic fast entry system. Salomon is another player entering the Supermatic® game. Bruno Rivoire, Global Marketing Manager, opens, "The new Salomon XA Supermatic® binding comes from a collaborative development centered around the most proven convenience binding system out there, providing a secure and comfortable solution with no compromise on board feel, while maintaining ultimate boot-to-binding compatibility."

As we talk about Nidecker's Supermatic® technology, the carbon Supermatic® will keep its place at the top of the line of the Swiss brand, offering the ultimate mix of rapid entry and lightning response. The original Supermatic® has been renamed the OG and comes in four new

"It is the time and age to give something back, and this is a good way to collaborate on a project that can evolve the sport and industry. This partnership will continue beyond this one product - we want to evolve the system at all levels. Now that we're in, we are all in"

Martino Fumagalli, Union

colour options as well as white and black. "But the big news is that we're introducing an all-new Supermatic® model, the LT, which features a stiffer, more streamlined highback and low-mass strap design" says Santiago de Santa Catalina, Nidecker Bindings Product Manager. In the meantime, Nidecker continues the Flow Design collection, a tried and trusted speed entry with a unique riding feel that comes from the legendary Power Triangle. "Refined over decades, these bindings have proved themselves in all conditions and earned a loyal army of fans" admits De Santa Catalina. SP, Head and Gnu still continue their Speed-In/Quick entry semi-automatic collections. Paul Ferrel at Gnu, highlights the pressure relief button, which instantly relaxes ankle strap pressure at the push of a button, promoting blood flow for a warm and comfortable ride up the chairlift. "Plus, our aluminium baseplates make our bindings the lightest in the semi-automatic fast entry category, if not the lightest overall" claims Ferrel. Head's RX bindings merge strap binding power and precision with a one-time setup reclining highback, enabling instant riding post-chairlift. "These bindings ensure seamless entry, reliable grip, precise support, and efficient power transmission during your ride. Universally compatible, they suit any boot brand" precises Kristin Wimmer, Head's Junior Marketing Manager.

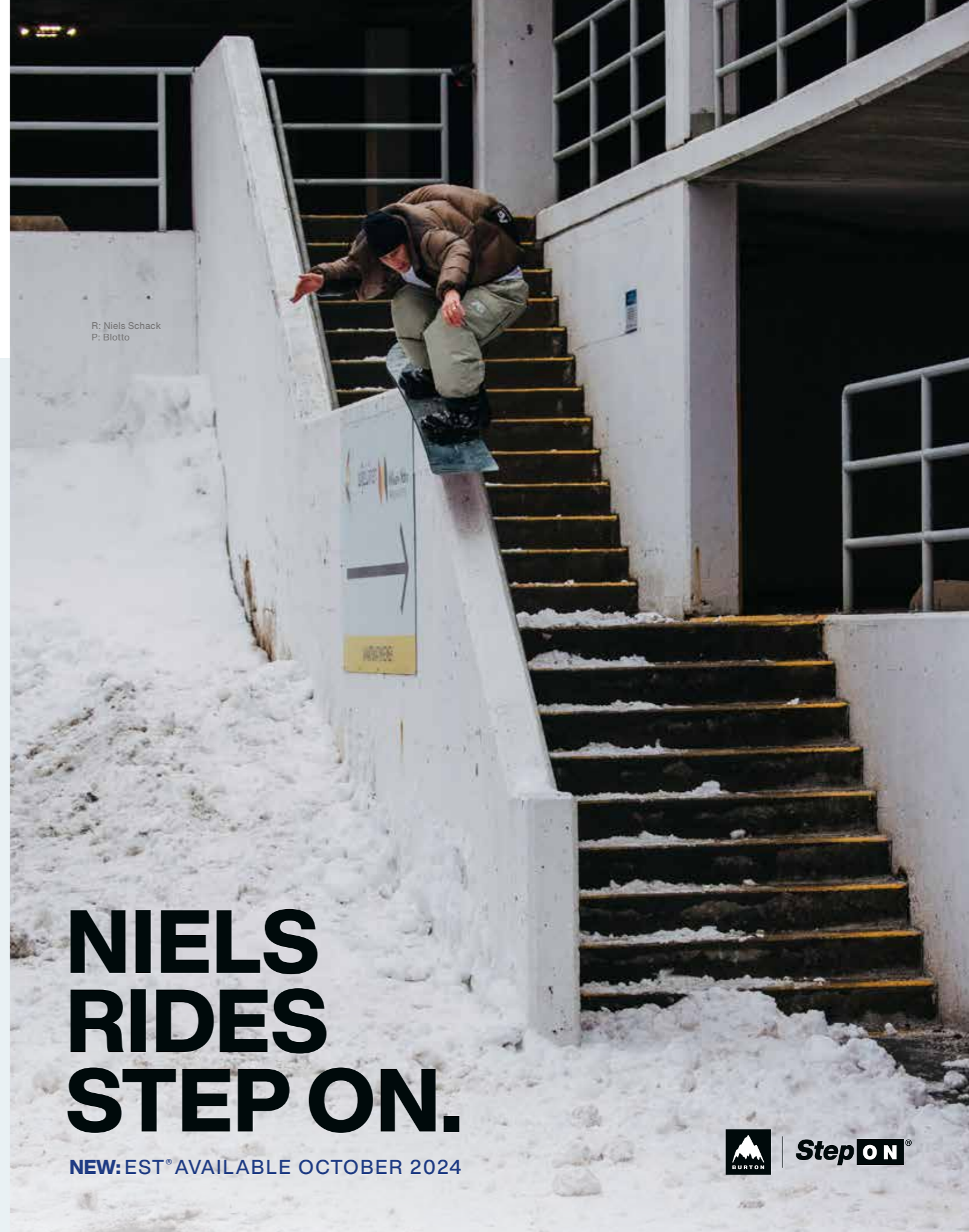
Onto the next tech, Nitro, Flux and now Union are leveraging Burton's proven Step On® technology to bring high-performance quick-entry options to the market.

As per the press release from November 2024, Union Binding Company and Burton Snowboards are excited to announce the release of Union Atlas Step On® Binding. The binding will be available in a limited release of men's small, medium, large and extra-large sizes in January 2025. "The Burton Step On® system is proven," said Martino Fumagalli, Union Binding Co. CEO and General Manager. "It is the time and age to give something back, and this is a good way to collaborate on a project that can evolve the sport and industry. This partnership will continue beyond this one product - we want to evolve the system at all levels. Now that we're in, we are all in." A second release of Union Atlas Step On® Bindings will drop in Fall 2025 and feature new colours. For 2026, an additional Union Step On® model is in development that will cover all men's and women's sizes.

Nitro will introduce a complete setup with bindings and boots featuring the Step On® system for the Winter 25/26. Dominik Fleissner recalls, "The Nitro Step On® binding is crafted for riders who value the effortless convenience of a quick, easy-in, easy-out system without sacrificing performance or control. This binding boasts a custom Nitro highback, designed for seamless entry, along with a supremely comfortable E-TPU footbed dampening system." Neither sleeping on its own tech, for Winter 25/26, Burton is introducing two more Step On® EST models, the Cartel X EST and Lexa X EST.

While fast-entry systems are gaining ground, traditional two-strap bindings remain a staple, particularly for riders seeking technical precision and customization. Many brands, including Amplid, Drake, Karakoram, Ride and YES, are innovating within this space, refining materials, highbacks, and strap designs to elevate performance and comfort.

"No fast, quick back entry binders at Ride but check out the all new Drone and Specter bindings" claims Stephan Shauer, European Marketing Coordinator, "we have developed new highbacks and new straps that will allow you to be more precise, faster in your rotations, and above all, more comfortable. The weight will also be lighter thanks to the use of a new nylon material". Peter Bauer at Amplid develops, "Many of our customers have this 'set-mind', where they want board and binding from the same brand. Because it looks slick and matches well. With our lightweight Proton Binding we have a perfect match for our response boards". For the 25/26 season, Drake will introduce new buckles in their bindings to provide a more seamless and precise user experience. These upgraded buckles offer smoother engagement, allowing riders to fine-tune their fit with increased ease and accuracy, which is especially useful during fast adjustments on the mountain. "This innovation enhances overall comfort and performance without compromising the reliability and durability our bindings are known for" reminds Gian Luca Barbi, Marketing Specialist at Drake. Flux developed straps that provide comfortable tightening using new materials, and a highback designed specifically for high-speed carving. Finally, David Pitschi at Yes comments: "While we're not introducing any groundbreaking innovations this season, we're committed to optimizing the performance of our existing components. Our focus remains on refining these features for durability, comfort, and functionality".



NIELS RIDES STEP ON.

NEW: EST® AVAILABLE OCTOBER 2024



Step ON®



“It seems that everyone is trying to provide a good ‘bang for the buck’. But in an uncertain market, the brands who will win are the ones who continue to invest in tech and produce real-world benefits – it’s a strategy that’s worked for us so far” Santiago de Santa Catalina, Nidecker

clinics, demos, and robust marketing support, ensuring both staff and customers are well-educated on this debut product. Meanwhile, Karakoram is offering shop-specific customisation options with their Local binding, creating exclusive opportunities for retailers to differentiate themselves in a competitive market. Collectively, these efforts aim to equip retailers with the tools and knowledge they need to thrive in the upcoming season.

LAST WORD FOR THE ROAD

Head reinforced its brand message ‘COME RIDE WITH US’ since 2001, inviting everyone, no matter their riding style, level, or age, to become part of the snowboard community and experience what snowboarding is about. Kristin Wimmer announces “In this respect, we will launch our new team movie “COME RIDE WITH US – ONE WORLD, ONE CRWU” in 2025 featuring our team riders all over the world showing their personal experience on snow. Stay tuned!”

Ride wants to be the company for the people, so the brand offers products for all snowboarders. Nidecker has the same goal, to appeal to every rider with the most comprehensive binding range on the market. “Choose lightning fast entry with Supermatic®; precision performance with Two-Strap; or flip it and rip it with the Flow Design collection” claims Santiago de Santa Catalina. And Dominik Fleissner at Nitro to nail: “We believe having the right equipment is essential to a fun and successful snowboarding experience, and we strive to ensure everyone can discover the ideal product for the mountain.” Full program!

To conclude on a very come together and similar note, Chris Cunningham, chief product officer at Burton elaborates on the collaboration between Union and Burton, “We’re making the binding connection point the shared technology ingredient. Collaborating instead of competing gives us the freedom to shift our focus to further innovation, which is going to help us welcome more people into snowboarding.”

The Winter 25/26 snowboard binding category will represent a pivotal moment for the industry. From revolutionary fast-entry systems to refined traditional designs, brands are ensuring every rider - whether performance-driven or convenience-focused - can find their perfect match. For retailers, this means navigating a landscape rich in opportunity, innovation, and evolving consumer preferences. Prepare now to maximise your success on the slopes next winter! 📍

Visit our website to see in depth brand previews of this category.
BOARDSPORTSOURCE.COM

For 25/26, Salomon will expand the E.D.B. (Everyday Bindings) family with two new models. “At Salomon, we believe a ‘go-to’ snowboard binding should be designed with timelessness, durability, performance, and adjustability in mind”, argues Bruno Rivoire, “and the new E.D.B. Prime offers a precise fit, high performance in all conditions, and long-lasting durability. The E.D.B. Mindful is the most sustainable binding we have ever designed. Period.”

The snowboard binding market for Winter 25/26 is poised for growth, driven by a combination of innovation and shifting consumer preferences. Premium products are commanding attention, with brands like Rome emphasising the willingness of riders to invest in high-quality bindings. Head echoes this sentiment, noting a clear move toward higher price points across all categories, spurring their focus on innovative, high-demand designs. Similarly, Gnu highlights the higher costs associated with cutting-edge automatic and semi-automatic fast-entry bindings but aims to balance innovation with affordability to attract a wider audience. For Santiago de Santa Catalina, Nidecker’s Bindings Product Manager: “It seems that everyone is trying to provide a good ‘bang for the buck’. But in an uncertain market, the brands who will win are the ones who continue to invest in tech and produce real-world benefits – it’s a strategy that’s worked for us so far”. Leading innovations like Jones’ Mercury FASE and ThirtyTwo’s T32M FASE, Rome Katana AW FASE and Bataleon Blaster FASE are redefining the landscape, combining the locked-in feel of traditional two-strap bindings with the convenience of fast-entry systems. Meanwhile, brands like Burton and Nidecker continue to push the boundaries of established systems like Step On® and Supermatic®, while Amplid, Drake, Karakoram, Ride and YES maintain their focus on performance and aesthetics, appealing to all mountain-oriented riders with secure, customisable solutions. Together, these approaches highlight a dynamic market adapting to varied consumer demands with a strong emphasis on innovation, performance, and value. Retail support for snowboard bindings in Winter 25/26 reflects a strong commitment to helping retailers succeed in showcasing the latest innovations. Jones is leading by example, prioritising timely delivery of marketing and sales assets while ensuring factory deadlines are met to prevent shipping delays. Flux enhances retailer engagement through hands-on study sessions, on-snow demos, and social media campaigns designed to drive consumer interest toward retail locations. ThirtyTwo is putting significant energy into launching their new FASE bindings with retailer



JEAN-LOUIS ST-ARNEAULT BY GUILLAUME LE GUILLOU

- HIGHLIGHTS**
- 1 Fast entry bindings
 - 2 Semi-automatic bindings
 - 3 Automatic bindings
 - 4 Two straps for life
 - 5 FASE
 - 6 Higher price points



Leaner. Meaner.

LT SUPERMATIC®

An all-new model featuring a stiffer, more streamlined highback and low-mass strap design. Less is more.

NIDECKER

Different by Design.



BIG WIG INTERVIEW NICHOLAS WOLKEN & JERRY NIEDERMEIER, KORUA

As top level competitive snowboarding moves closer towards gymnastics on snow, with four digit rotations being the only goal, Korua are the absolute antithesis of this direction of travel. A focus on style and flow with a deep appreciation for turning on snow and innovative shape design, they create unique riding experiences, simply for the sake of beauty and joy. Korua's founders Nicholas Wolken & Jerry Niedermeier gave BoardsportSource a deeper insight to the brand.

Jerry and Nicholas please remind us briefly about your about background in snowboarding

Nico: I started young, just nine years old, tearing around in ski boots until I got into racing a few years later. That's when I first rode one of Jerry's boards. I didn't know him personally back then, but his name was already one I recognised.

After a couple of years in racing, I shifted toward a short stint focused on rails and freestyle. But before long, I found myself drawn toward freeriding and filming - that's where I felt at home. Around that time I met Jerry in person, as an ambassador for another board brand he was shaping for, and we began working together on board development. At first, I was more of a test pilot, giving him feedback on the boards I rode, but it didn't take long for us to click. We shared a similar outlook on board design, which probably came from all the years I'd already spent riding his boards.

Recently, I realised that for almost my entire snowboarding career, I've been on Jerry's boards. I got my first one when I was about 13 or 14, and now I'm 41 - that's nearly 28 years of riding his shapes. It's almost as if, before we officially met, I'd already begun to understand what he was trying to bring out in his designs. There's a soul in his boards, something I connected with from the start.

It's been six years since we last spoke how has the brand progressed since then?

Korua has seen significant growth in global visibility and community engagement over the past six years, but we are still independently owned and operated by the same core group of snowboarders, with the addition of a few new faces around the globe. I'd say the biggest progression from a business side is growing and properly serving the North American market,

From a product side, we've maintained our focus on innovative shapes and the art of turning, which resonates with riders worldwide.

while still keeping our distribution in-house. From a product side, we've maintained our focus on innovative shapes and the art of turning, which resonates with riders worldwide. We've also expanded our product line thoughtfully, adding shapes like the "Noserider" and "Überegg", pushing the boundaries of what is possible in building snowboards.

What do you see as the brand's USP?

Our USP lies in our dedication to turning and the culture of carving. We focus on making boards that emphasis the fun and beauty of snowboarding through clean design, functionality, and accessibility. Korua boards are not just tools; they're built for a snowboarding experience that's both technical and soulful. The relatability and simplicity we bring to snowboarding—showcasing riding that anyone can enjoy - creates a deep connection with riders. This connection has created a special type of community, which evidently people want to be part of.

What was the best business decision you have made since the brand's inception and why?

One of our best decisions was maintaining consistency be it in our board graphics or construction year after year. This approach has allowed us to

One thing you can't overlook as a European company is the vast size of North America and the distances between resorts, hubs, and core snowboard communities. Logistically this is a lot more challenging to have a presence within each regional market in North America than in Europe.

avoid overproduction, minimise price dumping, and build trust with both our customers and retailers. By focusing on quality and timeless design, we've been able to create products that have longevity, helping retailers reduce markdown pressures while supporting a sustainable model.

Which model was the standout product for you since you started?

The "Pocket Rocket" stands out as one of our most iconic designs. It was initially a wild concept - creating a board wider than it was long—but it gained massive attention and feedback. Its niche appeal, yet broad intrigue, exemplifies Korua's unique approach to design. The board embodies our spirit of experimentation while staying true to the brand's commitment to fun and creativity.

What's cooking shape wise? How much traction did Überegg and Noserider get?

Both the Überegg and Noserider have been very well received. The Noserider, in particular, brought something fresh and fun to the lineup, encouraging a completely new surf-inspired riding style. Our focus going forward will be on expanding the range with unique shapes that fill specific needs, or introduce new dynamics to the snowboarding experience without deviating from our core philosophy.

What is the balance between D2C and B2B after 10 years? How do you support physical shops?

Our approach is still equally balanced, with a strong emphasis on supporting physical shops alongside our D2C model. We maintain consistent pricing across channels and offer year round re-ordering options to reduce pressure on retailers. This model allows shops to provide hands-on advice and product demos, essential for helping customers find the right board. Building lasting relationships with our retailers is a priority.

What was the thinking behind exhibiting at the onsnow demo's?

We've been exhibiting at numerous on-snow demos for years now, we've just recently put a larger emphasis on it. Especially in North America where we are still growing our dealer network, as we know the best way to get someone to buy a KORUA is to let them try it - they truly have a unique feeling, especially when turning! Though as a small company it is logistically

Our focus going forward will be on expanding the range with unique shapes that fill specific needs, or introduce new dynamics to the snowboarding experience without deviating from our core philosophy.

challenging to attend every on snow event across Europe and the rest of the world, so we're strategically rotating events each year to reach different areas. By choosing different locations each year, we can maximise our impact and connect with new audiences while staying within our means.

What's your most important marketing tool and why?

It's hard to choose just one, but our videos probably remain our strongest marketing tool. It allows us to communicate our brand philosophy - highlighting the joy and art of turning - while reaching a global audience. These relatable videos reflect the everyday snowboarding experience, resonating with viewers in a way that high-production, extreme snowboarding edits may not.

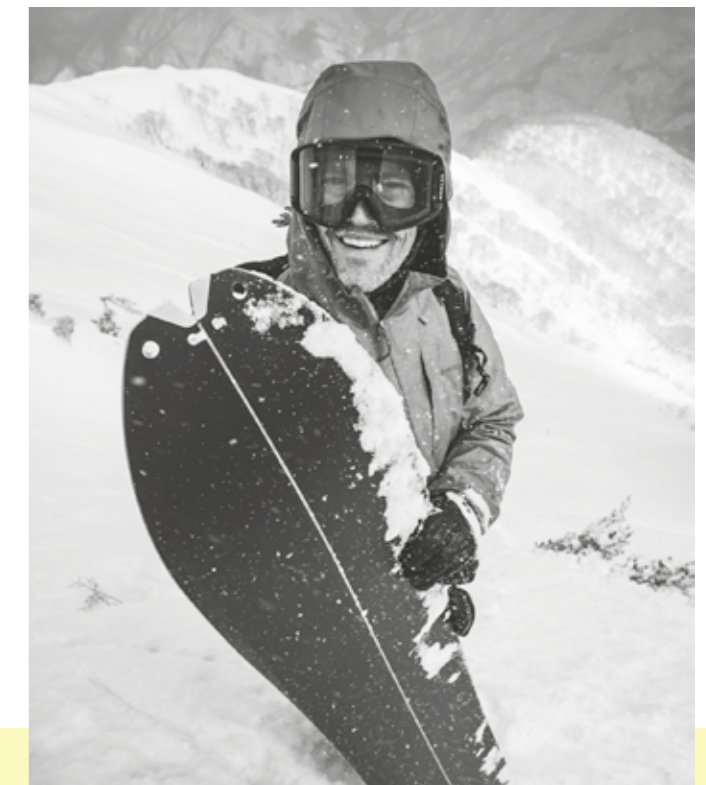
A close second would be our customer service. We try to always have one of our in-house staff (and riders) available to answer a phone call or email. Whether it be about choosing between 2 different boards, or an issue with shipping, warranty, etc. you're talking to real people, giving you honest advice, and always working our hardest to find a solution. At the end of the day, the videos inspire our customers, but our customer service is what helps us stand out and offer a bespoke experience that bigger brands simply cannot.

What opportunities do you see in the snowboard market over the next few years?

There's a growing movement toward sustainable, niche, and rider-focused brands, which I believe will continue to expand. The snowboard market is

ripe for companies that offer unique, quality products with soul. With this shift, opportunities for collaboration with like-minded smaller brands in outdoor sports and sustainable design will grow, and we're excited to be part of that evolution.

How have you structured the business to cope better with the irregular winters?



We've had some pretty challenging winters the past few seasons, but with a more global presence now, we are able to lean into the areas that are having a better winter and focus our energy there. Thankfully with our carry-over model, we are able to be more flexible to the ebbs and flows of each season, and continue to support our dealers, who feel the irregular winters the most, with flexible terms. Otherwise we just focus on making the most out of each winter, keeping the stoke high for snowboarding and carving alive via our films and on-snow demos, while continuously trying to evolve our product offerings.

How is the North American market different from the European market for Korua?

One thing you can't overlook as a European company is the vast size of North America and the distances between resorts, hubs, and core snowboard communities. Logistically this is a lot more challenging to have a presence within each regional market in North America than in Europe. Especially with the size of our team! As a result, we still have less dealers there and less of a presence, but as mentioned before, we're really focusing on growing within these communities... slowly and organically growing our in-house team and our ambassadors there. I think the allure of Euro carving and Japanese snow surfing appeals to the North American market, but they undoubtedly put their own twist onto the KORUA style of riding, which typically has a bit more freestyle flare to it. So the NA market seems to gravitate towards our shapes that are catered a bit more towards freestyle riding - like the Transition Finder and the Otto. Though we've still found that the love for turning runs deep within the NA Market, so we haven't changed our philosophy there!



LOVE THE LIGHT



APHEx

www.aphexgear.com

RETAIL BUYER'S GUIDE GOGGLES FW25/26

FW2025/2026 will deliver goggles that combine sustainability, cutting-edge technology, and high demand features, backed by strong B2B support. Snowfall is the only wildcard. By Rocio Enriquez.



SALOMON

The unpredictability of snowfall is changing the landscape in European resorts. This influences customers' purchasing behaviour. Overall, there is an increased focus on sustainability, and the use of 'Earth-friendly' materials is rewarded. Poor snow in low altitude resorts results in fluctuation of sales from retailers in these locations. Die-hard snowboarders have to hike to higher altitudes to get their riding fix. Retailers in these locations are seeing more business, but the product on demand tends to be much more technical. Harsher conditions call for higher performance equipment, so many clients look for premium products. Unpredictable conditions also create a demand for versatile solutions that can handle changes in weather and light. Easy lens swapping and photochromic lenses are very popular. Goggles that offer an easy lens change system, a frame design that increases the field of vision and avoids fogging, and lenses that provide quality photochromic and contrast enhancing capabilities have topped the bestselling charts. They are also the models that promise the biggest growth.

FRAMES

Materials are in the spotlight. Customers want to know that their goggles are not contributing to the climate crisis, but need them to be long-lasting too. Zeal, Dragon and Rossignol have opted for recycled materials. Spektrum, Aphex, Quiksilver, Roxy, and MowMow have shifted to bio-based materials that offer proven durability results. Dragon's Raw colour story has seashell and coconut fibre frame additives. The demand for sustainability extends to frame accessories. "We have focused on the sustainable aspect of our goggle straps", says Delphine Polycarpe from Salomon. Their straps are made of 60% recycled yarns. Zeal's straps are made of 70% recycled PET. Rossignol elevates the percentage to 100%. MowMow also uses recycled materials for their straps. Dragon's Raw special edition incorporates bamboo straps. Both Dragon and Rossignol

"Instead of a traditional two-layer glass, this uses a lighter single layer with a special treatment that ensures it will never fog up" Aphex, Timothy Zanting

make their strap adjusters with recycled nylon. "The Sorona Face Fleece is made using sustainably sourced plant-based materials" says Sam Nelson from Dragon.

A lot of R&D attention has gone into the development of easy lens swapping systems. 100Percent incorporates the Gravit8™ system in their Norg goggle. It features eight magnetic touch points that secure the fit and a quick lens change. Quiksilver and Roxy focus on their Speed Connect construction offered with and without magnets. Von Zipper's patented 4PLAY lens system enables a spontaneous lens change that can be performed on the go. Zeal RLS collection has a dual sliding rail system that guides, slides, and locks the lens securely in place. Smith works with their MAG Tech strong and weatherproof magnetic contact points and dual locking mechanisms. Salomon offer magnetic lenses in their premium Radium Prime and Sentry Prime, throwing in a foldable and magnetic lens protector. TSG keeps a mix. "Half of our goggles feature magnetic lenses for quick and easy lens swapping, while the other half come with a classic lens-changing system" explains Nadja Herger. Red Bull Spect also has a magnetic range with interchangeable lenses. Giro has updated the lens change system of their Method goggle to a quicker one.

Performance is paramount, and in frames this means increased field of vision and reliable anti-fogging. Oakley presents a big innovation with

their new conical lens geometry. It is housed in a co-moulded frame that delivers the most expansive field of view while preventing distortion. Zeal RLS collection sports a rimless frame design for unsurpassed peripheral vision. Their Observation Deck Technology removes most of the frame material at the bottom, to let the lens sit closer to the face and tilt out as it rises, giving a 20% increase in vision of the line below you. Von Zipper's MachVFS has a 170-degree field of vision. They complement this with their Ventilation Flow System that eliminates fogging. Sweet aims for the best field of vision while keeping construction lightweight and low-profile. Head focuses on wider frames to achieve maximum visibility. Ingenious performance-oriented designs must be carried by comfort. "Both the Norg and Snowcraft come with flexible frames and multi-layer face foam lined with moisture wicking micro fleece", says Ellie Bellot from 100Percent. Oakley introduces a new face foam that improves comfort and fit. Rossignol's new frameless style OTAVA is offered in two sizes to better fit the user's face. For spectacle users, 100Percent and Loubsol have OTG compatibility. Helmet compatibility makes a difference. Sweet's 'Adapted Fit' strategy ensures seamless fit between goggles and helmets. So do Head's wide frames.

LENSES

Vision clarity, adjustment to varying conditions, and high-definition colour contrast drive lens technology. Lenses that eliminate distortion and avoid fogging offer the best clarity. Bliz focuses on these two aspects for their lens production. 100Percent uses Ultra HD lenses. MowMow offer two variations of their Xcellens lenses, a mirrored one for bright conditions, and a bad weather one for fog. Aphex reintroduces their IMDTM technology in selected models. "Instead of a traditional two-layer glass, this uses a lighter single layer with a special treatment that ensures it will never fog up", says Timothy Zanting. Most of Sweet's lenses are equipped with advanced clear A-F inner lens tech with triple anti-fog effectiveness. TSG and Spektrum offer a variety of spherical and cylindrical lenses to achieve a clean vision.

Higher colour contrast definition means more safety, especially in varying conditions. Sweet offers their proprietary RIG contrast enhancing technology in four categories, from S1 to S4. They also present their RIG Quartz lens for snowy, low-light and overcast conditions. Anon's Perceive lenses enable sharper visibility and improved depth perception. Giro offers two Vivid lenses by Zeiss with their Method goggle, an S2 or S3 for sunny conditions, and an S1 Vivid Infrared lens for cloudy days. Melon uses Zeiss' Sonar line. Some proprietary contrast enhancing technologies are Aphex's QViewTM, Von Zipper's Wildlife lens, Smith's ChromaPopTM, Salomon's SigmaTM, Red Bull Spect's iBoost, Dragon's LumaLens, and 100Percent's HiPER lenses.

Photochromy is a coveted feature. Head presents Sunscreen, a solar-powered technology with an integrated LCD that automatically adjusts the goggle lens in a split of a second. Smith presents an all-new photochromic lens. "The ChromaPopTM Pro Photochromic lenses combine ChromaPopTM lens technology with a lens formulation delivering the fastest transition time", announces Kate Gaier. Zeal offers the Optimum Polarised Automatic +- lenses. This is a patented combination of polarisation and photochromy that provide a gradual change. Red Bull Spect works with their proprietary technology. "We keep pushing our successful photochromic line with our Chrom9X technology", says Nicolas Mélin. MowMow's Stealth and Vantage

"Half of our goggles feature magnetic lenses for quick and easy lens swapping, while the other half come with a classic lens-changing system."

Nadja Herger, TSG

goggles feature their LuxaLens photochromic technology. Von Zipper introduces photochromic lenses in their Project Flatlight collection. They transition from a 15% of visible light transmission in sunny conditions to a 60% when the light gets low. Loubsol announces a new category 0 to 4 photochromic lens. Rossignol and Salomon offer photochromic lenses ranging from S1 to S3. TSG also offers a wide photochromatic range.

There are other lens treatments and constructions worth mentioning. Sweet uses Gore protective vents that equalise the pressure between the inner and outer lenses, preserving clarity. Smith's BirdsEye VisionTM is a proprietary lens shape technology that increases the field of view by 25%. Oakley introduces a brand-new conical lens geometry. 100Percent has developed the 3DPlaneTM technology for a precise fit.



LOOKS

The combination of different frame and lens colours offers multiple aesthetic options. Adding creative design straps results in a unique look for each goggle. We find five trends in frame colours: classic, bright, muted, earthy, and prints. Classic colours are the most popular for their broad appeal and longevity. Black is a favourite, with white, navy, or graphite adding to the classic palette. Users that tend to buy timeless colours may find the seasonal trend of muted tones and earthy shades appealing too. Smith has a 'Neutral' palette of muted colours, and a 'Terrene' one that groups earth tones. 100Percent introduces the new fog, steel, and tarheel colours. Head, Quiksilver, and Oakley introduce seasonal warm and pastel colours drawn from natural landscapes.

There is a variety of bright colours and patterns for those who want to stand out on the mountain. Airblaster, Roxy, Anon, Dragon, and Red Bull Spect list a significant range of bright colours. Smith builds their 'Dynamic' palette with yellow, orange, blue, and green. Von Zipper's Y2K and camo colours are combined with different variations of chrome. Sweet, Loubsol, and Bliz add some vibrant tones and modern touches to create contrast. When it comes to patterns, each brand does their own thing. Smith's proposals are moonscapes, linear geometric fades, classic camo, abstract forms, psychedelics, and spray paint textures. These last two are echoed by Loubsol, who adds a sprinkle of psychedelic patterns to their range, and Quiksilver, who plays with splatter. Roxy presents floral and geometric prints. Melon has two strong prints on offer: the Iron Maiden collection and a Streetfighter 2 by Capcom. 100Percent's Max Palm pro model features black on black flame patterns. Their Zoi Sadowski-Synnot signature goggle blends black, navy, blue, pink, and white with a dye effect. POC's Raw capsule collection uses translucent materials that exposes the details of the goggles' technology. Anon presents a variety of graphics that range from tonal subdued styles to loud prints. TSG focuses their playful prints on the kids' models.

The range of lens colours increases. Airblaster presents a new polarised rose blue chrome. Zeal introduces the Sakura lens in their Meridian goggle. It has a blue/grey base, layered with pink and gold mirror. MowMow adds a bold new deep purple that offers a nice contrast to their understated frames. Rossignol lifts their frameless goggles with mirror coatings. TSG offers twelve lens colours, from classic ones to contrast enhancing pink variations, and yellow and orange for challenging visibility. Dragon broadens the colour range of their Infrared Lens Technology.





AIRBLASTER

“Both the Norg and Snowcraft come with flexible frames and multi-layer face foam lined with moisture wicking micro fleece.” Elie Bellot 100Percent

Straps are a fantastic way to create a unique look. Loubsole adds texture with jacquard weaving. Melon's Iron Maiden goggles feature studded heavy metal straps. Salomon's renewed strap range includes new colours, some discreet and some vibrant. Smith's straps portray the artwork of Tyler Keaton Robbins, Stevie Shao, and Rob Corradetti a.k.a. Killer Acid. Aphex adds two vibrant animal prints and several bold geometric ones. Rossignol designs the straps to match the mirror coating of the lenses. TSG uses vibrant straps to add contrast to their black helmets. MowMow sticks to their sleek black straps to achieve a minimalist look.

SUSTAINABILITY

Most brands have a holistic approach to sustainability. Efforts do not stop at the choice of recycled and plant-based materials. Other areas in which to invest are packaging, product longevity, and carbon footprint. Plastic disappears from packaging, which uses mainly recycled cardboard and biodegradable materials. 100Percent and Zeal pack their goggles in a moulded pulp insert that is compostable. Dragon and Salomon use FSC certified paper and cardboard for all their packaging elements. TSG and Head used raw and recycled cardboard without coatings. Melon only uses recycled materials for their packaging and microfibre pouches. MowMow opts for a simple hard case to protect the goggles, significantly reducing packaging and waste.

The safest way to reduce waste and carbon footprint is to build a long-lasting product. Anon, Bliz, and Salomon focus their product development on longevity. Salomon adds a magnetic lens protector compatible with their Sentry Prime models to prevent scratching. Airblaster ensures all their goggle components remain compatible throughout the seasons. “We create nearly indestructible goggles with timeless aesthetic appeal”, says Kyle Phillips. As a result, they currently sell more replacement lenses than new goggles. Aphex ensures that all parts of their goggles, be it frames, lenses, or straps, can be fully repaired.

Production and transportation processes account for a lot of the product's carbon footprint. Bringing production closer to the markets helps manage this. Loubsole designs and produces in the Alps, a drive

away from most of their final customers. Quiksilver and Roxy are taking steps to move a big part of their business to Europe too. For those who need to produce further away, transport efficiency is key. 100Percent has made their packaging slimmer and lighter for this purpose.

RETAILER SUPPORT

Retailers will find themselves well-supported to sell their goggles. The first form of support comes with well-thought collections as appealing as manageable. 100Percent and TSG streamline their collections to six styles. Carry over products and colours reduce the pressure to close out. TSG has doubled the carry over black styles. Head has also increased their carry over models and multi seasonal colours, using their Intermix Design Strategy. Ordering flexibility reduces risk. Aphex offers flexible ordering options and a reliable supply chain to keep retailers' inventory stocked.

Technology is the strongest selling argument of a goggle, albeit an invisible one. It requires good retailer education, so they can communicate all the benefits. Some brands use dedicated digital platforms for this purpose. Anon, Smith, and 100Percent use ENDVR, while Oakley has their own platform called Leonardo. Dragon develops their own in-store training videos and TSG also offers digital training. Sweet, Anon, Rossignol, and Dragon also offer in-person training opportunities. Salomon produces a dedicated training book and catalogue. Aphex offers detailed product info to their retailers.

Communication to the final customer is done through in-store displays, online content, presence at events, and the endorsement of athletes. All brands featured show dedicated efforts in all four areas, securing a steady multi-channel brand presence. With strong marketing tools supporting appealing collections, goggles will find their way to their forever faces soon enough. ☺

Visit our website to see in depth brand previews of this category.

BOARDSPORTSOURCE.

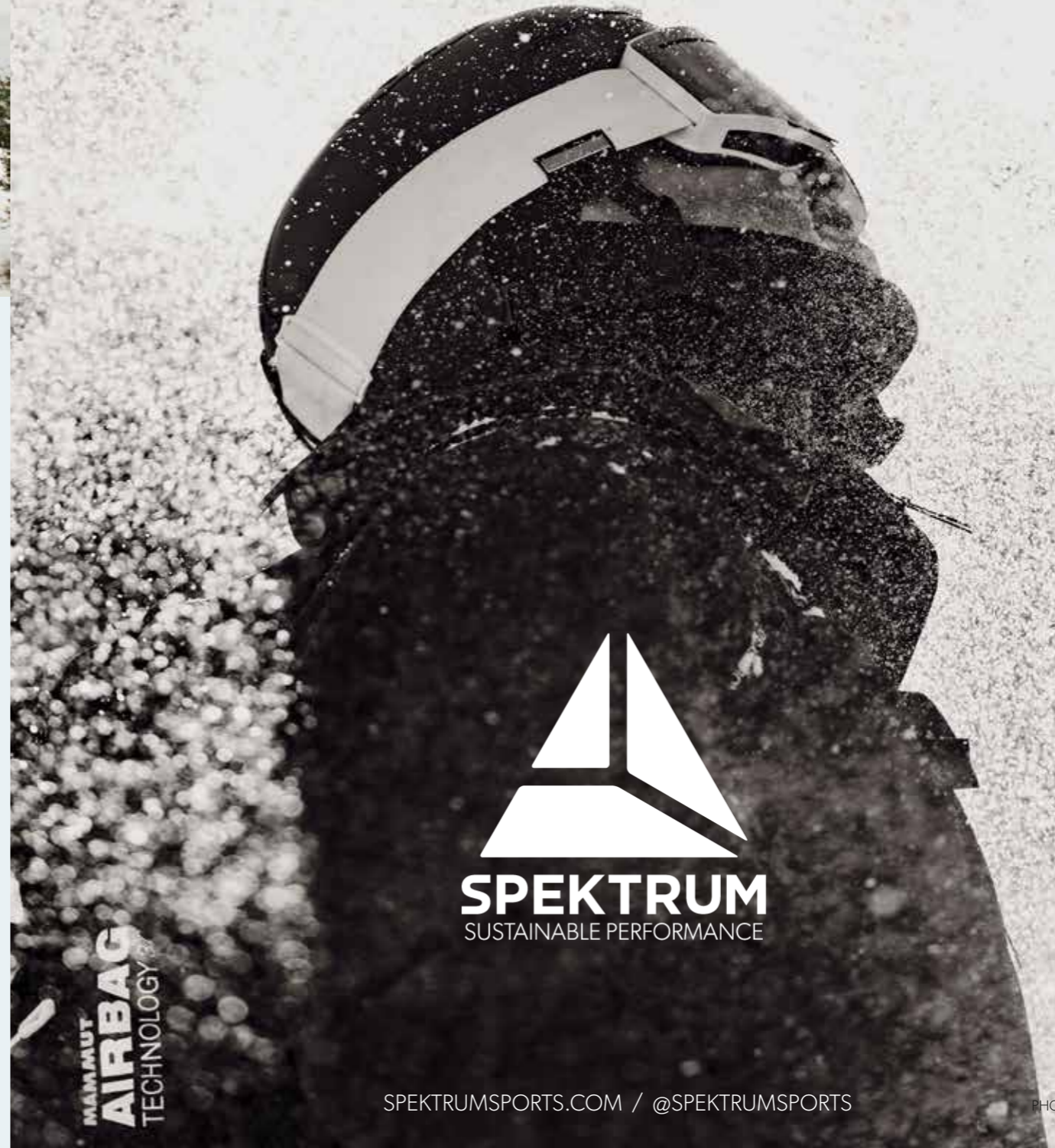
HIGHLIGHTS

- 1 Cutting-edge lens technology
- 2 Performance adapted to varying weather conditions
- 3 Playful strap designs to elevate looks
- 4 Packaging rethought for transport efficiency
- 5 Retailer-centric marketing strategies

SUSTAINABLE PROTECTION AND EYEWEAR

OUR VISION - YOUR ADVENTURE

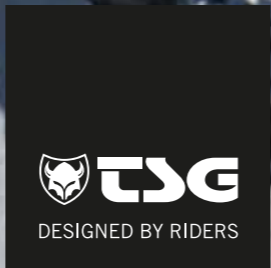
ÅRE, SWEDEN



SPEKTRUM
SUSTAINABLE PERFORMANCE

MAMMUT
AIRBAG
TECHNOLOGY





TSG GOGGLE FOUR

Our TSG magnetic quick lens change technology in a classic cylindrical style. Slopestyle approved. Designed in Switzerland.

ridetsg.com

GOGGLES 2025/26 PICTORIAL®



100% - Norg Hiper



100% - Snowcraft S



100% - Valnor 2



Airblaster - Huckleberry Matte



Airblaster - Shroom Matte



Airblaster - Transparent Gloss



Anon - M5



Anon - M6



Anon - Sync



Aphex - Explorer



Aphex - Nova



Aphex - Orion



Bliz - Spark



Bliz - Flow



Bliz - Rave



Cheapo - Hawaii Photochromic



Cheapo - Samoa



Cheapo - Tuvalu



Dragon - D1 Oldskool



Dragon - DX3 Plus



Dragon - NFX Max



Giro - Contour



Giro - Method



Giro - Revolt

GOGGLES 2025/26 PICTORIAL[®]



Head - Context Rethink



Head - Neves



Head - OTG



Loubsol - LS3 Frameless Billboard



Rossignol - Essential



Rossignol - Izar



Rossignol - Otava



Roxy - Feelin Adapt



Loubsol - LS5 Party Crasher



Loubsol - LS7 LSXAA



Melon - Akira Player Select



Melon - Akira



Roxy - Storm MG



Roxy - Wild Love



Salomon - Sentry Prime Sigma



Salomon - Sentry Pro Sigma



Melon - Studs



MowMow - Icon



MowMow - Legend



MowMow - Local



Salomon - VIR S



Smith - Preview



Smith - Transfer



Smith - Tribute



Oakley - Line Miner Pro Blue



Oakley - Line Miner Pro Emerald



Oakley - Line Miner Pro Orange



POC - Nexal



Spektrum - Ostra Coordinates



Spektrum - Ostra Large Bio



Spektrum - Templet



Sweet - Bixbite



POC - Vitrea



POC - Zonula



Quiksilver - Storm MG Mercury



Quiksilver - Storm MG



Sweet - Obsidian



Sweet - Topaz



TSG - Goggle Four Dotty



TSG - Goggle Four



Quiksilver - Whazoo Banging Bees



Red Bull Spect - Fink



Red Bull Spect - Neon



Red Bull Spect - Park



TSG - Goggle Two Fade



VonZipper - Capsule



VonZipper - MachVFS



VonZipper - Outro



Zeal - Lookout



Zeal - Lookout Green



Zeal - Beacon

Visit our website to see in depth brand previews of this category.
BOARDSOURCE.COM



Reell
est. 1997

**FREEDOM
TO MOVE**

WWW.REELLJEANS.COM

 **REFLEX®
MEADOW**

-  Dark Sand
-  Off-White
-  Black
-  Navy
-  Olive



NASSIM LACHHAB - BS NOSEBLUNT SLIDE
Photography - Fabien Ponsoix



MORE SHOTS
@INSTAGRAM/REELL_TEAMRIDERS



RETAIL BUYER'S GUIDE SNOW SAFETY FW25/26

Higher altitude snowfall lures snowboarders to the backcountry, sustaining demand for safety gear, while brands expand their offerings with all year-round use products. **By Rocio Enriquez.**



The unpredictability of snowfall is forcing snowboarders to climb to higher altitudes. This has an impact on the development of snow products, albeit different depending on the category. Riders that previously stuck to resorts are now looking to access the backcountry which keeps snow safety products relevant. Nevertheless, most brands apply long-term thinking, expanding their offering with all-year round use products. This is not a bad decision, if we consider the much lower financial risk that products that are not snow dependent offer. We could say that climate change is inviting a re-branding of snow safety labels to mountain safety ones. Sales reports validate this trend. Multi-seasonal products top the bestselling charts, along with lightweight electric airbag systems, and everything indicates that these are the segments that will grow the most.

FW25/26 OFFERING

Avalanche backpacks have benefitted from the lighter weight and ease of use that electric systems offer. The LiTRIC system developed by Ortovox has produced very good sales thanks to their focus on lightness and ease of use, such as securing the handle with a simple rotation, or repacking the airbag by simply stuffing it in. "In many aspects, this will improve the safety situation for the user. If it is easy to train, you will probably train", says Safety Product Manager, Patrick Wesch. They expect their AVABAG LiTRIC to remain a solid seller. ABS keeps their successful A.Light E on offer. The combination of the electric E2 system and their in-house developed ZipOn principle offers a flexibility of size options that users appreciate. BCA adds a new 15L size to their Float E2 range. "That pack is made for sidecountry adventures without the bulk of 20L+ airbags", says Sales and Marketing Coordinator, Simon Allwein. Evoc relies on the good results of their LINE R.A.S. Protector. Available in two sizes, it is compatible with Mammut's R.A.S. 3.0, and comes equipped with their LiteShield Plus back protector. Other noteworthy avalanche products are Ortovox's transceiver with voice navigation, one of its kind, and their two new price-friendly shovels. To achieve this, they have focused on only essential specifications, without having to sacrifice materials or features.

In the non-avalanche equipment section is where we find the expansion to all year-round use backpacks and tools. Ortovox keeps pushing their Ravine series of backpacks for every freeriding practice throughout the year. ABS will release the new Rift backpack in two sizes, 25 and 35 litres. "They are specially developed for use on high-altitude tours and shorter day tours well beyond the winter months", announces Marketing Manager, Max Haberstroh. BCA's BC Link Mini radios proved to be an exceptional tool

"This is a short and simple 15-minute course to educate retailers on how to include safety into the conversation with the customer" Julia Granhed, Recco

for group communication. They are now promoting their use for summer guided biking and hiking as well as freeride snowboarders, guides and patrollers in the winter. Recco has a growing focus on trail running for the use of their reflectors.

RETAILER SUPPORT

Marketing budgets will be distributed in three main areas: electric airbag systems, mountain safety tools, and all year-round use products. BCA will focus on their E2 airbag collection, and their BC Link Mini radios and new Tracker S. Recco will push multi-seasonal use of their reflectors, especially with lighter and more flexible ones that can be integrated in packable garments. ABS will concentrate efforts on their new Rift touring backpacks. Although content creation will remain consistent, the main form of support will be retailer education. Retailers can only sell what they understand, so with such highly technical products, education is key. BCA offers clinics and avalanche courses with the help of mountain guides. Recco relies on their RECCO Academy e-learning course. "This is a short and simple 15-minute course to educate retailers on how to include safety into the conversation with the customer", says Head of Marketing, Julia Granhed. ABS also offers product training to retailers' staff. Evoc produces videos to explain how to use the technology, such as how to fold the avalanche airbag. While climate unpredictability limits the capacity to forecast sales as accurately as it was once possible, the snow (or mountain) safety category remains an important area to promote, to ensure the safety of those who venture further in search of lines. ☺

Visit our website to see in depth brand previews of this category.

[BOARDSPORTSOURCE.COM](http://boardsportsource.com)

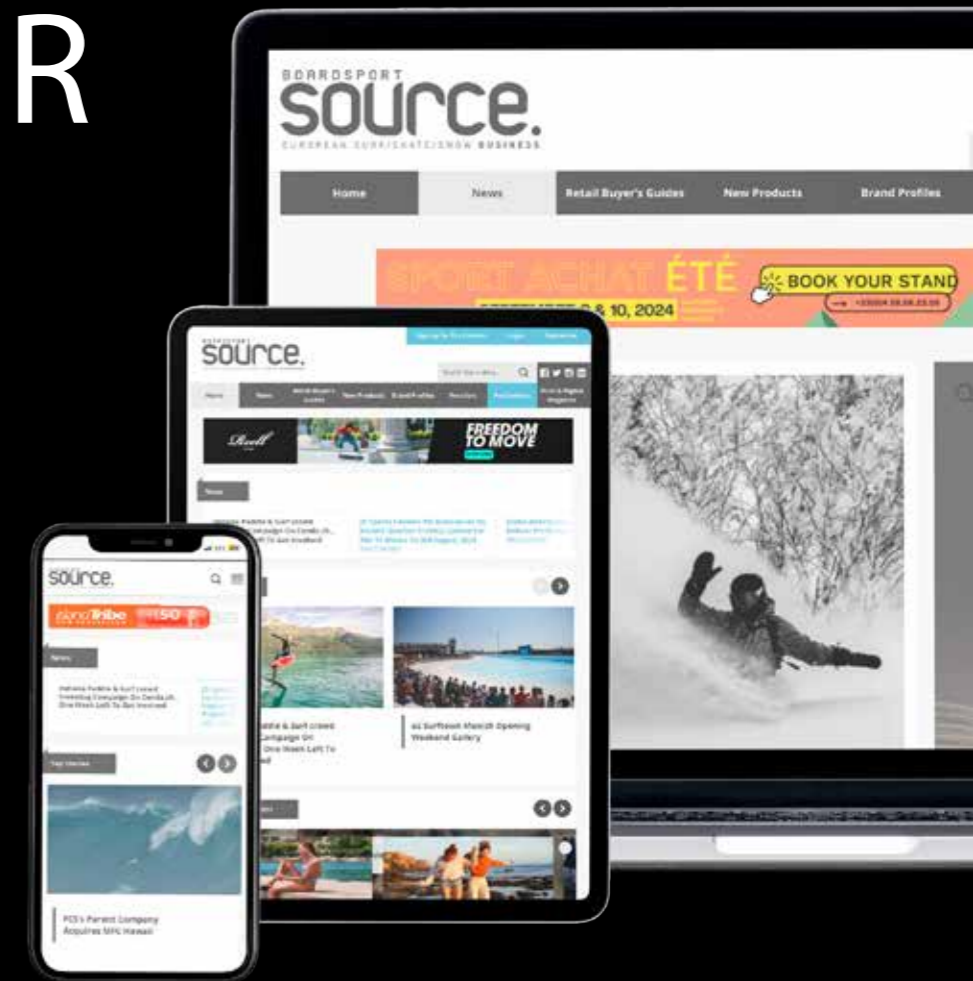
HIGHLIGHTS

- 1 Electric airbag systems are a preferred choice.
- 2 Development of all-year round use products.
- 3 Retailer education is the main form of marketing support.

BOARDSPORT SOURCE.

AT YOUR FINGER TIPS

How you want it,
where you want it,
when you want it...



Source means business

www.boardsportsource.com

FASE™

FAST ENTRY SYSTEM

FASE

As binding entry systems continue to evolve, FASE redefines the two-strap design with a fast-entry system, promising a true two-strap feel and enhanced locked-in performance. Source sat down with Erwin Knoester, Engineer and Marketing Manager at FASE, to dive into the details of this innovation and their plans for FASE as an ingredient brand.

What did you identify was missing in the market?

We noticed that pro riders are not riding the latest major binding developments that have hit the market over the past few years. Recognizing this gap in the market, we realised that for decades, major binding innovations have prioritised convenience over performance, missing the mark for advanced riders who demand the highest level of performance.

In the late '90s, there was already a significant trend toward convenience bindings, but they all disappeared because they couldn't match the durability, choice of boots, riding performance and cross brand compatibility of traditional two-strap bindings.

What was the thinking behind developing FASE?

When you and your brand partners put snowboarding first, your approach to innovation naturally shifts. We set out to revolutionise the two-strap binding by collaborating with pro riders and market leading brands, prioritising performance at every step.

Our vision for a next-generation two-strap binding was clear: to design a high-performance binding that enhances user experience without compromise. The system delivers unmatched performance, true board feel, lightweight design, universal boot compatibility, and exceptionally fast entry and exit. Engineered with pros in mind but built for everyone - from seasoned athletes to first-time riders - it excels in all conditions and terrain. FASE fills a crucial gap as the first fast-entry binding with truly uncompromised performance.

Please explain how the FASE binding system works

The FASE (Fast Entry System) intuitive design complements the traditional understanding of how to get in and out of a binding, effectively



optimising the process and making it faster and smoother than ever to strap-in and shred. All it takes is one hand and one movement to get in or out!

To get in, simply insert your boot into the binding, the AutoBack (highback) automatically closes around your boot while the Locked-In Toe Strap remains in place. Then simply buckle the FastStrap (ankle strap) with one hand to the preferred tension like you normally would.

To get out, simply open the FastStrap then lift your heel, the AutoBack naturally opens to release your boot. That's it!

The main feature is the AutoBack (highback) which automatically closes around the boot. This innovative design is built around the pedal, a pressure sensitive lever that raises the highback to the boot when strapping-in and opens the highback when the rider disengages as they are unstrapping.

The innovative long ladder strap, known as the FastStrap (ankle strap), is built to stay connected for smooth one-handed strapping-in and easy exiting of the binding.

Last but certainly not least, is the Locked-In toe strap. Designed to remain in position to complement the intuitive motion of getting into the binding, the Locked-In toe strap features the LSR 2.0 buckle and a unique tri-toothed ladder to prevent slipping.

You have 2 worldwide patents can you explain them in more detail

Certainly! Our two worldwide patents are the result of six years of dedicated engineering and are key to the innovative design and seamless functionality of the Fast Entry System.

The first patent covers the overall system, specifically the boot actuated highback rotation of the Autoback, creating space for effortless entry and exit. The second patent secures the toe strap buckle, locking it firmly in both directions as soon as ratcheting stops. This ensures that your toe strap position remains perfectly set throughout your sessions, so there's no need for adjustments.

Please take us through the R&D process

The development of the FASE system was a major collaboration between pro riders and our brand partners. This unique partnership brought together a best-in-class group of expert binding engineers and passionate snowboarders to build the optimal system that seamlessly integrates with each brand's own bindings.



ERWIN KNOESTER

The original concept for the system was developed by David Partridge and JF Pelchat, with the Nidecker Group supporting it as an independent project since the beginning. "We approached the FASE design process like a treasure hunt," said Antoine Floquet, head developer of FASE. "We knew what the goal was, but it took staying curious, and gathering rider feedback at every step to create a new binding system that's both simple and groundbreaking."

Once the initial versions came to life, we started collaborating with designers, engineers and athletes from the brand partners Rome Snowboards (Vermont), Bataleon Snowboards (Amsterdam), Jones (California) and at a later stage Thirtytwo (California) to ensure we met the demands of their riders.

JF Pelchat, co-inventor commented, "This is the next generation two-strap binding! It's pretty cool that every aspect of this project has been done by snowboarders; engineered by snowboarders, tested by pro riders, and finally sold by snowboarders to snowboarders. I feel that the FASE system elevates two-strap bindings, it's everything you expect in a high performance binding plus so much more."

Rome's Development Director, Justin Frappier, added, "For this project, we took a zero-compromise approach to integrate FASE with our legendary AsymWrap chassis. With this initiative, we were able to maintain all the adjustability and performance features Rome bindings are known for, but now with the added FASE System we are super proud to be launching what we believe to be a revolution in two-strap bindings."



Bataleon's Product Director Michael Chilton claims that the Bataleon Blaster FASE rides just like his traditional two strap with the added benefits of the improved fit to his boots and ease of use getting in and out.

How do you differentiate FASE from Step-on, Supermatic, and Flow techs and what are each of their market positions?

The key difference between FASE and other systems is our commitment to never compromise performance for convenience. While many systems prioritise ease of use at the expense of board feel, weight, or boot compatibility, they often fall short of meeting riders' needs. The FASE System is designed for riders who want the high performance of a two-strap binding, with an enhanced user experience.

The FASE Fast Entry System is incorporated on premium binding models in each of our brand partner's lines. Providing this level of diversity gives riders a wide range of choice from day one. This also means that team riders from each brand will be riding the FASE-featured bindings, immediately elevating the products via their trust in the bindings. As of now Jeremy Jones, Victor De Le Rue, Maggie Leon, Chris Bradshaw and Pat Fava are all riding FASE system bindings.

Jeremy Jones was one of the first to spend time on the FASE System, riding the Jones Mercury FASE he explains "The Mercury FASE binding is super intuitive to use. Getting in and out is second nature after a run or two. It is not until you return to a traditional binding that you realise how convenient and fast FASE-featured bindings are. You just get off the lift, slide your back foot in while still gliding, and charge down the mountain."

Thirtytwo team rider Pat Fava commented after riding it at the DIYX STRT JAM, "I was really surprised by how the T32M FASE binding felt, I was kind of sceptical but it feels just like a normal two-strap binding. It's super fast and easy to get in and out of and rides great. I immediately noticed they had a snug fit, great board feel and the straps are awesome."

Jones rider, Victor De Le Rue, three-time Freeride World Tour champion, added: "FASE, Fast Entry!



I initially had a few doubts, but on the first day of riding it, I forgot I was on a new binding as it felt so comfortable and performed great!"

Rome's Maggie Leon is amazed how natural the user experience is and how the ROME Katana FASE is 'hugging' her small size boots. "Katana FASE is everything I love about the Katana, but with improved heelhold and faster entry/exit!

The idea is for FASE to be an ingredient brand similar to BOA or Gore-tex, why have you decided to take this approach?

The beauty of the two-strap binding lies in its versatility and performance, which brands have been enhancing and diversifying for decades to suit any riding style, terrain, and conditions. We wanted to be able to provide this kind of diversity to the consumer while offering our revolutionary Fast Entry System. Which is why we chose to collaborate with some of the best brands in the industry to gain their experience and rider feedback, and to seamlessly incorporate the system into their best-in-class binding models.

The added benefit of this approach is that with the different brands involved we will offer a FASE featured binding at a variety of price tiers in a structure that every retail partner is used to. Prices will vary based on material use, brand specific features, and finish exactly how prices are tiered right now with traditional two strap bindings.

How can other brands get involved?

For the 25/26 season the FASE Fast Entry System will be featured on models with Thirtytwo, Bataleon, Jones and Rome. We're open to licensing it to other brands in the future. The goal of FASE is to evolve the snowboard binding industry by making our technology accessible to brands that represent snowboarding and its culture.

How will the models of the four launch partners Thirtytwo, Rome, Jones and Bataleon differ?

A major benefit of the FASE concept is that it allows each partner brands' binding design objectives to remain intact. The FASE System is incorporated into the best-in-class models of each brand: the Rome Katana, Jones Mercury, Bataleon Blaster, and Thirtytwo's first binding, the T32M. Named after their iconic boot model, the T32M



features colorways with pro riders Pat Fava and Chris Bradshaw, as well as a collaboration with Volcom.

How do you see FASE impacting the binding market going forward?

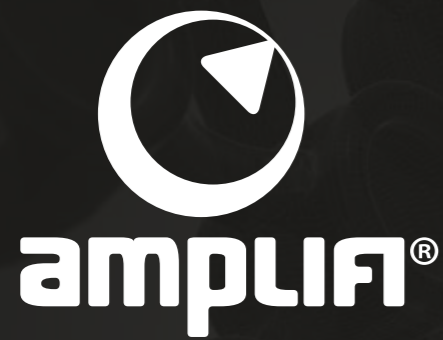
We see the FASE Fast Entry System as forever changing the binding market in the most positive way possible. The universal nature of the interface means any boot, any board and every rider will be able to enjoy this new way of strapping-in. With FASE, riders no longer have to sacrifice performance for convenience.

Launching four distinct FASE-featured bindings in partnership with four of snowboarding's most influential brands, we're delivering the industry a powerful lineup that offers something for every rider and redefines what's possible on the mountain.

The system is also not exclusive - we want to work with more like-minded brands to incorporate the system and evolve the snowboard binding category together.

We feel this is a revolutionary turning point for snowboarding and for the industry. This will create a new level of choice for riders across the globe who love the feeling of strapping-in and value the locked-in hold that their favorite binding models provide.

The revolution is here, and it has straps. ☺



An all new approach to protection. Breathable, flexible, recycled, recyclable. The future is now, and AMPLIFI is at the cutting edge of what is possible, making your turns safer, your rides more fun, and the future of our earth more positive.

AEGI:S

AEGI:S — ALL NEW DNA FOR A SUSTAINABLE FUTURE

CONSTRUCTION: HYBRID HONEYCOMB

The design of the AEGI:S has been engineered as complementary hybrid honeycomb geometry which in concert with the unique macromolecular compound creates interconnected super light and flexible cells that exceed EAN Level 2 protection levels, have unrivalled weight savings, and allows exceptional levels of breathability, allowing passage of air and moisture for extended riding comfort.



COMPOSITION: DECEL MACROMOLECULAR COMPOUND

The unique macromolecular compound used in the AEGI:S protector employs DeCel braking, reducing rebound and redirecting force through the complex geometry in the protector, making it up to 4 times more effective than a similar TPE protector.



The material is also moisture and temperature resistant, meaning the protection level is unaffected, no matter the conditions.



CONSERVATION: REDUCE, REUSE, RECYCLE, REBUILD

The protector begins its life at the end: inasmuch as our protectors already use 70% recycled material when it is injection moulded in our factories. Then, once they have finished their useful life, the AEGI:S protector can be returned to us and be directly reused in our manufacturing facility to create brand new protector products! The beginning is the end is the beginning... and so on!



WWW.AMPLIFISPORTS.COM

RETAIL BUYER'S GUIDE TECHNICAL SNOWPACKS FW25/26

The technical snowpacks segment has responded to the challenge of climate unpredictability with innovation. FW25/26 will bring us collections led by technical and lightweight snowpacks that are also ready for all seasons. By Rocio Enriquez.



Winters are different from what they used to be. This might sound like a very casual weather statement, but it is not for snow sports enthusiasts. The impact of climate change reaches far beyond the choice of what to wear for the day. Snowfall is unpredictable, making resort riding planning difficult. The safest way to secure some rides is to climb higher and venture into the backcountry. Those who need suitable equipment with essential technical features to keep them safe and comfortable. This means storage for safety tools to dig you out of potential trouble, and lightweight but robust materials to help you on climbs. Those who stick to resorts would rather invest in a backpack that they can use in their daily lives too when it doesn't snow. Bestselling packs reflect these needs. Some bestselling mid-volume, light packs are Dakine's Heli Pro series, Evoc's Line Pack, and Jones' Further 24L. Amplifi also got their best numbers from this category and DB expects their biggest growth from their new line of 20L and 25L backcountry packs. Versatility drove the sales of Black Diamond's Dawn Patrol 25L, Rossignol's Escaper Unlimited 18L, and Herschel's All Season 29L. Mid-sized, versatile and lightweight packs will keep driving growth and make the highlights of 2025/2026 collections.

FW2025/2026 HIGHLIGHTS

Ergonomic construction paired with lightweight materials to make it easier to carry a backpack for longer sessions on the mountain. Amplifi presents their new Wishbone strap. "The new shoulder strap construction keeps the pressure off the shoulders" explains their Head of Design, Tom Howells. Their hip belts and back panels

"The new PowSlayer pack is part of our upcoming Big Mountain Freeride kit" Leonard Basse, Patagonia

feature moulded construction this season. Jones added this to their Deeper 18L, Further 24L, and Higher 32L styles last winter with great success. They also feature dedicated storage for helmet, goggles, and ice axe, plus a vertical snowboard carry system. Patagonia introduces a new style with a compartment for snow tools, easy access back panel, and body-hugging shoulder straps and hip belt. "The new PowSlayer pack is part of our upcoming Big Mountain Freeride kit" announces their Sports Communication Lead, Leonard Basse. Herschel launches the new All Season range as part of their new outdoor equipment segment. The All Season 29L has removable gear straps to carry your snowboard or poles, making the hike much easier. It also features storage pockets, hydration compatibility, and removable waist strap and rescue whistle. All the removable parts make it easy to transform the pack into a casual day pack if needed. Herschel is particularly proud of their modular connection system. "All Season duffles can be connected to our Snow Rollers, freeing up your hands whilst travelling", says VP International, Adam Mansell. Dakine introduces an advanced technical construction with ergonomic support systems that enable comfortable treks. Ortovox has updated their whole Freeride range

to focus on essential features that satisfy needs without increasing bulk or weight.

Materials play an important role in the performance of the backpack, especially their weight. Black Diamond incorporates the Ultra body fabric from Challenge Sailcloth to their Cirque Pack. This fabric offered great results in their summer Beta Light Series. The new Cirque Ultra Pack has 400D on the back panel for added durability, and 200D on the main body to maintain a lightweight profile. Dakine introduces reinforced lightweight composites and waterproof, breathable fabrics that enhance durability while keeping the weight down. DB is launching a collection with Aluula Graflyte™ material. Robustness is important, and other brands announce fabric implements in this direction. Amplifi announces a new coating for 2025. The matte FACE-PC coating on the exterior wall of the packs will make them more resistant to abrasion. Rossignol uses mostly Ripstop nylon. Herschel's All Season features a custom wind-resistant and water repellent recycled fabric. Patagonia's new PowSlayer is made with a very rugged material, mostly recycled too. Sustainability is at the forefront when choosing materials. All Jones' packs are made with ripstop polyester on the outside, ballistic nylon at the bottom, and polyester lining, all 100% recycled PVC-free. Ortovox uses mainly recycled fabrics too.

Looks trend towards subtle, with predominance of solid, muted colours. Jones and Amplifi go for an all-black look. Dakine throws some grey and blue into the mix. Ortovox bets on earthy colours. Herschel introduces some brighter shades to the palette of solids with their Moonbeam, an off-white clean colour, and the feminine Ash Rose, both imported from their main line. Black Diamond refreshes the colours of their Dawn Patrol series with shades like white oak, burnt sienna, foam green and purple. Their palette is designed to complement their apparel line and pair well with outfits from other brands. There are some graphics and patterns across the lines. Evoc has made in-house, developed graphics, their identity. "We are launching our new Multicolour theme, a blend of new fabrics, patterns and glitch artwork", says Head of Sales, Tobias Baier. Black Diamond announces an update to their Helio Carbon pack with new bold patterns on gender-neutral colours. Dakine has developed a textured material pattern called "Mulled Basil", and also offers special colours through collaborations. Next winter we will see special editions in partnership with the B4BC Association, Mayhem, and Natural Selection, alongside their signature collaboration with Jamie Anderson.

SUSTAINABILITY

The impact of climate change is now so visible on the slopes that it would be impossible for brands not to have sustainability at the forefront of their minds when developing their products. We see efforts in three main areas: material selection, production processes, and social responsibility. It is rare to find a backpack these days that is not made with recycled fabrics and the demand for sustainability

"Arthur Longo has been testing the product out before launching and will front the launch of our campaign" Adam Mansell, Herschel

has driven the development of highly technical recycled materials that deliver the performance needed for the mountain. The choice of materials needs to be supported by eco-friendly production processes, it makes little sense to soak these materials in harmful chemicals. There is widespread use of eco-friendly water repellents with PFAs and PFCs being widely eliminated from production. It is also important to engage in a careful design that avoids a lot of cut-offs and waste. Dakine, Ortovox, Black Diamond, and Amplifi pay special attention to this. "The new Wishbone strap construction with main parts being moulded reduces significantly the cutoffs", says Tom Howells. Another way to enhance the sustainability factor of a backpack is to enable repairs, prolonging its useful life. Black Diamond offers the ReRoute repair programme. Evoc designs with repairability in mind. The impact of production on people's lives is



also important. Ortovox and Jones monitor their factories for fair and safe working conditions.

RETAILER SUPPORT

Most marketing efforts revolve around two messages: promotion of backcountry riding, and all-year round backpack use. Black Diamond will showcase aspirational content in their campaign "Designed for the Deep", with the support of athlete stories. Jones focuses on the promotion of their pack line as the ultimate backcountry snowboarding packs. Rossignol will also communicate freeriding stories through athletes using their bags. Evoc pushes the snow travel and gear bags to get you to your snow destination with everything you need for the big mountain. Dakine distributes their efforts between their daily use packs and their more technical backpacks, especially their athlete signature ones. Herschel partnered with Arthur Longo to develop their All Season range of technical backpacks, and will count on his legitimacy to push it. "Arthur Longo has been testing the product out before launching and will front our marketing campaign", says Adam Mansell. To carry these messages to the end consumer, brands use the synergy of simultaneous physical and online presence, investing equally in POS programmes and digital content. Ambassadors are a great asset for content creation. Their testimonials attach credibility to the sales arguments. Dakine and Herschel add staff training to the mix. For Amplifi, it is also important to keep B2B systems simple, to enable easy ordering, reordering and processing of warranties.

The technical snowpacks category feels the impact of unpredictable winters as much as other snow products, but brands have adjusted to the emerging needs wisely. Their 25/26 collections offer solutions to keep the consumer appeal and a healthy footfall at speciality stores. ☺

Visit our website to see in depth brand previews of this category.

BOARDSPORTSOURCE.COM

HIGHLIGHTS

- 1 Focus on backcountry ready backpacks.
- 2 Weight and volume decrease.
- 3 New all year-round use designs.
- 4 Sustainability is an important factor in production.

BOARDSPORT
source.
EUROPEAN SURF/SKATE/SNOW BUSINESS

PRO CONTENT

A SUBSCRIPTION SERVICE FOR INDUSTRY PROFESSIONALS, RETAILERS, DISTRIBUTORS & ATHLETES.

Offers unlimited access to our exclusive, trusted business articles rooted in over 18 years of reporting by our team of European boardsports journalists.

In depth analysis into trending news, interviews, company reports and national marketing insight.

GIVING YOU THE INSIDE EDGE TO KEEP YOU AHEAD OF THE GAME

SOURCE MEANS BUSINESS

RETAIL BUYER'S GUIDE

SPLITBOARDS FW25/26

Splitboarding remains a unique segment of snowboarding, offering unparalleled access to untouched terrain. While the market experienced a significant boom during the COVID-19 era, it has since stabilised, presenting both challenges and opportunities for brands and retailers. Anyway, the 'earn your turns' motto is well alive in the industry and the brands will never stop to make the gear evolve for the sake of our pleasure, either going up or down. Ladies and gents, welcome to next winter's Splitboard Hardware 25/26 Retail Buyer's Guide, brought to you by **Matthieu Perez**.



No matter what, the thrill is still well alive, following Pete Saari at Lib Tech, "Lots of uphill and some amazing descents." However at Amplid, Peter Bauer notes that, "The splitboard market has been suffering a lot from the post Covid era. There is still lots of close-out gear on the market. But core splitboarders want to upgrade their gear with innovations, that means new high end splitboards are always sought out." But Benedikt Pelikan, Director Merchandising at Burton comments, "Splitboarding is still on the top end of pricing – and the splitboard consumer is less price sensitive for a great product to experience the mountain." On a side note, Pete Saari, Mervin's Yoda, enlightens us, "We are way more focused on avalanche conditions than pricing trends..!" Always remember why you do it!

Brands like Jones are supporting retailers by maintaining carry-over models: "Our main line of splitboards has remained carry-over for the last few seasons and will do so for winter 25/26 as well. We want to support retailers by allowing them to continue to sell splits that they have stock of instead of adding pressure with new models", says Ruairi Collins, European Marketing Manager. Despite the stock surplus, splitboarding continues to be an innovation hub for brands as per Olivier Garcin at United Shapes who sees, "A great innovation window for brands like us. We currently have a great offer with a great price point, and with team riders like Nick Russell, we will invest more in that segment for the next few years!" As mentioned above, levels of excitement and motivation are still high. Geoff Brinkhaus claims, "We're as stoked as ever for human-powered adventures, and drawing lines on

"We're as stoked as ever for human-powered adventures, and drawing lines on untouched slopes in the Alps and beyond, so we'll continue to focus on making award-winning splitboards here at Korua."

Geoff Brinkhaus, Korua

untouched slopes in the Alps and beyond, so we'll continue to focus on making award-winning splitboards here at Korua."

ON THE DECKS

As riders continue to prioritise quality gear for both uphill adventures and thrilling descents, the upcoming season is packed with exciting innovations that address performance, weight reduction, and durability. Amplid's award-winning Milligram redefines lightweight splitboarding with its new geometry, carbon construction, and 'gummy wall' technology that enhances the connection between board halves. The addition of impact pads boosts durability, while its sparrow tail design ensures superior buoyancy in deep powder.

With a similar approach, Burton updated their construction on all splitboards. All splits feature a hole in the tail on each half of the board that will accommodate the tail clip attached to the skins' tail stretcher. Burton introduces three new models: the High Fidelity Split

big-mountain shape, the Fish 3D Split, Burton's first splitboard with 3D shaping, enhancing float in powder and the kid-friendly Hometown Hero Smalls Split. For Fjell and Gara, both brands are refining their lines with new shapes and additional lengths. Gara's Enduro II and Safari II focus on lighter tips and tails for improved functionality without compromising ride quality.

Rossignol swaps Xavier De Le Rue's Sashimi signature splitboard with new everyday model XV Slashimi. The Slashimi caters to riders seeking smooth turns, edge control, and versatility. Its 80% camber profile offers stability and power. With a similar approach, Jones focuses on the redesign of its popular Frontier 2.0 and Women's Dream Weaver 2.0 splitboards. "Both these models share a new tapered directional freeride shape that's purposefully designed to be easy to manoeuvre in all-conditions and float like a dream in deep pow", explains Collins.

At Korua, the evolved Elevator is lighter, provides better uphill grip, and includes an innovative sidecut for enhanced edge hold on icy traverses. A snow-repellent topsheet rounds out its features. "After extensive testing and development with our suppliers we've also found what we believe to be the most snow-repellent topsheet on the market. We are taking these new findings from the Elevator Split, to see how we can expand our Split line offerings even further in the future", develops Brinkhaus.

BOOTIES GROOVE

Boot innovation continues to prioritise sustainability and performance. Florian Heim, Deeluxe's Marketing Manager, elaborates, "Like many models in the Deeluxe 25/26 range, the shell of the X-plorer is made with Rise by Bloom. Rise is a bio-based foam derived from algae harvested from compromised ecosystems." Onto the next model, Heim continues, "The Spark Fusion features a specially developed backcountry liner, combining some of the best elements from our high-end CTF liner with an outstanding out-of-the-box fit." Big Wig Tommy Delago takes us through Nitro boots update, "Our brand-new Vertical TLS+ is more than an evolution of our highly praised Incline boot. For reduced weight, this unisex splitboarding boot now offers a new Vibram® Outsole with Litebase technology, combined with Vibram XS Trek Evo Compound and Arctic Grip for improved traction and durability. The boot is still fully compatible with semi-automatic crampons, while the new Speed Gaiter keeps out the elements."

BINDERS CHECK

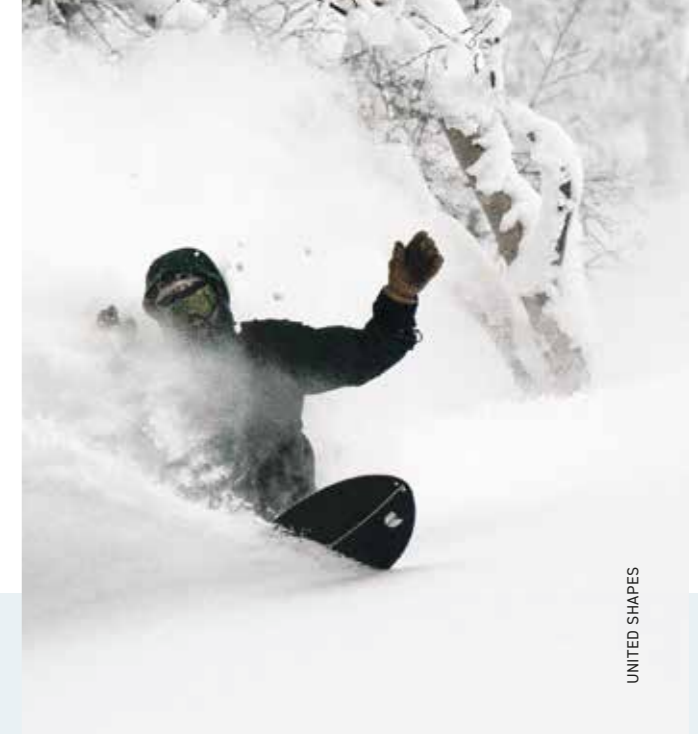
According to Plum, the French, Chamonix based company, the market is saturated, with stores holding a lot of stock due to the covid effect. Thomas Denais, Export Sales Manager goes further, "The hardboots market is becoming increasingly attractive, even though softboots still account for the majority of sales, but there is a strong appeal among insiders to this type of equipment."

Bindings are evolving to provide lighter, faster, and more durable solutions for splitboarders. At Burton, the key innovation in splitboard bindings is the Step On® Split binding, expanding the Step On® technology to new use cases with the goal to make it available for all riders. Step On boots can now be used for On-Resort and Touring.

Gara brings up the Solo binding with a unique patented centre ring that prevents the skis from moving against each other and transfers maximum pressure from the binding to the surface of both skis, making the splitboard behave as close to a snowboard as possible. It's the same approach at Karakoram, the Ride Mode 3.0 is a major step forward for the Washington based brand and in-house built split bindings. This innovation offers reduced weight, improved snow-clearing, and enhanced force transfer between board halves, ensuring the board performs as close to a solid snowboard as possible. Its American counterpart, Spark R&D, is working with Nick Russell on a pro model binding. This binding will be a limited-edition hybrid of the award-winning Surge and Arc ST Pro models. "Expect some fun aesthetics and features. Stay tuned", ensures Billy Madej, Marketing Manager.

DEALER'S LOVE

Brands understand the critical role retail shops play in connecting with customers and building the splitboarding community. David Lambert at West states that the Swiss brand is still active in the right accounts. He adds: "They are looking for the right brands and not the mass brands.



UNITED SHAPES

We have a lot of demo splitboards for them to test before buying." It's a similar story from Colorado, Weston Backcountry. They have been rolling out its free Backcountry 101 programs to help reduce barriers for new participants to the sport. Additionally they try to move through the economic uncertainty holding about 50% of the line as carry over graphics for the 25/26 season. Retailers receive extensive support through Spark R&D's dealer portal, which includes product photos, videos, and real-time inventory updates. The brand also extends longer payment terms for early orders and ensures timely shipping.

Advocating for brick-and-mortar shops, Gnu and Karakoram encourage customers to experience the unique vibe of snowboard stores. Their approach highlights the expertise of shop staff and the cultural essence of snowboarding. Pete Saari at Gnu claims, "We love shops and highly recommend you go in and smell the magic that only a snowboard shop can provide." All hail retail!

LAST WORD FOR THE HIKE

General Delago chants "Forever Snowboarding". The main Nitro message for 25/26, is also true for splitboarding. He continues, "Nitro first introduced a splitboard to its line in 1993, making us the brand with the most experience and dedication in this field. This also reflects in our efforts to constantly improve other key components, such as splitboard boots and bindings."

Through the motto 'Who Built Your Bindings?' Karakoram takes great pride in the quality of products its dedicated team of snowboarders builds from locally sourced materials in the foothills of the Cascades, USA. Kyle HansenKahn, Marketing director illustrates, "We think that if more customers asked the story of how their gear was made, in many categories even beyond snowboarding, the economy, the people and environment would all benefit." By the people, for the people.

Splitboarding is more than a sport; it's a lifestyle that connects riders with nature, challenges physical boundaries, and celebrates innovation. For retailers, fostering strong partnerships with brands, staying informed about new technologies, and prioritising customer education will be essential in navigating this evolving market. All together, we can continue to inspire human-powered adventures and expand the reach of splitboarding into the future. Stride on! ☺

Visit our website to see in depth brand previews of this category.

[BOARDSPORTSOURCE.COM](https://boardsportsource.com)

HIGHLIGHTS

- 1 Carry-over
- 2 Innovation
- 3 All hail retail
- 4 Consumers teaching



CMP

CMP talks about its journey from its roots in the F.lli Campagnolo company to becoming a leader in high-performance outdoor apparel. Founded in 2010, the brand combines Italian design with functionality, prioritising accessibility, inclusivity, and stylish performance for outdoor enthusiasts.

What inspired the creation of CMP and how did the brand start?

The creation of CMP was inspired by the rich heritage and expertise of the F.lli Campagnolo company, founded by Maria Disegna in the post-war period. Initially focused on fabrics and haberdashery, the company grew under the leadership of Giorgio Campagnolo, who expanded it into the textile first and apparel industry later on.

In 2010, CMP was launched as a brand dedicated to outdoor activities, winter sports, and sportswear. The goal was to provide functional and accessible outdoor clothing that combines Italian design with practical style. CMP quickly became a well-recognised brand, catering to a wide range of outdoor enthusiasts, from beginners to professionals.

The roots of CMP lie in the Campagnolo family's deep dedication to their craft and their determination to grow the brand into new markets while staying true to their core values of quality and craftsmanship.

What are the core values that guide CMP?

CMP's core values are rooted in accessibility, people-first focus, and inclusivity. As a family-owned business, CMP emphasises the importance of fostering strong relationships with customers and employees. The brand strives to make outdoor gear accessible not only in terms of pricing but also in functionality, ensuring that their products meet the needs of a wide range of users - from beginners to professionals. Inclusivity is a key component of CMP's philosophy, offering an extensive range of sizes, including plus sizes, to ensure everyone can find the right fit. CMP's people-first focus is reflected in its commitment to creating durable and practical gear that meets the demands



of diverse outdoor enthusiasts, all while maintaining affordability.

What makes your products unique in the industry?

CMP's products are unique in the outdoor industry due to their balance of performance and style. Unlike many competitors who prioritise function over aesthetics, CMP combines Italian design with high-performance fabrics to create products that are not only functional but also stylish. This blend allows customers to use CMP apparel in a variety of settings, from outdoor activities to casual daily wear. Moreover, CMP focuses on offering products with great value for money, ensuring that customers receive durable, reliable gear at affordable prices. The brand's wide product range for men, women, and children, coupled with versatile colour options, enhances its appeal to a broad customer base. CMP's commitment to creating multifunctional gear further sets it apart, as customers can use the same clothing across various occasions and activities, all while enjoying both comfort and performance.

This focus on accessibility, inclusivity, and stylish functionality positions CMP as a distinctive player in the outdoor apparel market.

How Does CMP Distribute Its Products Across Europe?

CMP products are distributed across Europe through a multi-channel approach. The brand utilises both physical and online channels. This ensures that customers have easy access to a wide range of outdoor apparel and gear, regardless of their location.

- Monobrand stores in key European markets. These stores focus solely on the CMP brand, offering a curated shopping experience where customers can explore the entire product range. This physical presence allows CMP to maintain strong connections with its customers and provide a personalised shopping experience.

- Retail Stores and Authorised Dealers: CMP has a network of authorised dealers and retail stores in major European cities and outdoor



sporting hubs. These stores showcase the full range of CMP products, allowing customers to experience the quality firsthand.

- Online Store: CMP also operates a robust e-commerce platform, where customers from various European countries can purchase products directly. The online store features the entire product range, from outerwear to accessories, and provides a seamless shopping experience.

- Third-party Online Retailers: In addition to its own online platform, CMP partners with popular e-commerce websites such as Amazon, Zalando, and other regional online retailers. This allows CMP to reach a broader audience and ensures fast delivery across Europe.

What opportunities do you currently see in the snow outerwear market?

CMP sees opportunities in the growing demand for multifunctional clothing that offers both performance and style. Consumers are increasingly looking for gear that can be worn both for snow sports and casual settings, blending practicality with fashion. Another key opportunity lies in the expansion of inclusive sizing, as more consumers seek outdoor wear that fits a variety of body types, from beginners to professionals. With its focus on accessibility and high-quality performance products, CMP is well-positioned to capture more market share as these trends continue to develop. ☺

XTRATUF®

XTRATUF

XTRATUF talks about its exciting growth in 2024, expanding its presence in the UK and Europe while connecting with outdoor and water sports communities. With a focus on quality, sustainability, and key partnerships like the RNLI, the brand is quickly becoming a standout in the footwear market.

How has 2024 been for the brand?

XTRATUF has experienced great momentum both in the UK and internationally throughout 2024. Our focus for the UK and Europe has been to continue to authentically build brand awareness in our core markets (surf, outdoor lifestyle, wild swimming and water sports) partnering with brands, ambassadors and retailers that share our ethos and who genuinely love our products. Key for us is listening to our community, as a 'new' brand to the market we are reliant on feedback from our consumers, Pro Team (XTRATUF ambassadors) and retailers to gain a better understanding of exactly what our community wants from our boots and where they'd like to be able to buy them.

Can you describe the design process for your shoes?

The brand's vision is to be the global icon for function and reliability in footwear. When designing our products, we are always function first. We are constantly inspired by our XTRATUF community, and we look to our Pro Team for their honest opinions and feedback to develop products that live up to our consumers expectations.

How has expanding into the European market going?

XTRATUF now has representation in Finland and Switzerland. Both countries are certified XTRATUF territory, and as the snow sports season approaches, we are excited to see the response to our ADB Ice (faux fur lined boot with GlacierTrek® Pro outsole



technology) as an 'apres-ski' boot. Looking forward to 2025, we are exploring event sponsorships, including ice swimming and downhill swim events as well as broadening our regional XTRATUF ambassadors. We are keen to keep growing our European distributor network as our range of footwear truly does offer something for every market.

Tell me about your recent partnership with RNLI?

XTRATUF is built for those who love the water, and we felt it our responsibility to ensure that our XTRATUF community can enjoy the ocean safely. By partnering with the RNLI we can help save lives at sea. In the UK we directly donate £1 per pair of our XTRATUF lifestyle range sold on our website, as well as sharing water safety messaging in our product boxes, on the UK site and via our global social channels.

In addition, we gifted 1,600 lifeguards across 240 beaches nationwide with a pair of bespoke red and yellow XTRATUF sliders. The feedback from the lifeguards has been incredible and we are excited to work with the RNLI for 2025 and beyond.

What steps do you take to ensure sustainable manufacturing practices and materials in your products?

Our Product Development team are always looking for ways to infuse more sustainable, environmentally friendly materials into future products and we are currently testing several different compounds for our upcoming product ranges. In our current ranges, we use BIOLITE Foam, a high performance, durable, biodegradable foam sourced from bio-based carbon. BIOLITE is used across multiple collections (including the ADB Sport and Après Fish sliders) within the midsoles and outsoles. We have used YULEX in our ADB Eco collection and will be using our bio-based neoprene, Bioprene, in our new ADB and ADB Sport products moving forward. We updated our packaging



in 2023 to make our boxes, tissues and hangers 100% recyclable.

Which upcoming products are you most excited about?

We have some exciting releases coming up for Autumn/Winter 2025 with some brand-new product ranges which will continue to broaden the scope of the XTRATUF brand.

We've seen huge success with our ADB Ice, which has now landed in 2 new colours for men and women, particularly as a 'post-surf' boot thanks to its waterproof exterior, slip resistant outsole and cosy faux fur lining. Spring 2025 will see the launch of a collab boot that we are certain will make waves throughout the XTRATUF community. Watch this space!

Why should retailers stock XTRATUF?

XTRATUF has been around for 75 years, we have a rich brand heritage and products that are truly like no other. Our Ankle Deck Boot (ADB) created its own footwear category, which currently is only available in very limited retail. Our ethos is to work closely with likeminded retailers, to gain a better understanding of their consumers and supporting them wherever we can. As XTRATUF is 'new' to UK & European markets, it's an incredible opportunity for retailers to come on board and be a part of the brand's story. ☺



DOUBLEDECK

Doubledeck Snowboards has grown over the past year, successfully entering into new markets in Japan, China, and the Middle East, with plans to debut in the U.S. and Canada next season. With exciting new products for the 2025/26 season and a thriving 'Let-to-Rent' program we hear it's all systems go at the brand.

Since we spoke last year how has the development of the brand progressed?

Doubledeck Snowboards has developed greatly since we last spoke. We have, besides establishing important European retailers, successfully entered also the market in Japan, China and the Middle East. The US and Canadian market will be entered next season.

How has retailer interest been?

Retailers are taking up Doubledeck step by step as it is new. However, after they have experienced the product themselves there is always no question for them taking the boards into their sales program

What new products do you have in the line up for Winter 25/26?

Over the summer we developed new boards for freestyle, park and pipe as well as special rental boards for the season 25/26 which will all be released at the ISPO show in December, and then at Shops 1st Try in January 2025.

How is the 'Let-To-Rent' concept going?

This model is blasting expectations. A lot of



rental stations took Doubledeck on board for the 24/25 season.

Please take us through your distribution network in Europe?

Currently Doubledeck is available at selected stores in Germany, Austria and Switzerland as well as in Italy, France, Romania, Slovenia and Scandinavia. We have also opened a Doubledeck concept store in the middle of Innsbruck (Austria) to get the scene more informed about our innovative products.

What will be your main focus for marketing for Winter 24/25?

We are currently running our Doubledeck Evolution Tour with over 40 stops in the alps throughout the season. Kickoff was Hintertux Park opening in early October, with this tour end consumers can test our technology for free. The experience is awesome as 90% of the testing audience is convinced about Doubledeck Snowboards becoming a game changing product inside the snowboard world.

Tell us more about how you recycle snowboards, how does this work?

Currently we refurbish boards coming back from 'Let-To-Rent' last season. This refurbishment includes not only running edges and base but also the top sheets. The outcome is a totally new and fresh board. Because of the special construction woodcore inside the board, plus the upper bow construction, do not lose their strength but will stay with the same flex for at least

three seasons. After the third season use the boards will be dismantled at our factory and up to 75% of the old material will be recycled and re-used for producing new boards

Why should retailers stock Double Deck?

Dealers that stock Doubledeck will have an innovative product that catches attention from the end consumer. After the end consumer has tested the board, they will probably buy one. Also the Let To Rent program offers the retailer a non cash binding program for getting rental boards into their shop that show many advantages for beginners and pro riders. The retailer only pays a monthly fee per board. They can choose the length of rental by month. After the rental ends the boards will be sent back to us free of transport costs for the retailer. Also – as there is no comparable product – the retailer can sell the Doubledeck at RRP without the need of any price reduction and thus the retailer earns money again on snowboard hard goods. ☺



CLOVER

Clover's latest collection focusing on lightweight comfort and reliable protection, has resonated with riders. As the brand looks toward 2025/26, it aims to build on this success with new product additions, while continuing to prioritise simplicity, inclusivity and high-performance design.

Which products sold best from the 2024/25 collection?

Our Back protectors and Crash pants continue to lead the way. These products resonate because they deliver a blend of comfort, protection, and simplicity that our customers value. Riders appreciate that our protection gear is so lightweight and comfortable that they almost forget they're wearing it. The strong sales for these products are a reflection of our customers' trust in both the quality and design simplicity.

What new products are in the pipeline for 2025/26?

We're excited to expand our collection with knee pads to round out our protection offerings. Built with the same technology and user comfort as our other products, these additions will provide riders with even more ways to stay safe on the slopes without sacrificing performance.

Have you had good feedback about your genderless collections?

Absolutely. Our genderless design approach has been a game-changer. Retailers love the streamlined nature of the collection— it simplifies stocking, selling, and sizing. Meanwhile, customers appreciate the inclusivity. Whether you're male or female, beginner or pro, Clover's protection adapts to fit your body, skill level, and style seamlessly. It's one less thing for people to worry about when they hit the slopes.

How do you differentiate yourself from other protection brands?



We focus on simplicity, comfort, and performance. While many brands may emphasise complex technologies or flashy designs, our priority is to make products that riders can wear all day without discomfort or distraction. Our seamless integration of RZ Labs technology allows us to offer robust protection while keeping the product nearly invisible during use. Couple that with a genderless, straightforward design and you have a product that appeals to both customers and retailers alike.

How are your materials chosen for both performance and visual appeal?

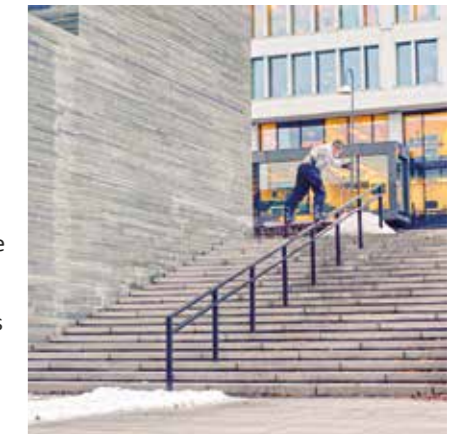
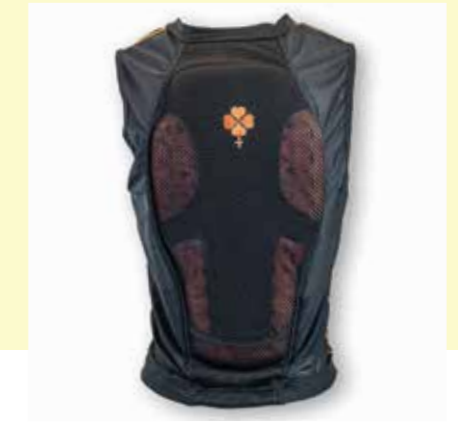
Our process starts with performance - every material we choose must meet strict standards for impact protection and comfort. Once that's established, we focus on design aesthetics. We prioritise clean, minimalistic looks that appeal universally, and all our products are constructed with durable, recycled materials where possible. For example, our back protector features a ventilated jacket made from eco-conscious fabrics that provide both breathability and sustainability, without compromising on style.

Have you had any partnerships or collaborations? Who would you like to partner or collaborate with?

We have been working on internal projects for now, but we're open to collaborations in the future. A partnership with a progressive snowboarding brand or even an outdoor gear company would align well with our ethos. A collaboration that combines our functional design with a brand that shares our passion for adventure and protection would be a great fit.

What is your price position in the market, and how does it compare to similar snow protection brands?

We aim to sit in a mid-range price point, offering high value for both retailers and consumers. Our price reflects the quality



of materials and technology used, but we make sure to keep our products accessible. Compared to other brands, we focus on giving more bang for your buck - top-tier protection at a competitive price. This approach also allows retailers to maintain healthy margins.

Which is your best European country for sales and why?

Poland is our new top-performing market. It's a region where customers truly value quality, technical performance, and durability - all core aspects of Clover's offerings. Also Austria's extensive snowboard and alpine community is a perfect match for our versatile, genderless designs that cater to riders of all levels.

What are your marketing stories for 2025/26?

Our 2025/26 narrative revolves around expansion. With our recent growth into nine new territories in Europe, we're taking Clover to more riders than ever before. In addition to our product lineup, we are emphasising our commitment to sustainability, gender-neutrality, and protection technology. We continue to promote a clean, focused collection that is easy for retailers to sell and for riders to trust. ☺



SNOWSHEPHERD

Snowshepherd has established itself in the UK winter sports market as a leading ski glove retailer and a premium leather ski glove manufacturer. Snow Shepherd talks about how they started, their expansion into outerwear and their distribution in Europe and beyond.

Please tell us the story behind the launch of Snowshepherd and what motivated you to create the brand?

In 2009, Tim Shepherd founded Snowshepherd, specialising in avalanche rescue equipment and airbags and providing off piste courses in Chamonix. In 2011, Brandon Shepherd began leading the company. The inspiration behind Snowshepherd was simple; create gear that could keep up with their demanding lifestyles in the mountains.

Frustrated with the lack of durable, warm gloves, Brandon discovered French Work gloves used by locals, ski guides, and resort workers. Starting with a small stock, the original Classic model sold out quickly, leading Snowshepherd to become the primary ski glove retailer in the UK and a significant premium leather ski glove manufacturer.

All Snowshepherd products are crafted in Pakistan, where its operations are fuelled by solar energy and handmade by master craftsmen. The operation supplies clean drinking water to its locals and education to its staff and families, enabling us to deliver premium quality products, empower a community and remain ethical.

Founded from a place of true passion for the mountains and the desire to create high-quality, durable gear that could serve both professional and recreational users in the harshest winter environments.

What is Snowshepherd's USP?

Snowshepherd's unique selling proposition lies in providing highly durable, high-performance gloves and outerwear tailored for the ski, snowboarding, winter sports communities, designed by riders for riders. Their focus is on hand-made premium leather gloves that offer



maximum protection, durability, and comfort, catering to both amateurs and professionals who demand the best for extreme environments. Their blend of craftsmanship, quality materials and technical performance sets them apart.

What core values does Snowshepherd prioritise?

Snowshepherd prioritises quality, durability, and performance, ensuring that every product delivers in demanding conditions. They emphasise sustainability by using ethically sourced materials and prioritising longevity to minimise waste. Community is another key value, as they focus on understanding and responding to the needs of winter sports enthusiasts and professionals. Choosing to be a leader and not a sheep, when providing businesses and organisations with custom quality products designed to stand out and perform.

What milestones have been significant in the brand's journey so far?

Some of the significant milestones include the introduction of our flagship leather ski gloves, which quickly became a favourite among professional free riders and ski patrol teams. Another key milestone was expanding the product line to include Lotus 2.0 Outerwear which has recently won most innovative outerwear in 2024 with the waterproof and breathability specs to back it up.

What is currently your best-selling product and why?

The best-selling product is Snowshepherd's guide pro gloves and mittens. These winter gloves have become incredibly popular due to their unbeatable combination of durability, comfort, warmth and protection, ideal for demanding conditions. They have also garnered a reputation for offering great value for the money, often preferred by instructors and industry professionals for their longevity.

What were the major trends in the glove market last season?

There was a noticeable shift towards durability and providing high quality products that last. Customers are fed up with products that don't stand the test of time. Along with a focus on products that promote greater sustainable aspects. Creating products from ethically sourced leather and manufacturing practices that elevate its community.

Do you have any new products set for release this year?

Yes, we have now launched the Lotus 2.0 Outerwear Jackets and Bibs in a variety of colours along with the Sherpa FreeridePro 28L Rucksacks and a new collection of Ram and Racka Racing Gloves and Park and Touring Glove models for inter seasonal use.

Please tell us about your distribution set up in Europe?

Snowshepherd has a strong distribution network globally serving UK, USA and NZ businesses and recently partnered with Synaptic Sports serving France and Mainland Europe. As seasoned professionals in the winter sports industry, they understand the specific demands of professionals - from ski instructors to mountain rescue teams and mountain communities. This expertise drives our distribution approach ensuring that Snowshepherd's high-performance products are the trusted choice of those industry professionals.

Our distribution network spans specialty sports retailers and online platforms, allowing for swift and seamless delivery. We collaborate closely with key partners in several European countries to provide customised solutions for larger orders, ensuring that both wholesalers and direct customers receive the tailored support they need. This setup ensures that winter sports professionals can access the durable, functional gear they can rely on, no matter the demands of their environment. ☺



HEXCEL

Hexcel a global leader in advanced composites had long been a major supplier to the wintersports market and has recently launched its environmentally friendly new Nature range. Source sat down with Hexcel to hear all about its latest green initiatives.

Firstly, can you give us a short introduction to tell us how Hexcel supports the winter sports industry?

Since the early 1970's, when it manufactured the first composite skis at industrial scale, Hexcel has been a trusted partner to the winter sports industry. Hexcel supplies a comprehensive portfolio of products, including HexPly® prepregs, Polyspeed® laminates, and Modipur® polyurethanes, to industry leaders such as Elan, Head, Fischer, Kästle, Stöckli, Tecnica Group (Blizzard and Nordica), and Völkl.

Where does Hexcel manufacture materials for the winter sports industry?

Hexcel makes the bulk of its winter sports materials at Neumarkt, Austria. This central European location is perfect for rapid and responsive feedback on material testing and development with manufacturers. Hexcel and its predecessors have produced high-quality composites at Neumarkt since 1947, with the latest technology shift being the successful transition of its winter sports product range to the new HexPly® Nature bio-derived prepreg. This move includes the full conversion of HexPly® M78.1-LT prepregs to the more sustainable HexPly® Nature version, reflecting the company's ongoing commitment to reducing the environmental impact of key materials for the ski and board sector.

How are Hexcel customers challenging your innovation teams the most?

Hexcel materials add value to composite structures by delivering performance or processing gains. We have a long history in winter sports and the prepregs we supply deliver a constant fibre-volume ratio,



high stiffness, excellent fatigue properties and short cure cycles. Now, with the Nature range, we're doing that in a way that reduces emissions and improves the overall sustainability of their products. Our customers were clear that the long term test performance of the multi-material adhesion was a critical factor as well as the "feel" of the ski on the snow itself.

How easily can the Hexcel Nature range be implemented by ski and snowboard manufacturers?

We've done a huge amount of work on this, benchmarking performance and independently validating how the materials perform and improvements we have made over the traditional HexPly systems. We have decades of experience for the standard systems and have been working on the Nature versions since 2021. Now we need to clearly communicate the options to ski and snowboard builders, helping them plan their own environmental strategies based on the trusted data we provide. Hexcel has commissioned its own LCA that clarifies the improvements made for the HexPly M78.1-LT prepregs. Natural fibres have also formed a large part of the development too, with the Hexcel team working to minimise the moisture content of the reinforcements before processing to maximise the mechanical performance.

What is the feedback from the manufacturers?

We have great feedback on the new Nature range products particularly on making the switch simple and the additional data we're providing for environmental studies. Alberto Zanatta, Chairman, Tecnica Group, said "At Tecnica Group, we pride ourselves on delivering high-performance skis that meet the rigorous demands of our customers and the environment. Partnering with Hexcel to incorporate its Nature range of bio-derived prepregs into our series production process has been seamless. Hexcel's advanced composite technology and commitment to sustainability have enabled us to transition smoothly without compromising the



performance or consistency of our skis in series production and out on the mountain."

Recycling and reuse of materials is a key factor in terms of raw materials. How does Hexcel provide options for ski and snowboard builders in this area?

This is a critical issue for Hexcel and the wider thermoset composite industry. The resins we create allow manufacturers to build incredibly light advanced composite structures. The chemistry we use forms exceptionally durable products that offer end-users a long lifetime of performance skiing and snowboarding with no loss of durability. Whilst the industry continues to develop raw materials and recycling processes that can help to recycle the composite materials used in winter sports equipment, Hexcel is also focused on parallel improvements that can help establish the groundwork for recycling winter sports hard goods and achieve a closed-loop system. Hexcel is a member of the FFG funded WINTRUST (Wintersport Resource Efficiency and Improved Circular Economy) project which will see skis and other equipment collected at centres in Austria before disassembly before being passed to processing experts who will evaluate the recycling options. Together with its industrial and research partners, Hexcel will help close the recycling loop for winter sports equipment. ☺



SURFANIC

Surfanic, a brand with 25 years' experience in the wintersports industry was founded by two friends, Ian Barnett, and Marc Pang. Inspired by their own wintersports adventures around the globe, they created Surfanic, a leading brand in the UK wintersports industry to supply adventure travellers with a comprehensive collection of technical outdoorwear and wintersports related products including travel luggage.

Surfanic has introduced the Maxim 3.0, the latest and greatest version of their popular roller holdall luggage. This stylish and functional travel companion offers three spacious sizes: 70L, 100L, and 120L, all while maintaining a lightweight and manoeuvrable design. With a complete overhaul of the range, all 3.0 Maxim luggage now features our new, stronger trolley system. The lightweight aluminium tubing has been significantly strengthened, and the reassuring swish of activation feels effortless. Crafted from durable, waterproof, heavy-duty 600D polyester, this bag is reinforced in all the right places.



The split-level roller design offers numerous advantages over traditional hard-shell suitcases. It makes traveling outside of airports easier, helps organize your gear, keeps wet items away from dry ones, and separates clean from dirty. The soft bag can be easily packed into transport, and the versatile compression straps secure smaller loads, ensuring your belongings stay in place and arrive looking neat. With 14 different colourways, including bold patterns and classic solid colours, you can find the perfect bag to match your personal style. To complement the range, Surfanic has also introduced a 180cm board bag, a boot and helmet bag, and two backpack sizes: 20L and 25L. ©



THE NEW
HERO

THE NEW
HERO 13 BLACK

THE WORLD'S TOUGHEST CAMERA

NEW PRODUCTS

01 / PRO-TECH LOW PRO HELMET

Introducing the Low Pro Helmet, a breakthrough hybrid technology that delivers the deepest fit with unlimited customisation for supreme comfort and security. It starts with their most advanced slimmest profile shell design yet, wrapped with their newly designed luxurious liners to hug your head like you've never experienced before. Fully certified for CPSC, ASTM, CE, and AS/NZS. This low pro helmet is a true revelation!

PROTECBRAND.EU



02 / PACSAFE GO 25L BACKPACK

Introducing the Pacsafe® GO 25L an Anti-Theft Backpack which is both spacious and practical, this durable anti-theft backpack secures essentials with cut-resistant materials, securable zippers, and an RFID-blocking pocket. It includes a padded laptop compartment, luggage slip, side pocket for a water bottle, and hidden storage for extra protection. The GO collection unlocks adventure and possibility with anti-theft security and effortless function, crafted from post-consumer recycled polyester (rPET), equal to 29 plastic bottles, and treated with PFC-free water repellency.

PACSAFE.CO.UK



03 / GOPRO HERO13 BLACK

The all new GoPro HERO13 Black has just landed with a powerful combination of leading-edge tech and endless creative possibilities. Beyond best-in-class 5.3K 60 frames per second video, HyperSmooth Stabilization, and core GoPro characteristics.

The new Hero13 Black has new features such as incredible 13x Burst Slo-Mo, redesigned 10% larger capacity, more power efficient Enduro Battery, Snap and Go Magnetic Latch Mounting, Faster WiFi 6 Technology and Professional-level Hybrid Log Gamma (HLG) HDR Video.

ULTRASPORTEU.COM



04 / DEELUXE ID Y-20 SNOWBOARD BOOT

Introducing the ID Y-20, it's more than just a snowboard boot – it's a game-changer. Setting a new standard in snowboard boots, the ID Y-20 combines ultimate performance and comfort with cutting-edge innovation. They are crafted with lightweight materials and feature Rapid React modular technology, this boot delivers a next-level riding experience across any terrain. With their all-new Future Flex construction, this boot ensures the perfect flex from day one throughout its entire lifespan, while providing unparalleled out-of-the-box comfort.

DEELUXE.COM



05 / STANCE JILL PERKINS SIGNATURE SOCK

Stance Snow continues its preparation for a full-on mountain assault this winter with the latest all-gender signature sock from Punk & Poet Jill Perkins. Illustrated by Jill's good friend Cheyne Brooking, this performance snow sock features a rowdy rat spitting out tickets with the words "You Get Out What You Put In." Featuring FreshTek™ moisture and odour control.

STANCE.EU.COM



JANUARY
27, 28 & 29
2025

GRENOBLE
FRANCE

SPORT ACHAT

SINCE 2003

THE LARGEST NUMBER OF SKI AND SNOWBOARD BRANDS IN EUROPE

Meet 500 brands and 4000 outdoor professionals

3 REASONS TO VISIT

GROW YOUR NETWORK

Meet **all the key players in sport!**

DISCOVER

Spot **trends and new products**

ORDER

Place **all your orders** in a **single place** and at a **single time**



WWW.SPORT-ACHAT.COM

DON'T MISS...

SLIDE & OTS WINTER / TELFORD INTERNATIONAL CENTRE



slideotswinter.co.uk

THE UK'S PREMIER WINTER TRADE SHOW FOR THE SNOWSPORT & OUTDOOR MARKETS

7TH - 9TH JANUARY 2025

ALL THE LATEST SEASONAL COLLECTIONS FROM THE INDUSTRY'S LEADING BRANDS

NETWORK WITH INDUSTRY COLLEAGUES

PLACE FORWARD ORDERS FOR NEXT WINTER



SIGB SNOWSPORT INDUSTRIES GREAT BRITAIN

REGISTER NOW AT
slideotswinter.co.uk

MARKET INSIGHT

UK

FRANCE
GERMANY
ITALY
SWISS
PORTUGAL
SPAIN

It can only get better – can't it? This past 8 weeks I've taken calls from competitors asking "What's going on?" – it seems we are all in the same boat.

How's it been for you? It's been a pretty torrid time for almost everyone in the watersports market – I've had all sorts of words to describe it but most are not printable so "challenging" appears to be the most apt description.

What really is going on? Does anyone know? This past summer must be one of the worst on record - and I'm not just talking about the miserable weather! There does not appear to be one watersports retailer that has had a good time of it. I cannot find one that is feeling positive. Some have done OK on rental, hire and teaching – but there appears to be nobody that has done well on sales and most (all) are still sitting on too much stock. Way too much stock.

What can we expect from the future watersports market? You can take individual sports and put it down to specific issues. For example – wakeboard boats have simply got too expensive, and that's true they have. The wakeboard boat market is going to continue to retract and it is now a sport for the wealthy. Thank goodness for cable. But is it ever going to get back to where it used to be? I think the simple answer is No.

SUP – well the good news is that iSUP boards have a life expectancy – unlike good old rigid boards that seem to never die – hopefully iSUP will need replacements in due course. But what volume of people will replenish? And how long until the glut of product has finally moved on – years? When will enthusiasts trade up in the market? There is some positive news from the Southern Hemisphere where a key brand owner has commented to me that "watersports customers appear to be moving away from the 'bargain basement' product and trading up" – his view is that we in the North will follow suit.

I am confident watersports will recover but to what extent? To what volume? What level of business can we anticipate for board watersports? And when?

So it's time to turn to an 'old man of the sea' – and I can use this title because I am older than him - Andy Biggs is the owner, founder and main man at Andy Biggs Watersports. Established in 1985 (yep, you read that right) and still going strong today. In those early days of windsurfing I used to race against Andy and the one thing I clearly recall from our time on the water is that Andy always had plenty to say and was always forthright – we are both similar in that regard.

"This is the new norm". He kicks off almost angry "I've been at this for too many years and I think we've seen most things and lived through the ups and downs of our boardsport. But this is different. The post covid time, the greed - and yes I would call it greed - of silly companies who just simply think that they can keep growing year in, year out, has cost us all dearly. They simply do not see the new norm, the new reality of the situation and they simply continue to think growth, growth, growth"

"Discounting starts at the factory with over optimistic forecasts. Brands have to appreciate that those days are long gone. Retailers have to follow suit. There's no point in us all just walking blindly down the train tracks thinking that everything will sort itself out ... thinking that everything will be OK. There's a train coming! In fact the train has come!"

So how are you handling the situation? "We're focussed on what

we have today. On where we are today. Basing the business around that and if we get a growth year then that will feed through to some extra bottom line. We're going back to basics – getting out on the water with our customers, making sure our staff are enthused and involved in the sports. It's no longer good enough to sit in front of a computer and wait for the clicks – they're not coming. Wake up. Get out with the customers."

Is Andy right? Is this the new norm? Should we simply accept the new size of the market for what it is? And what about the discount opportunities from suppliers surely they are too good to miss? Andy continued, "Why? What does it bring us? Discounting. Don't get me started. Why on earth do people do that? I'd rather put the prices up than discount. I'd rather hold my price and be the last one to make the sale – at least I will put some profit in the till"

So while I had Andy going, I thought I would throw another one into the ring. What about brands going direct to market – is that a threat to his business? "Oh yes. But more so it's a threat to their brands and they're paying the price. We used to stock 40 or 50 boards from a well known brand, we now stock 5 and replenish when we're ready. That's the new reality for them"

Any last words? I was feeling a bit bruised but thought I should ask. "Simple. Cut your own cloth. Make it work for you and not for your suppliers"

As a supplier I felt a bit beaten up.

Another 'old man of the sea' is Ian Gregorelli – he hails from the same generation as Andy and has a similar background with a family business that goes back all those years. What does Ian have to say? "Hah! It's a bloody nightmare. Interesting for sure. We usually sell loads of second-hand kit but the stock pile of new kit and the discounts simply means that people can buy new kit for the same price as our used kit. We're just working our way through the mountain of stock, perhaps next year will be better. It cannot be any worse – it really cannot be any worse!"

The trouble is Ian, I have heard that before – look back at the last issue!

Finally chatting to another key watersports retailer who wanted to remain anonymous. "Given the current rate of sales we have enough neoprene to last us for 4 years. Or longer. And I have enough Surfboards for 2 or 3 years. It's a disaster. Don't come to me looking for pre-orders, there are none".

Another bruising message for a distributor to hear and quite a sobering thought. How are the brands, the factories and the distribution chain going to cope with this new normal? The trouble is that there are only so many sobering thoughts that you can cope with.

Surely it cannot get any worse? Can it?

On the other hand we are tilting headlong into winter and there is a real optimism about, retailers have been calling in stock early and early season sales are happening. How the pendulum swings.

Let's hope that soon I can bring something positive to the pages. If you have some views – positive or not – please do get in touch. I'm always on the lookout for new people to talk to – gordon@ultrasporteu.com

Good luck – we need it.

GORDON WAY

MARKET INSIGHT

FRANCE

GERMANY
ITALY
SWISS
PORTUGAL
SPAIN
UK

The French economy in Autumn 2024 is at a critical turning point marked by internal and external challenges that weigh on its stability and development. Following a moderate post-COVID recovery, France is facing economic growth that struggles to exceed 1.2% in 2024, well below initial expectations. This situation is explained by inflation, which, although decreasing compared to previous years, remains high at around 4.3%, particularly affecting food and service prices, directly impacting the purchasing power of French households. The situation remains concerning for lower-income classes, who are feeling the effects of rising living costs acutely.

The job market, while relatively stable with an unemployment rate of 7.1% in September, continues to exhibit significant imbalances. The demand for skilled workers in sectors such as digital, energy transition, and healthcare remains strong, but France struggles to meet these needs.

Public finances remain another source of concern, with a budget deficit estimated at 4.5% of GDP in 2024, well above European targets. The French government, while pursuing investment projects for energy transition and infrastructure modernisation, is compelled to implement austerity measures to control spending.

The Paris 2024 Olympics generated notable economic benefits, particularly in tourism, hospitality, and transportation, attracting millions of visitors to the country. However, high costs associated with infrastructure and security raise questions about long-term profitability. The government has emphasised ecological benefits and sporting legacy, but the effects on public finances remain under scrutiny.

In summary, France's economic situation in the autumn of 2024 highlights a context of moderate growth, tensions in the labour market, and uncertainties linked to global and internal challenges. The country is striving to adapt to a complex global economic environment while closely monitoring global political developments, particularly in the United States. The Autumn of 2024 thus appears complex for France economically, raising questions about its impact on the surfing world.

Between August and October 2024, the surfing market in France experienced a particularly mixed period, marked by an end of summer season oscillating between good and bad results, followed by a fall season affected by unpredictable weather. Surf shops, essential players in this sector, saw their activities fluctuate according to the weather, consumer behaviour, and the economic context. We interviewed two specialised shops to understand the dynamics of this market: La Torche Surf Shop in Brittany, managed by Pierre-Yves Durand, and Karukera Surf Shop in Var, run by Cédric and Brice Paque.

The summer season was characterised by varying fortunes for both shops. Pierre-Yves Durand from La Torche Surf Shop reported that the end of the season was "...good, but the fall season has been really weak, with a drop of 20-30% compared to 2023." He attributes this decline to several factors, including the concentration of tourist customers over short periods, "...and the weather hasn't really been in our favour." This feeling is echoed by Cédric Paque from Karukera Surf Shop, who noted a "calm" start to summer, despite a lack of good weather, before good weather in August "boosted sales." Weather conditions played a crucial role, and while some segments like surfing and wingfoiling benefited, others struggled.

The fall season, particularly marked by a rainy September, had

mixed effects on the market. At La Torche Surf Shop, Pierre-Yves Durand noted a decrease in customer traffic, with "client visits concentrated during the sunnier periods." This situation forced the shop to adjust its inventory, which was deemed "a bit high" for the end of the season. However, the fall season of 2024 was more favourable for Karukera Surf Shop, where Cédric and Brice Paque observed a positive effect from the rain: "the return of waves in September boosted the sales of wetsuits and surfboards. The two managers are also pleased with the diversity of their clientele, especially foreign customers, which has offset the decline in purchasing power in France. "Fortunately, our region attracts a wealthier foreign clientele, which helps us do well," they explain.

In terms of products, Autumn 2024 saw a marked trend for certain items. At Karukera Surf Shop, women's textiles and women's neoprene performed very well: "Women's clothing is doing great this year, with brands like Rip Curl and O'Neill standing out," adds Cédric Paque. The enthusiasm for ponchos, particularly those from the All-In brand, was also notable. At La Torche Surf Shop, the most in-demand range was similar, with strong demand for men's and women's clothing, as well as specific surf and wingfoil accessories.

While some brands are thriving, others seem less favoured this year. At La Torche Surf Shop, Ripcurl, Rhythm, and Active stand out as the best-selling brands. "These are reliable choices, especially for clothing and accessories," clarifies Pierre-Yves Durand. In contrast, some brands are experiencing a decline in popularity, mainly due to changing consumer expectations. Karukera Surf Shop is observing similar trends, with Rip Curl leading in both clothing and neoprene. However, wakeboard products are seeing a marked decline, "Wakeboarding is at a standstill this season. The weather hasn't helped, and there's less interest in this type of product," notes Cédric Paque.

Autumn 2024 has also been influenced by external factors, such as the decline in purchasing power in France. Pierre-Yves Durand reports a more moderate consumption, especially regarding less essential products. "Customers are looking for discounts a lot at the end of this season," he states. This trend is also reflected in the Karukera Surf Shop, where Cédric Paque notes a clientele more sensitive to prices, particularly among French customers, "The decline in purchasing power has an impact. Customers want advice and are looking for products with good value for money."

Nevertheless, this period has also allowed for a return to more traditional behaviours, with a clientele eager to renew their equipment. "Customers are coming back for neoprene, especially those who bought it after COVID," explains Cédric. Consumers are also seeking advice and appreciate the ability to find products in a physical store, a trend reinforced by the growing need for "the pleasure of shopping in-store," which is increasingly felt.

Ultimately, the surfing market in France at the end of the season and the beginning of Autumn 2024 has been marked by difficulties related to the weather and the economic situation, but also by a certain recovery thanks to the loyalty of enthusiasts and the adaptation of stores. Businesses like La Torche Surf Shop and Karukera Surf Shop continue to attract a loyal clientele while adjusting their offerings to meet new expectations. Technical products, especially women's textiles and neoprene, are in high demand, while other segments, such as wakeboarding or skateboarding, are experiencing a slowdown. However, the sector remains dynamic, driven by passionate players seeking to meet their customers' specific needs. We hope that wave and snow conditions will be favourable this winter to drive sales during the season; this is a situation to watch...

BENOIT BRECCQ

GERMANY

ITALY
SWISS
PORTUGAL
SPAIN
UK
FRANCE

We're starting the November edition as always with the facts from Germany. Politics is not really one of our top topics, but unfortunately I have to talk about it. After Donald Trump's election as the new US president, things also heated up in Germany, and the previous government fell apart. Unfortunately, every retailer, large and small, has noticed that not everything is running smoothly for us in Germany. The reluctance

to buy is clearly noticeable, which is certainly due to the general uncertainty.

Here are the facts: Inflation in Germany continued to fall in November 2024 and is now at 3.2 per cent, down from 3.8 per cent in October. This is the lowest level since June 2021. Energy prices in particular have fallen, while food, restaurants and hotel accommodation have become more expensive. Despite declining inflation, consumers continue to spend less. Experts predict a further decrease in the rate of price increases in 2024, with an annual average of around 2.6 per cent.

Now for the positive news: we all sell what we love, the fun of riding the world's boards. Mother Hulda has meant well with us and let it snow shortly before the 20th Hintertux Park Opening. The mood was correspondingly positive. "People were just in the mood," said Julian Ankenbrand, Head of Marketing at Mervin (Libtech, Gnu Snowboards). "We have rarely set up as many boards at the Tux Opening as we did this year. The atmosphere was great, on the mountain and in the valley." What a successful start to the season.

And that's exactly what retailers can say: Snowboard sales have increased dramatically, but mainly for discounted goods. This is probably related to the first point – people are watching their money more closely. Nevertheless, it is positive that people are keen on winter sports. After a short phone call with Heiko from Funbox in Ludwigsburg, I had exactly the same feeling for smaller, owner-managed shops. When I asked him how business was going, he simply said: "We've had the best October in a long time. We're specialists, and people are happy to travel two hours for our advice. We're out of cheap snowboards. I think that top-quality goods and advice will now become more and more popular." I've had this feeling quite often in the last few days with other dealers I have had on the phone.

However, it is also clear that there are always black sheep who can only sell at cheap prices and thus influence our market. Unfortunately, there are also customers who come in and say: "But at this other dealer, it's available with a 15% or 25% discount." These customers then hold their mobile phone under our nose, and then of course it's hard not to find a middle-ground solution, says Jörn from Westside in Münster. In this case, the industry should definitely do more to support the good retailers. This is what you hear from Choppy Water, for example, who work very cleanly here and will no longer supply some retailers in the future. "We sell a high-end product here, with an average retail price of 699-800 euros, handmade in the USA. Both the retailer and the end consumer should understand this," says Robin Schmand, the new sales rep in Germany.

The topic of step-on, backdoor and quick-entry bindings is becoming more and more important. However, 74% of all snowboard bindings sold are still standard bindings. This number is likely to increase in the coming years. This week, Union

MARKET INSIGHT

introduced its version of the Burton Step-On, which will soon be available for purchase in a limited edition. In my opinion, this is a clear sign when Union and Burton enter into a cooperation – the two leading binding manufacturers worldwide. Of course, Nidecker has also brought a lot of movement to the market with the Supermatic and now the new FASE binding system will be launched on 4 brands. We are excited!

Stefan from Switch Boardshop also celebrated his 20th anniversary in October. Congratulations from us! For him, standard bindings still account for a higher share of his business. "But the demand for quick-entry bindings is definitely increasing more and more, at least from what I can tell so far in the still young season." 20 years, rad! Especially the last few years after Covid, and the years with little snow keep it interesting. How are you doing? "Let's put it this way, if you don't do anything, nothing happens. It takes a skate team trip, a skate contest, trips, social media campaigns, etc. It's getting more and more exhausting, but it's still fun and we're looking forward to the winter season."

Jens Gramer from 58 in Ulm can tell you a thing or two about these promotions. He came up with the brilliant idea of organising a snowboard test in which only owner-managed snowboard shops take part.. How did it come about? "The background is simple: I myself have not been snowboarding enough in recent years, and that's just not good. Of course, we all have way too much work. But it is just important that we convey this great feeling to our customers again. And that's only possible if you do it yourself. That's exactly how the idea came about, and what has come of it now is just great. So many shops that come themselves, send their employees and even offer snowboard trips again. The whole thing was set up without a real budget, but with manpower. One thing is clear: we don't collect vouchers, coupons or email addresses from the selected brands, as is now common practice with some tests. We don't want any B2C business or direct sales, which unfortunately has now become common practice. This is about the shops and their customers. We look forward to it and will report on it."

Then there is the surf category. Of course, as a German it is relatively easy to say that we actually have the perfect swell every day in Surftown, but with temperatures below freezing outside and 8 degrees water temperature. You definitely don't go surfing there in board shorts. We were invited on site with some retailers and tested new models there. Klaus from Frittboards was just thrilled with how good it is there. And Chris from Santoloco didn't miss the chance to ride a few waves either.

When I asked them whether Surftown influences the sale of surfboards, both said yes. We have more and more custom orders, which of course can also be traced back to the wave in Munich. The surf skate ramp is now set up, and the courses start here. Surftown is a real enrichment for surfing in Germany.

But river surfing is also growing and growing. An incredible number of participants at the Rapid Surf DM in Rheinriff Düsseldorf – 98 participants – not only pleased the sponsors, but also the president Michael Zirlwenger. "We will have a lot of fun here in the next few years and experience a lot," was his feedback on the DM.

It's not long now until December, but first there's Black Friday, the darkest day in the retail calendar – or should we say month?

Ride on
TOBY HAMMER

THESE BRANDS ARE LOOKING FORWARD TO WELCOMING YOU:

retailers ONLY

NEW LOCATION
HOCHFÜGEN
ZILLERTAL



- #YES, 680, ABS, AIRHOLE, American SOCKS, AMPLID, ampu®
- anon., ARBOR, ASMO, Bataleon, BENT METAL, BEYOND MEDALS.
- BRETHERN APPAREL, BURTON, CAPITA, CLEW, clover protection
- CRAB GRAB, D_b_, DEELUXE, DOUBLEDECK, DOCK, DRAGON
- DRAKE, DRIFT, eivy, ENDEAVOR, F, FIX BINDING > CO.
- FLUX, GIRO SPORT DESIGN, Gru, good boards, Horsefeathers, JONES, K2
- L1 PREMIUM GOODS, LIB TECH, LUCKYBOO, MAS Snowboard, MDX ONE, METHOD*
- Mocketts, NEVER SUMMER, NIDECKER, NITRO, nivio
- NOMADIK, northwave, O'NEILL, OAKLEY, ONE MPG, POLO
- Reichmann SKI & EDGARD TUNING, RIDE |®, Rojo OUTERWEAR, ROME SNOWBOARDS EST. 2001 - VERMONT - USA, SALMON ARMS
- SALOMON, sandbox, SHRED SKIDS, SIGNAL, SIMS, SLASH BY GiGi
- SP, SPARK R&D The splitboard binding company, SUN BUM, TERROR, thirtytwo, TRANSFORM
- TurSnowboards™, UKIYO, UNION BINDING COMPANY, VIMANA, VOLCOM, XION PROTECTIVE GEAR

shops-1st-try.com

SAVE THE DATE
Jan 19
21
SAVE THE DATE

SHOPS 1ST TRY

20
25
EDITION

EVENT PARTNERS: source. actionsportsJOB.com ECOTENT. FÜGEN-KALTENBACH IM ZILLERTAL

PORTUGAL

SPAIN
UK
FRANCE
GERMANY
ITALY
SWISS

Portugal is showing signs of economic relief because finally, there's green light for the approval of the state budget for 2025. The long-awaited political stability is here for at least a year from now. The government elected last March managed to negotiate with the opposition and everything worked out for the best. Inflation accelerated in October to 2.3% according to the National Statistics Institute, the same source points out that the Portuguese economy grew 1.9% in the third quarter year-on-year because of the private consumption positive contribution.

In September and October, retailers experienced mixed feelings. Bigger stores located in shopping malls felt a sales drop with less customers in-store after a positive summer season. At a different pace, core stores complain that the summer was worse with few customers and lower sales, but now it's getting more stable. There are retailers that feel resigned about the market situation and have become used to facing reality with lower expectations. With the weather still warm they're waiting to sell coats, jackets and flannels as soon as the cold arrives yet are still dealing with the negative effects of hardgoods overstock.

"After a positive August in terms of sales, September and October were difficult months due to the decrease in consumption," said Despomar's Brands and Sales Director, Pedro Fernandes. Despomar is the biggest retail company in Portugal owner of Ericeira Surf & Skate stores that are present in more than 40 shopping malls across the country. And also 58 Surf stores that have a big range of hardgoods and are also present from North to South. "Despite this, customer reception to the new Fall/Winter 24 collections have been very good, despite some delays in deliveries by some brands. On a positive note we highlight Billabong and RVCA for apparel and Cariuma for footwear. On the other hand, Vans is having a difficult time right now", he notes.

SPAIN

UK
FRANCE
GERMANY
ITALY
SWISS
PORTUGAL

Spain's economic outlook appears positive on a national level, yet many Spaniards find little cause for celebration at a personal level. This disparity can be explained by the difference between the broader economic indicators and individual financial realities. Spain keeps growing significantly more than the rest of the EU, thanks to many contributing factors. The number of international tourists increased, and so did their spending. Employment is at a high,

boosting exports - more people at work means more products made. Spain is also exporting more services, like engineering, communications and consultancy - Spain's professionals are well trained and much cheaper than their European peers. Low inflation is inviting consumption. The average Spaniard, however, is not feeling financially optimistic, as they struggle with unaffordable housing and wages at their lowest since the beginning of the pandemic.

This mindset can be felt in the board sports industry too. Consumers are cautious. Aggressive online discounts seem more appealing to many, although there is still passion for the sport fuelling sales of highly technical products only found in specialised stores. "There are new wetsuit and accessories independent brands providing a fresh, authentic flavour to gear offering", says Javier Rodríguez, owner of Core Surfing shop in Galicia. Even though the market has stabilised after the pandemic boom, and sales have slowed down, they remain steady. This could be explained by a mentality shift towards a nature-connected lifestyle that brings board sports into the choice menu of ways to keep fit. Autumn sales have

MARKET INSIGHT

Strategy wise, taking a good look into the customer profile is always key to understanding what they want. "The strategy for dealing with the market challenges involves promotional segmentation in terms of product and customer type. Also noteworthy are the special days where they can get the best of their customer-cards benefits. We're confident that the impact of the IRS relief measures and the drop in Euribor interest rates will start to be felt which will allow families to save money and use it in consumption towards the end of the year and the beginning of 2025", he mentions.

The core store Xen & Co. Surf Shop located in Cascais is struggling to fight these challenging times. "September and October have improved a little after the worst summer ever in our store's history," complains the owner, Xenico Vidal. "Our sales are 50% down on last year. Factors such as the war, the consequent increase in prices with inflation and less customer purchasing power are making life difficult for us. Our suppliers are still overstocked from the Covid-19 pandemic time. This has led to ongoing hardcore online campaigns with much cheaper prices than we have in our store. The worst situation is the wetsuits division. This has never happened to us before, it's been horrible. Customers come to the store, try on to find the right size and then say they'll think about it, but they actually buy online at prices we can't compete with. The brands themselves sell at lower prices on their websites. I've never seen the market like this before and I think the situation is about to get even worse", he said.

Despite these hard times they've rolled up their sleeves to fight: "We've been focusing on new products and selling used surfboards. Our strategy is to focus more on online and on our own clothing brand because international apparel brands are also selling online. Christmas is a time when usually there are more sales and we're going to focus on having discount campaigns. But I don't see any big positive changes in the market by the end of the year", he concluded. So let's see what the end of the year has in store for us. Everyone is giving their best to close out the year on a high note.

NUNO PRINCIPE

been steady and the wrap up of the year looks good enough, although market stagnation could keep it below the desired expectations. Apparel sells well, although consumers are choosing technical clothing that mix functionality and urban design, hoping that this versatility will add value to their purchase. Wetsuits and surfboards sales figures look positive. Most retailers have their own online store, but this is more a matter of image and reach than of sales. Online prices are no competition to the D2C e-Commerce sites of brands, but shops find they are able to reach consumers well beyond their geographical area, even in other European territories. The bulk of their sales come from their brick-and-mortar spaces, where clients seek the personalised experience for their more expensive purchases. "The expert advice and deep product knowledge adds value that goes well beyond a purchase based only on price", says Noemí Vicente, owner of Ski Service in Cantabria. Online competition stands out as the main concern of retailers, who struggle to keep a healthy product rotation. "Consumer habits are changing, but the B2B business model remains the same as decades ago", explains Noemí. Indeed, the need to rethink the collaboration between brands and retailers seems overdue. "Ideally, we would keep a balanced collaboration so we can all grow and keep fuelling the passion for board sports", says Javier. The best way for retailers to fight the online competition is to focus on premium products that are rarely found online, and to strengthen their service to the end consumer. This also brings them their biggest satisfaction, the opportunity to see their clients enjoy their rides with the perfect gear that they expertly helped them find. This connection to the community is what brands should support the most, as it is the essence of the sports' growth. Satisfied, hyped consumers keep riding and keep buying.

ROCIO ENRIQUEZ

SURF EXPO

JANUARY 8-10, 2025

ORANGE COUNTY CONVENTION CENTER
WEST CONCOURSE
ORLANDO, FL

The Premier Watersports & Coastal Lifestyle Marketplace

DISCOVER THE LATEST PRODUCTS
AND EMERGING TRENDS TO
ELEVATE YOUR BUSINESS.

WATERSPORTS

SURF
PADDLE
SHORELINE
SKATE

COASTAL LIFE

SWIM
BOUTIQUE
RESORT
FOOTWEAR
COASTAL GIFT
SOUVENIR

REGISTER NOW
OR AT SURFEXPO.COM



Surf Expo is a trade only event, open to qualified retail buyers.



ITALY

- SWISS
- PORTUGAL
- SPAIN
- UK
- FRANCE
- GERMANY

In 2024 Italy's economy faced a period of modest growth, driven primarily by its strong manufacturing sector and a rebound in tourism, which reached pre-pandemic levels. However, the country continues to struggle with structural challenges, including high public debt and sluggish productivity. Inflation, while easing compared to the peak seen in 2022, remained a concern as energy prices fluctuated amid geopolitical tensions. The government pushed for reforms aimed at boosting digitalisation and infrastructure, supported by EU recovery funds, but political uncertainties posed potential risks to long-term stability. The predicted growth of 1% GDP in 2024 is very realistic with a 1.1% of growth prediction in 2025.

This comes more from internal growth as exports seem to be more difficult seeing the overall EU and global situation. A positive note is that the employment rate is high but many business owners still struggle to find enough employees. Especially the retail and leisure sector struggle to find enough motivated employees as it seems especially young people try to find jobs where they have a good work-life balance with flexible work hours and the possibility to work away from the office. Business owners also complain about high tax pressure on employees which makes it very tough to raise salaries as tax pressure does not allow them to pay more and find motivated people.

As inflation is easing, people feel some relief but as the overall expenses are still higher than usual, clothing, streetwear and boardsport industry still sees declining turnover numbers. Store closings still continue in the last two quarters of 2024 with some historical and well respected skate, boardsport and streetwear stores closing down. Recently, Dear George skateshop from Verona, for sure one of the nicest Skateshops Italy has ever seen, has said they will close their doors permanently soon, go check

MARKET INSIGHT

them out in-store or online as long as they keep open in 2024.

It's a combination of reasons that sees these retailers close, a new customer generation who is not that loyal to a certain store anymore, more global competition from online retailers and less purchase power are the main reasons. When talking to retailers from North to South it becomes clear that owning a boardsport or streetwear store over the last couple of years has become very challenging to find solutions on how to improve the business.

The boardsport sector in 2024 is navigating a complex market landscape marked by evolving consumer preferences and global economic uncertainties. Surfing, skateboarding and snowboarding have all seen cultural shifts and store owners and brands need to adapt very quickly to be competitive as the online marketplace still struggles with a lot of stock being on sale. Snowboarding increasingly has its challenges due to unpredictable weather patterns linked to climate change with central Italy becoming the capital of snowboarding as the very northern part of the country is being more involved with skiing once again.

Looking like a skateboarder is for sure the biggest trend for Gen Z but unfortunately only a small percentage of the Gen Z is actively stepping on a board which is very sad as more traditional sports are again dominating the Gen Z. This results in high hardgoods stock levels for stores and distributors and only seems to find relief by the end of 2025.

Snow is still not in sight being in mid November but at least colder temperatures have kicked in which gives hope for a successful winter and x-mas season.

Peace i'm out, see you on the streets, in the water or on the mountains.

FRANZ JOSEF HOLLER

FOAMLIFE

WORLDWIDE DISTRIBUTORS WANTED

DUE TO OUR CONTINUED EXPANSION WE ARE LOOKING FOR DISTRIBUTORS WORLDWIDE.

ENQUIRIES: INFO@THEFOAMLIFE.COM
WWW.THEFOAMLIFE.COM

LIVE LESS ORDINARY

LISS
LIVING IN SUNSHINE

YOUR ULTIMATE SURFBOARD RACK
We work with 200+ surf shops in the USA. Registered Patent

THE SPIRIT RACK
DISTRIBUTOR/RETAILER WANTED

- Suitable for all types of boards
- Space saver
- 100% Eco-friendly and High quality materials
- Can fit up to 10ft Surfboards
- Assemble in minutes without tools
- Drawer space for all your accessories

Product Dimension

| | |
|------------------------------------|------------------------------------|
| 3 Board Spirit Rack | 4 Board Spirit Rack |
| 24 x 24 x 42 in. when assembled | 24 x 24 x 42 in. when assembled |
| 24 x 24 x 42 in. when disassembled | 24 x 24 x 42 in. when disassembled |

GET YOUR SPIRIT RACK TODAY!
WORK WITH US NOW!

Contact details
info@livinginsunshine.com
 +1 208 251 5334
www.livinginsunshine.com

Join the Success Story: Distribute LISS Living in Sunshine's Proven High-Quality Products in Your Market!

PICTURE
+ NEW BRANDS

Sales & Development (Seasonal, UK based)

BRIGHT UK agent for **PICTURE** & regional agent for **BARTS** are taking on new brands. As a result, we are looking for a sales and development person, to maintain existing, and to develop new businesses with the UK's leading outdoor, active lifestyle and snow sports retailers.

The Role

- Maintain and support existing customer base
- Source and develop new retailers
- Manage & deliver in store staff training
- Attend seasonal tradeshows & regional pop-up showrooms
- Assist new brand development
- Accountable and responsible for reporting regular updates to UK agent and Picture Export manager & French based HQ team

The role will be initially seasonal during the busy A/W & S/S selling and brand development periods, with a full-time career opportunity potential moving forwards.

Applications open to existing agents, brand representatives, seasonaires, graduates and those with a genuine desire to work within the outdoor and actions sports industry.

If you are interested to find out more, please send your enquiry together with covering letter / CV to: enq@brighttrading.co.uk

BRIGHT

JOIN THE ORIGINAL CHANGE ROBE BRAND

WE'RE SEEKING EU AND WORLDWIDE DISTRIBUTORS

dryrobe® is a proud B Corp-certified business with performance at its core. We're trusted globally by elite athletes, leading organisations, and groundbreaking events. We use 100% recycled fabrics to make the iconic dryrobe® Advance, the original outdoor change robe, responsible for creating a whole new category of clothing.

Keen to get involved?
Email us at orders@dryrobe.com

REVOLUTIONISING OUTDOOR CHANGING.

dryrobe®

We grow brands

aqipa gear guru
Exclusive European Milo Distributor

Sales & Distribution | Marketing & E-Commerce | Category Development | Warehouse & Logistics

milo

- Hands-free talk
- Mesh network with long range
- Easy group voice chat
- All day battery life
- Waterproof
- No phone required

WANTED
DISTRIBUTION PARTNERS

MOWMOW IS EXTENDING ITS EUROPEAN DISTRIBUTION NETWORK. JOIN THE RIDE AND BECOME A DISTRIBUTOR OF MOWMOW IN YOUR COUNTRY.

CONTACT MAURITS AT INFO@MOWMOW.EU

LOCATION: EU

ALL SEASON OUTDOOR ACCESSORIES

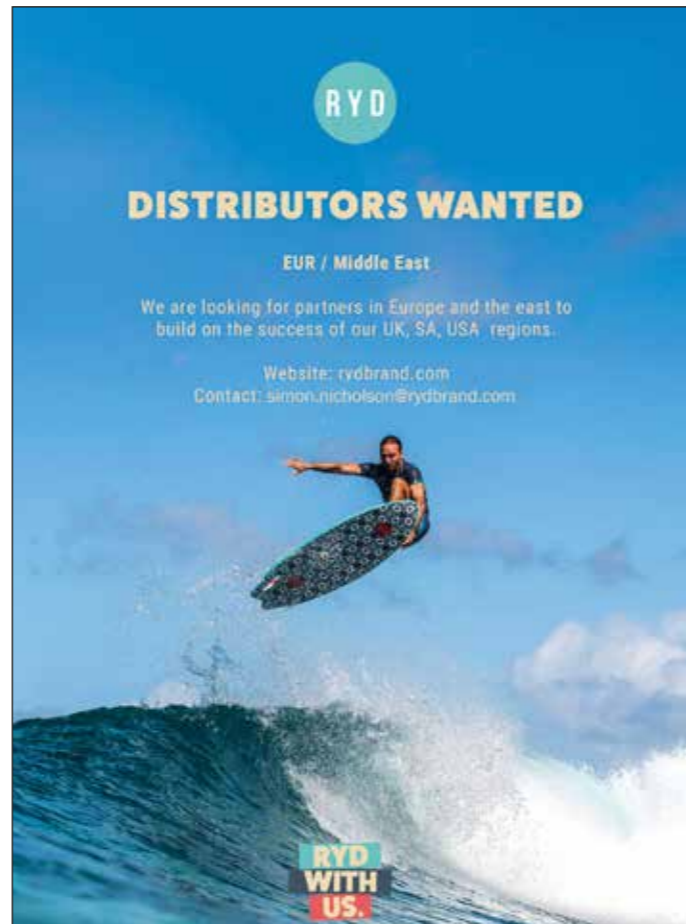


OTIS
MINERAL GLASS EYEWEAR

Sales Agents & Retail Partners wanted!

Join the OTIS family!
We're seeking sales agents and retailers across Europe.

otis@leisurecollective.com.au



RYD

DISTRIBUTORS WANTED

EUR / Middle East

We are looking for partners in Europe and the east to build on the success of our UK, SA, USA regions.

Website: rydbrand.com
Contact: simon.nicholson@rydbrand.com

RYD WITH US.



blue-tomato

Shop Manager (m/w/d)

Ab sofort, Vollzeit, Tübingen

Deine Rolle im Team
Als Shop Manager:in bist du für die Leitung deines Shops und dessen wirtschaftlichen Erfolg zuständig. Du verantwortest die Gestaltung der Abläufe, den optimalen Einsatz des Personals und die Mitarbeiter:innenführung. In deiner Rolle als Coach entwickelst du dich und dein Team ständig weiter. Du erkennst Probleme und findest rasch die passende Lösung.

Deine Skills

- Erfahrung mit der Führung und Motivation des Teams, sowie die respektvolle Kommunikation an das Team
- Verkaufsprofi und Freude an der aktiven Kund:innenberatung
- Interesse an unseren Kernsportarten, an aktuellen Szene-Trends und fundiertes Produktwissen
- Entwicklungspotentiale erkennen und fördern
- Offenheit und Bereitschaft Neues zu lernen sowie Wissen weiterzugeben
- Verantwortung über die Lehrausbildung – Ausbilderschein von Vorteil
- Umsetzung von Merchandising Konzepten unter Einbringung eigener Ideen sowie regionalen Marketingaktionen
- Sehr gute Englisch Kenntnisse in Wort und Schrift
- Hohe Eigenmotivation, Belastbarkeit, Flexibilität und Zuverlässigkeit zeichnen dich aus

Das bieten wir dir

Commitment, Respekt, persönliche Weiterentwicklung sowie Empowerment und Recognition werden bei uns groß geschrieben. Wir teilen die Leidenschaft für unser Business, schätzen die zugehörigen Lifestyles, entwickeln uns ständig weiter und feiern Erfolge gemeinsam.

INTERESSIERT? Dann bewirb dich jetzt unter: blue-tomato.com/jobs




Blue Tomato ist der führende Omnichannel Händler in den Bereichen Snowboard, Freeski, Surf, Skate & Streetstyle. Neben unserem Online Shop sind wir inzwischen mit über 80 lokalen Shops in Deutschland, Österreich, Schweiz, Schweden, Norwegen, den Niederlanden, Italien, Belgien und Finnland vertreten und beschäftigen mehr als 850 Kolleg:innen.

JOIN OUR TRIBE. WRITE YOUR OWN STORY.



BURTON

At Burton, we are a purpose-led brand rooted in snowboarding and the outdoors. We fight for the future of our people, planet, and sport. We aim to maximize our positive social impact and minimize our negative environmental impact while delivering high-quality performance products. As a global leader in snowboarding, we're committed to diversity, equity, and inclusion for the long-term health of our company, sport, and community. Through these efforts, we aim to make snowboarding and the outdoors accessible to all.

PR Manager Europe (m/f/d)

What You Get to Do:

- Localize Global Strategy by collaborating with the global PR and regional brand marketing teams
- Ensure all PR activities align with Burton's brand identity and strategic messaging, promoting consistency across all communications
- Media inquiries and relationship building
- Content Creation for press material
- Agency Management
- Event Management of press events, product launches, athlete appearances and other PR-related activities in coordination with local agencies and internal teams
- Represent Burton at industry events
- Coordinate interviews of Burton Europe's Senior Leadership team
- Orbit Communication Support by working closely with the global communications team and senior leadership
- Monitor and analyze the performance of PR campaigns, media coverage, and market trends to provide insights and strategic recommendations

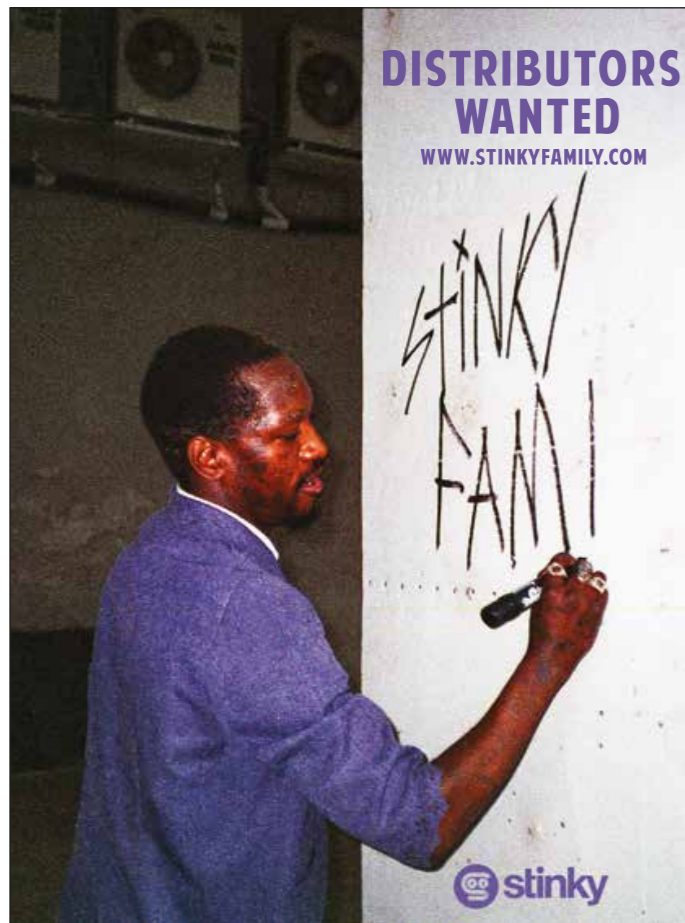
What You'll Bring to the Team:

- Bachelor's degree in Public Relations, Communications, Marketing, or a related field
- Minimum of 5 years of experience in public relations or communications, preferably within the sports, outdoor, lifestyle, or fashion industry
- Strong media relations skills with demonstrated experience in managing PR agencies and external partners effectively
- Excellent written and verbal communication skills in both German and English. Proficiency in other European languages is a plus
- Experience with and an understanding of affiliate marketing, digital performance marketing - SEO and its relationship with earned media efforts
- A strong passion for snowboarding, outdoor sports, and the Burton brand ethos
- Familiarity with PR analysis tools and social media platforms and the ability and willingness to adopt new MarTech tools

What We would Love to Offer You:

- A unique and challenging position
- Very good team spirit, flat hierarchies, shared outdoor activities and space to learn & develop
- A multinational team, in a modern and pet friendly office, located in the heart of the Alps
- Flexible work location
- Competitive, rewarding compensation package, depending on your qualifications and experience
- Many other additional benefits including product discounts, outdoor days, a seasonal snowboard, gym membership, company events, etc.


We look forward to receiving your application online.
Please note that an application without a CV cannot be considered.



DISTRIBUTORS WANTED

WWW.STINKYFAMILY.COM

STINKY FAMILY




Distributor wanted!

USA, MEX, CAN, some EU countries

Our DNA: feel-good lifestyle meets function and design.

Go for the sustainable way and come on board!

Perfect match?
Contact Carsten:
carsten@wave-hawaii.com






APHEX

We are looking for sales reps and distributors in: Slovenia, Czech Republik, Poland, Norway, Sweden, Denmark & Finland

CONTACT TIMOTHY AT OFFICE@APHEXGEAR.COM



HYDA, formerly Simba Surf Helmets, is rebranding and relaunching for 2025. New leadership, new products, and new opportunities.

We are looking for distributors and agents in the UK and across Europe focused on the watersports channel - Waves, Wind, and Whitewater.

Our new flagship **COANDA** helmet range drops 1 February, with CE EN 1385 Certification and class leading safety technology designed to protect athletes and perform in the water.

Contact: Greg@HydaHelmet.com

HYDA

BUILT FOR WATER

EVENTS #122

| | surf/kite | snow | street/outdoor | SUP/wake |
|---------|------------------------------------|---|--------------------------------------|------------------------------|
| surf | TUDOR NAZARE | Nazare, Portugal 1 Nov - 31 Mar | | worldsurfleague.com |
| sup | GRAN CANARIA PRO-AM | Gran Canaria, Spain 2 - 7 Nov | | appworldtour.com |
| kite | GKA KITE WORLD CUP BRAZIL | Pecem, Brazil 19 - 22 Nov | | gkakiteworldtour.com |
| outdoor | THE PILL BASE CAMP EXPO WINTER | Milan Italy 24 - 25 Nov | | thepilloutdoor.com |
| outdoor | ISPO | Munich, Germany 3 - 5 Dec | | ispo.com |
| kite | QATAR GKA FREESTYLE KITE WORLD CUP | Qatar 10 - 14 Dec | | gkakiteworldtour.com |
| outdoor | KENDAL MOUNTAIN FESTIVAL | Kendal, UK 21 - 24 Nov | | kendalmountainfestival.com |
| snow | INTERLUDE | Ogen ,USA 3 - 5 Jan | | interludesnowshow.com |
| snow | SLIDE AND OTS | Telford, UK 7- 9 Jan | | slideotswinter.co.uk |
| surf | SURF EXPO | Orlando, USA 8 - 10 Jan | | surfexpo.com |
| snow | PROWINTER | Bolzano, Italy 10 - 12 Jan | | fierabolzano.it/en/prowinter |
| snow | WINTERPRO | La Rosiere, France 12 -14 Jan | | actsnowboarding.com |
| outdoor | ISPO BEIJING | Beijing, China 12 - 14 jan | | ispo.com/en/beijing |
| snow | LAAX OPEN | Laax, Switzerland 14 - 18 Jan | | open.laax.com |
| street | SEEK | Berlin, Germany 16 - 17 Jan | | seek.fashion/en |
| street | WHOS NEXT | Paris, France 18 - 20 Jan | | whosnext.com |
| snow | BAQUERIA BERET PRO | Baqueria Beret, Spain 18 - 23 Jan | | freerideworldtour.com |
| snow | SHOPS 1ST TRY | Hochfügen , Austria 19 - 21 Jan | | shops-1st-try.com |
| snow | THE PILL BASE CAMP TEST | Pila, Italy 20 - 21 Jan | | thepilloutdoor.com |
| water | BOOT | Dusseldorf, Germany 20 - 28 Jan | | boot.com |
| fabric | MUNICH FABRIC START | Munich, Germany 23 - 25 Jan | | munichfabricstart.com |
| snow | WINTER X GAMES | Aspen, USA 23 - 25 Jan | xgames.com/events/x-games-aspen-2025 | |
| snow | THE PILL BASE CAMP TEST | Folgaria, Italy 27 - 28 Jan | | thepilloutdoor.com |
| snow | SPORT ACHAT HIVER | Grenoble, France 27 - 29 Jan | | sportair.fr |
| snow | SLIDE ON SNOW | La Cluzas, France 27 - 31 Jan | | sigb.org.uk/slide-on-snow |
| snow | VAL THORENS PRO | Val Thorens, France 27 Jan - 1 Feb | | freerideworldtour.com |
| snow | KICKING HORSE GOLDEN BC | Kicking Horse, Canada 7 - 13 February | | freerideworldtour.com |
| snow | GEORGIA PRO | Georgia, USA 23 Feb- 1 Mar | | freerideworldtour.com |
| fabric | PERFORMANCE DAYS | Munich, Germany 5 - 6 Mar | | performancedays.com |
| snow | FIEBERBRUNN PRO | Fieberbrunn, Austria 8 - 13 Mar | | freerideworldtour.com |
| snow | YETI XTRME VERBIER | Verbier, Switzerland 22 - 30 Mar | | freerideworldtour.com |
| surf | LEXUS PRO PIPELINE | Oahu, Hawaii 27 Jan - 8 Feb | | worldsurfleague.com |
| surf | SURF ABU DHABI PRO | Abu Dhabi, UAE 14 - 16 Feb | | worldsurfleague.com |
| surf | MEO RIP CURL PRO | Peniche, Portugal 15 - 25 Mar | | worldsurfleague.com |
| surf | SURF CITY PRO | El Salvador 2 -12 Apr | | worldsurfleague.com |
| outdoor | OUTDOOR BY ISPO | Munich, Germany 19 - 21 May | | ispo.com/en/outdoor |
| outdoor | OUTDOOR RETAILER | Salt Lake City, USA 18 - 20 Jun | | outdoorretailer.com |
| fabric | FUNCTIONAL FABRIC FAIR | New York, USA 14- 16 Apr | | performancedays.com |
| outdoor | OTS | Liverpool, UK 10 -12 Jun | | outdoortradeshow.com |



ANNUAL SNOWBOARDING EVENT

12.13.14

JANUARY 2025

TESTS ON SNOW



EXHIBITING BRANDS

- 686 · AMPLID · ARBOR · AUTUMN · BATALEON · BENT METAL · BOREALIS · BROTHERN APPAREL
- BURTON · CAPITA · COAL · DC SHOES · DRAKE · FLOW · GNU · JONES · HARAHORAM
- H2 SNOWBOARDING · LIB TECH · NIDECHER · NIXON · NORTHWAVE · NITRO · PAG · QUIKSILVER
- RIDE · ROME · ROSSIGNOL · ROXY · SALOMON · SLASH BY GIGI · SMITH · SPY · STANCE · THIRTY TWO
- TON LOGO PARTOUT · UNION · VANS · VERDAD · VOLCOM · VON ZIPPER · YES



STORES REGISTRATION : INFOS@ACTSNOWBOARDING.COM

WINTERPRO ACCOMODATIONS BOOKING LA ROSIÈRE: +33 04 79 06 83 92



PROTECT THE PLANET THAT IS YOUR PLAYGROUND

Be a founding member of EXTREME ECO

Launching in 2025, this digital-first community is dedicated to driving climate action through action and adventure sport.

Learn more and sign up at www.extreme.eco

NITRO

SNOWBOARDS

WHAT HAPPENS OFF THE BOARD IS JUST AS
IMPORTANT AS WHAT HAPPENS ON THE BOARD.
TEAM, FAMILY, FRIENDS, COMMUNITY,
THE VIEWS, AND EVERYTHING IN BETWEEN!

THIS IS NITRO!

