

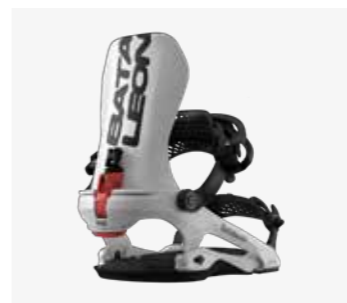
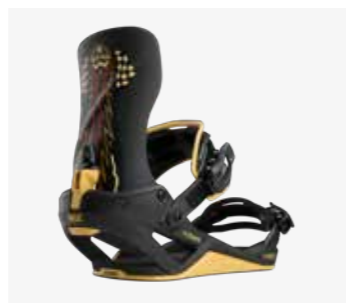


RETAIL BUYER'S GUIDES 2026/27
SNOWBOARD BOOTS, SNOWBOARD BINDINGS,
SPLITBOARD HARDGOODS, GOGGLES,
TECHNICAL SNOW BACKPACKS, SNOW SAFETY

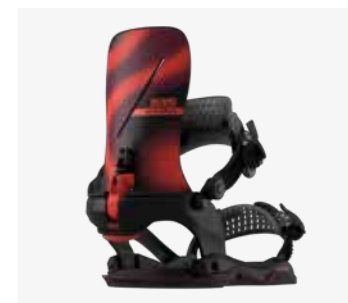
BIG WIG: BURTON'S BENE PELIKAN
TEN BRAND PROFILES AND MARKET INTELLIGENCE



STÅLE SANDBECH



TOR LUNDSTROM



JOE SEXTON



SCOTT STEVENS



VICTOR DE LE RUE

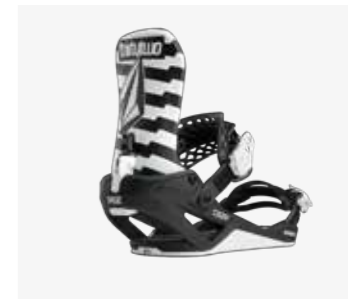


JEREMY JONES



FASE®
FAST ENTRY SYSTEM

The next-generation two-strap snowboard binding



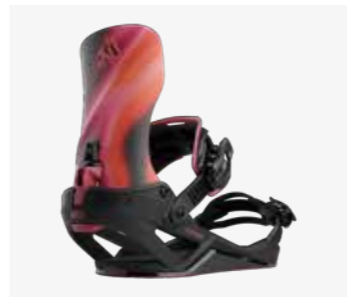
A record-breaking start.

Award-winning innovation that's trusted by pros and adopted by leading brands – now in your shops. Thank you for building the momentum.

For winter 2027, FASE® featured bindings span 12 models over 40 colorways to suit every rider's style.



PAT FAVA



A record-breaking start.

Award-winning innovation that's trusted by pros and adopted by leading brands – now in your shops. Thank you for building the momentum.

For winter 2027, FASE® featured bindings span 12 models over 40 colorways to suit every rider's style.



SCOTT BLUM



CODY WARBLE



MARISSA KRAWCZAK



GARRETT WARNICK



CHRIS CHRISTENSON



The next-generation two-strap snowboard binding system

After the groundbreaking success of the Mercury FASE[®], we're expanding. Meet the 2027 Jones FASE[®] binding collection – tuned for performance and trusted by our Pro Team from resort to backcountry.

Zenith FASE[®] NEW

Engineered with a carbon-injected construction for instant response and maximum power transmission.

FLEX	5 / 5
ALL-MOUNTAIN	9 / 10
FREERIDE	10 / 10
FREESTYLE	7 / 10
SIZES	M-L



Mercury FASE[®]

Built for all-terrain versatility and all-day comfort with a supportive fit and precise response.

FLEX	4 / 5
ALL-MOUNTAIN	10 / 10
FREERIDE	10 / 10
FREESTYLE	8 / 10
SIZES	S-M-L



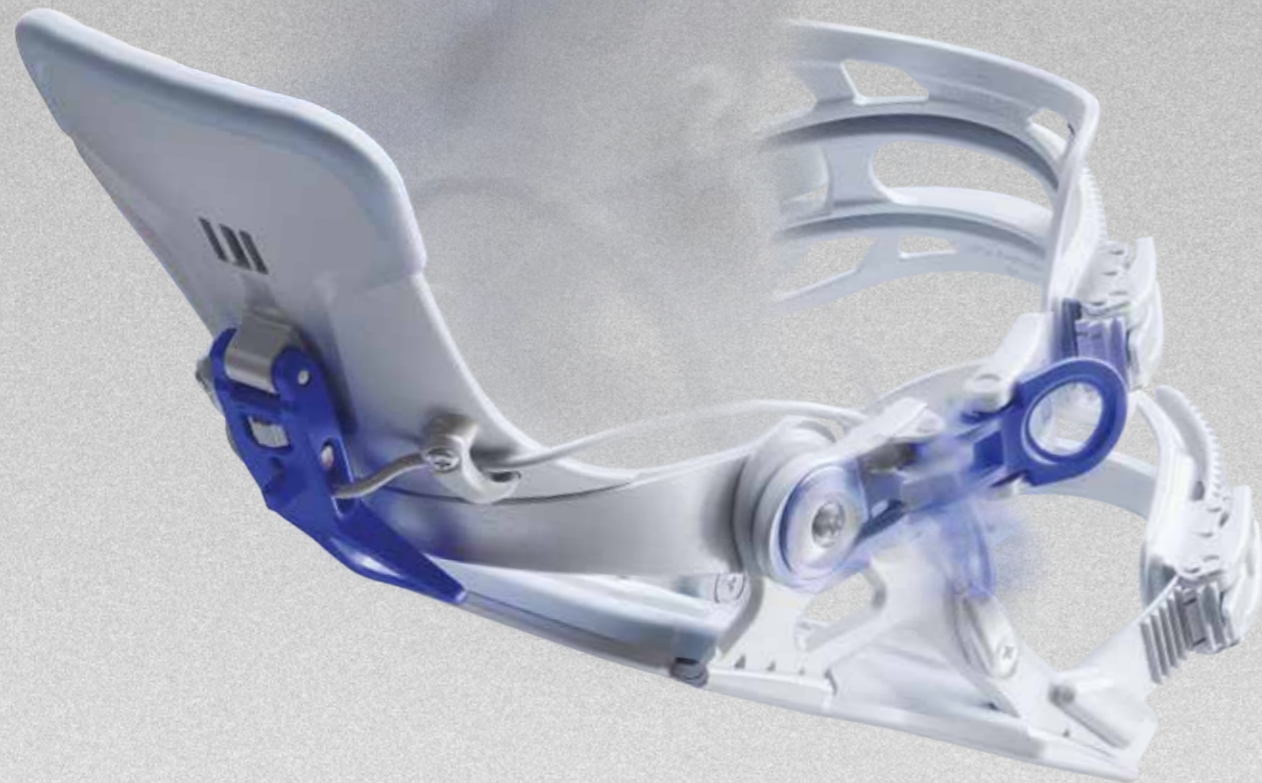
Nebula FASE[®] NEW

Designed with a tweak-friendly flex and plush underfoot cushioning to unlock creative riding across the mountain.

FLEX	2 / 5
ALL-MOUNTAIN	9 / 10
FREERIDE	8 / 10
FREESTYLE	10 / 10
SIZES	S-M-L



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CLASSIC
ENTRY?**



**WHY NOT
BOTH?**



RIDDEN AND REFINED OVER DECADES

For over two decades, we have been perfecting our patented FASTEC system. The result: one of the most versatile, lightweight, and reliable bindings – built for riders who demand performance without compromise. Starting at just **€159,90**

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MEADOW**

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-  Navy
-  Black
-  Off-White
-  Dark Sand



THESE BRANDS ARE LOOKING FORWARD TO WELCOMING YOU:



RETAILERS ONLY

TOP LOCATION
HOCHFÜGEN
ZILLERTAL



SAVE THE DATE
Jan 18-20
SAVE THE DATE

SHOPS 1ST TRY

2026
EDITION

shops-1st-try.com

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

HELLO

SOURCE#126

Summer is behind us and winter is closing in fast. Many of us will be happy to see the back of summer as the market - particularly for hard goods - was very difficult, even though the waves and spots were just as packed. So, what's going on? Still plenty of practitioners but not so many buyers. Are we really beginning to see a significant change in buying habits as consumers find alternative ways to get the product they crave? First of all, consumers are as happy to rent as to buy new, as more shops offer rental programs for more and more product categories. In most hardgoods categories, sales of rental products by brands is on the up. Secondly our products just last that much longer, not only are they stronger but in many cases are constructed to make repairing easier - even softboards can last a

lifetime now. Thirdly, and most importantly, is the rapid growth in the second-hand market with consumers increasingly seeing this as a cornerstone to sustainable living. Second-hand products are worn or used with pride - it's a statement of your intent. Gone are the days when consumers had multiple items in each category with cupboards and garages full of product. Now they buy on the second-hand market, try the product out for six months and then sell it back into the second-hand market, often at almost the same price as they bought it. Lots less to take with you when you're working from home! Collectively these trends are having an increasing impact on demand for new products and our industry, like many others out there, will have to adapt to meet the very different requirements of the next generations.

Talking of changing requirements takes us smoothly onto this issue. Our bindings

retail buyer's guide looks at how the market has been shaken up by the sudden increase in demand for easy/fast entry bindings partially driven by the needs of the older generation.

Again, this change in demand is here to stay and for this season in particular many purchase decisions will be attracted to where the action is. Our Big Wig for this issue is Bene Pelikan of Burton, one of the key players in the easy/fast entry binding market with its Step On technology. The rest of our retail buyer's guides will fill you in on what else is coming next, so wax your board and sharpen your edges, I hear it's dumping in Innsbruck tonight!

Always sideways,

**Clive
Publisher**

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On the cover: Rowan Coultas GB snowboard coach and former Olympian.
Photo: Syo Van Vliet





NEWS

#126

YES GOES SOLO

YES is leaving the Nidecker Group to operate as an independent organisation. The original founders, Romain de Marchi, Jan Petter Solberg and David Carrier Porcheron remain completely committed to the brand and its future development. As true legends of snowboarding, the infamous trio has been instrumental in the success of YES for the past 17 years. David Pitschi, a fellow snowboarder, will be running the business and filling the excel sheets. Pitschi grew up with Romain in Switzerland and joined YES in 2019 as Brand Manager. Beginning with the 2026/27 season, YES will have full control of its operations, including managing pre-books, and is planning to bring back Unlnc. Two new films and a complete marketing program are scheduled for release this winter, ensuring visibility and a strong presence in the marketplace.

1910 HIRE RYAN IMMEGART AND LAUNCH SNOW OUTERWEAR

1910 has welcomed life-long friend, musician, and rider, Ryan Immegart as General Manager and shareholder. Ryan brings decades of experience in brand building, product and operations and was Volcom's first sponsored snowboarder and former Chief Marketing Officer. Ryan will now be helping guide 1910's growth with a thoughtful and resilient hand. 1910 is launching a snow outerwear line built to The Storm Standard, which is now being shown to wholesale partners and will be available to consumers in September 2026.

VF CLOSURES TRANSACTION WITH BLUESTAR FOR DICKIES

VF Corporation has announced that it has successfully closed the previously announced transaction to sell the Dickies® brand to Bluestar Alliance LLC, a leading global brand management firm, for an aggregate base purchase price of \$600 million in cash, subject to customary adjustments.

EUROPEAN OUTDOOR WEEK LAUNCHED

From 14-19 May Riva del Garda and the Garda Trentino area will become a weeklong hive of European and International Outdoor activities and events, attracting both industry professionals and a large and diverse community of enthusiasts. The week will incorporate the Outdoor trade show (17-19 May), the Outdoor Impact Summit (14-15 May), the EOG Assembly (16 May), the European Outdoor Awards ceremony (16 May), in addition to events and initiatives to test product and enjoy the local area. By combining the events into one focused week, the EOG have responded to the industry's demand for fewer calendar commitments and more effective gatherings which optimise costs and resources. Outdoor businesses can now contact the booking team at MagNet to explore best options available for getting involved in EOW.

TRADE NOMAD AGENCY TO DISTRIBUTE PROSURF IN GERMANY

Following 25 years of experience in the boardsports industry, Stefan Knoll has founded the Trade Nomad Agency. The agency represents premium labels in streetwear, boardsports, surf culture, and watersports. With a diverse brand portfolio including Hurley, Moken, Mesle and ASRMGYS, Trade Nomad now also distributes Prosurf, in Germany.

UNION BINDING COMPANY OPENS BOOT DIVISION

After two decades dedicated to perfecting snowboard bindings, Union has announced the launch of the Union Boot Division and its first snowboard boot model, the Union Reset Pro. As lifelong snowboarders with decades of combined product and manufacturing experience, Union has created the perfect combination of fit, function, durability, and material innovation by investing heavily in industry-leading R&D, streamlined production processes, new machinery, materials, and talent recruitment.

ARMADA ENTERS THE SNOWBOARD MARKET FOR WINTER 2026/27

Armada, one of the world's most prominent outdoor winter brands, has announced the introduction of Armada Snowboards. The new product line will include nine board models that will be available to the public in the fall of 2026 at select retailers and online. Boots and bindings will be forthcoming in 2027. Armada Snowboards will be built on the same ethos as the skiing side of the business, focusing on freestyle-first consumers and by creating an athlete-driven product line.

TSG INTERNATIONAL & SDG DISTRIBUTION EXPAND THEIR PARTNERSHIP INTO SOUTHERN EUROPE

Following the successful partnership announced in June 2024 for the French market, TSG International AG is pleased to announce the expansion of its collaboration with SDG Distribution SAS to include Spain. Building on the strong foundation and shared values that have driven success in France, this strategic extension marks the next step in strengthening TSG's brand presence across Southern Europe.

THIRTYTWO LAUNCHES SNOWBOARDS

After 30 years on snow, thirtytwo's evolution continues with the launch of its first-ever snowboard line. Pat Fava, Phil Hansen, Patrick Hofmann and Brin Alexander are the first riders officially signed to the new thirtytwo Snowboards team. The boards are built with the same passion that's been behind their boots, outerwear, and bindings, each board is shaped by the needs and attitudes of the T32M. "The board line is no joke. The graphics are incredible, the tech is top-tier, and I'm hyped on the direction we're heading," said Phil Hansen

ISPO TRADE FAIR TO LEAVE MUNICH AND RELOCATE TO AMSTERDAM

ISPO is leaving its home after more than 50 years. From 2026, it will no longer be held in Munich but in Amsterdam. The upcoming ISPO at the end of November will therefore be the last in the Bavarian capital. Messe München, which owns ISPO is committing it to a new joint venture with the British events company, Raccoon Media Group. The aim is to give the long-established trade fair a fresh start under Raccoon Media Group's operational responsibility.

OTS REACHES 20

OTS 2026 will mark 20 years of the UK's leading outdoor trade show. This milestone edition is set to be the biggest and best yet. With over 90% of stands already sold, the industry's leading names have secured their space. Don't miss your chance to join them. OTS brings together the entire outdoor trade from major retailers and leading independents to distributors, media and industry partners. Over three days, exhibitors and buyers connect, build relationships, and shape the season ahead.

GOOD QUESTION SUPPLIES TO DISTRIBUTE XTRATUF IN MAINLAND EUROPE

Good Question Supplies are excited to announce a multi-year distribution deal with footwear brand XTRATUF! As their European distribution partner (excluding UK), Good Question Supplies will supply the continental retail market exclusively with top-of-the-range XTRATUF waterproof boots. Incorporating a 75 years legacy of boot production, the American brand has become the gold standard for waterproof outdoor boots. Born in commercial fishing, the collection has long been diversified, offering the perfect footwear for any outdoor enthusiast, from boat decks to the Alps.

LOADED BOARDS AND CARVER SKATEBOARDS ARE MERGING

Loaded Boards and Carver Skateboards have officially merged operations. The combined company will be based out of Loaded's headquarters in Culver City, California, uniting two of the most influential brands in the side-stance board sports community. The merger brings together Loaded's expertise in longboard design and manufacturing with Carver's pioneering surfskate technology, thus forming a collective powerhouse dedicated to innovation, performance, and community.

SHINER ANNOUNCE OFFICIAL DISTRIBUTION OF ELEMENT SKATEBOARD HARDGOODS ACROSS KEY EUROPEAN MARKETS

Shiner Ltd, a leading international distributor of premium action sports and lifestyle brands, announced its appointment as the official distributor of Element Skateboard Hardgoods across the UK, ROI, Nordics, France, Spain, Italy, Benelux, Austria, and Germany, effective 1st October 2025.

RIP CURL EXPANDS ITS EUROPEAN WETSUIT RECYCLING PROGRAM

As part of its global Recycle Your Wetsuit initiative, Rip Curl is strengthening its environmental commitment in Europe by partnering with Circular Flow from 2025, to give used wetsuits a second life. Launched in Australia in 2021 and later expanded internationally, Recycle Your Wetsuit allows surfers to drop off old wetsuits at participating stores where they are then collected, sorted, and recycled into useful products.

WINTERPRO MOVING TO TIGNES FRANCE FOR JANUARY 2026 EDITION

Winterpro is moving up the valley from La Rosiere to Tignes. Tignes is one of the highest resorts around, so good snow is virtually guaranteed for the 3 days of on-snow testing. Over the past few years the event has really established itself as a key B2B event in the winter calendar and once again it will be the first European on-snow demo event of the year.



Jill Perkins

Jed Anderson

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

TRADE EVENTS

PREVIEWS

SLIDE & OTS WINTER LIVERPOOL, UK JAN 6-8, 2026

Slide OTS is on the move to Liverpool after many successful years at Telford. Now brands will benefit from having both summer and winter shows at the same venue. The Exhibition Centre is on the banks of the River Mersey, next

to Liverpool's historic waterfront and within walking distance of thousands of hotel rooms to suit every budget.

Recently the Snowsports Industry of Great Britain (SIGB) and the Outdoor Trade Show (OTS) renewed their multi-year agreement to deliver this single, combined event for the Snowsports and Outdoor industries, giving retailers access to the best of both winter and outdoor at one location.

Slide/OTS is still the one and only opportunity for UK retailers to see all winter and outdoor 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. 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 the time of going to press there were over 90 companies signed up for stands. For any last minute brand interest, some limited space remains and a variety of sponsorship packages are still available. Slide is very much an order writing show where brands and retailers hold 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.

Opening hours are from 9am-6pm on Tuesday 6th January and Wednesday 7th January and 9am-4pm on Thursday 8th January. First up on the opening morning is the Slide & OTS Winter Kick Off Run from 7 to 7.30am, this is held in partnership with Keen who will be providing demo shoes. Later on, from 6pm to 8pm, after the exhibition closes, you can join exhibitors at their stands in the hall and take time to relax, meet with and socialise with industry colleagues. Participating stands will be announced in the run up to the show.

WINTERPRO TIGNES, FRANCE JAN 11-13, 2026

The big news is Winterpro is moving up the valley from La Rosiere to Tignes. Tignes is one of the highest resorts around and so good snow is virtually guaranteed for the 3 days of on-snow testing. Over the past few

years the event has really established itself as a key B2B event in the winter calendar and once again it will be the first European on-snow demo of the year, with shops visiting to test FW26/27 snowboard products for the very first time.

This year's show is being held from Sunday 11th January through to Tuesday 13th January. The test village will be located just outside the Tignes Office de Tourisme with the indoor Winterpro showroom and reception a short walk away inside the Tignespace building, which also houses the Tignes indoor Skatepark.

The test village will be open from 8.30am to 4.30pm everyday with the nearby Palafour and Almes lifts provide fast access up to the slopes and over to the Le Palet Snowpark.

Last year 42 brands exhibited, 237 shops visited and 3003 tests were made. This year the list of exhibiting brands includes Vans, DC shoes, Quicksilver, Roxy, Volcom, Burton, CLEW, Armada, RVCA, Nixon, Nitro, Sun Bum, Jones, Smith Optics, Union, Capita, Lib Tech, Thirtytwo, Spy+, Ride Snowboard, Salomon Snowboard, Arbor, K2 Snowboards, Bataleon, Rome, Gnu, Von Zipper, Yes, Nidecker, Northwave, 686, Amplid, Rossignol, Jones, Borealis, Nzero, Double Deck, Heliod Japan, Spark, Eivy, Autumn and Stance.

On Wednesday morning the Winter Sustainability and Workshop Breakfast will be held from 7.30am to 9am, with speaker details to be confirmed nearer the time. From 6pm to 7.45pm are the Networking Drinks, the Awards Presentation and the SIGB AGM. Join exhibitors and visitors at The Terrace for these complimentary drinks and nibbles session, while the winners of the show Awards are announced and the Awards presented, with the SIGB AGM following on afterwards. On the final morning is the SIGB & OIA Women's Network Run in partnership with Keen. This is from 7am to 7.30am and open to women only.

The Slide and OTS Winter 2026 Awards are open for entries exclusively from show exhibitors. The winners in each of the 5 categories; Outdoor Hardware, Software, Snowsport Hardware, Accessories and Fresh Brand will be on display with the other finalists in a dedicated area at the show's entrance atrium. Dominic Winter from POW will choose the winner of the ECO award from amongst these award finalists.

A Vacancies Board will be positioned in the foyer of the exhibition centre. If exhibitors have any job vacancies, they can advertise them here on the Board free of charge.

Visitor registration is now open. Entry is free of charge for all visitors. Visitors are reminded that they are required to register on www.slideotswinter.co.uk to gain entry to the show and the website has a full list of exhibitors, their brands and their locations with a live floor plan.

Liverpool is well served by air, road and rail networks. A taxi from the railway station is a 5 minute journey. For those driving, there is plenty of parking available at the venue and nearby hotels offer reduced rates for visitors. Liverpool has its own international airport but is also serviced by Manchester airport which is less than an hour away by car. So, book your tickets to Liverpool now for the Slide OTS Winter 2026 and get ready to meet up with the entire UK winter sports business community.

SLIDEOTSWINTER.CO.UK

The indoor Winterpro showroom will be occupied primarily by exhibiting accessory and textile brands as well as some of the brands from the test village. It will also be the location of the morning Breakfast and the early evening's activities including an aperitif served on Sunday and Monday from 5.50pm.

This year sees the launch of Winter Fest in Tignes. Running parallel with Winterpro, this cultural and artistic event is also open to the public and dedicated to promoting Board Culture. The programme includes film premieres of the latest Snowboard movies from 5pm and 7pm each afternoon, these screenings will be accompanied by pro-riders and directors. There will be scheduled Skateboarding demos and contests in the indoor skatepark; an exhibition of several hundred historic snowboards from the 70s to the present day from PJ Cazaux's private collection; an exhibition of paintings, drawings and sculptures from the boarding scene; the Board Culture Exposure (BCE) photo exhibition and a bookshop with numerous publications - all dedicated to snowboarding.

The festival is rounded off with music on Sunday and Monday evenings. DJ's from the Ed Banger label will play sets on both nights at Le Strike at the Snow Front.

There are regular shuttle buses between Tignes and the Bourg Saint Maurice train station, which is served by the TGV High Speed trains direct to Paris, Marseille and Geneva. Nearest airports are Chambéry, Lyons, Grenoble and Geneva. See you in Tignes for the snowboard trade season on-snow opener.

ACTSNOWBOARDING.COM

TRADE EVENTS

PREVIEWS

PROWINTER BOLZANO, ITALY JAN 11-13, 2026

Prowinter, the leading Italian B2B event for the outdoor and winter sports industry, will celebrate its 25th edition with a renewed and increasingly international format.

Following the success of the 2025 event, and in response to growing exhibitor demand, the show is expanding its exhibition space and strengthening its international profile. Exhibitor space reached 5,700 m2 last year, with over 4000 visitors attending last year. The main development this year will be the opening of an additional hall for the Scandinavian Village, which will be situated next to the Italian Outdoor Village.

Another key trend for 2026 is the participation of numerous international brands exhibiting directly through their European headquarters, rather than via Italian distributors or resellers. Many brands have reinforced their presence with larger booths to accommodate European teams, evidence of Prowinter's increasingly pan-European identity. The event is not only attracting Italian retailers but also for those from Germany, Austria, Scandinavia, the Benelux region and Eastern Europe. Snowboard brands include Nitro, Union and Capita and many accessories brands will be exhibiting.

Prowinter 2026 will host two significant meetings dedicated to sustainability in the winter sports supply chain: the Winter Sports Sustainability Network

SHOPS 1ST TRY HOCHFÜGEN, AUSTRIA JAN 18-20, 2026

The move last year to Hochfügen in Zillertal was a great success with more brands, tests and retailers than ever before. This resort, famous worldwide for its reliable snow conditions and freeriding terrain, is a perfect location for the European industry to come together for 3 days of testing, networking and fun.

Shops 1st Try is split over two locations: the test and exhibition area in Hochfügen and the accommodation and evening parties in Fügen. The Test Area and Indoor Exhibition Area are situated at 1,500m ensuring excellent snow conditions. Whilst the accommodation, parties and Industry Dinner are located in the Fügen in the Zillertal valley, just a 15-minute drive away.

With 88 brands confirmed this year, the event is 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 over 10,000 tests with the event attracting shops from across all of Europe. Of the 246 participating shops, 90 were German, 41 were Austrian with strong contingents from Poland, Italy, UK, Netherlands, Norway and Switzerland. In total there were 1,300 attendees from 39 countries keeping the booths humming.

New and returning brands to the event this year at time of going to press include: Armada, Black Line, Bliz, Colourwear, Boa, DC, DG Handwear, Fjell, Gentemstick, Karakoram, Korua, Nzero, Oxbow, Phieres, Pro-Tec, Public Snowboards, Quiksilver Roxy, SnowRidge, Smiths, Stance Stranda, United Shapes, Von Zipper, Whitespace and Yarum. In the Micro Brand booth in the shared outdoor tent you will find up and coming brands who will add spice to your product portfolio.

The base stations of two cable cars are directly accessible from the village, taking testers from 1,486 m to 2,378m in no time at all. On hand, as always, will be the 'Shred Buddies' (pros and ambassadors) to ride with you, offer their views on the products being tested and to keep you well entertained. Many activations will be held at the show by the brands, with a full list to be published two weeks before the event.

The Indoor exhibition area is right next to the test village, so you can walk from

Meeting and the Ski Industry Climate Summit in collaboration with Protect Our Winters Europe. These events will bring together companies, experts and institutions to discuss strategies and best practices for the future of the industry.

The popular Prowinter Test Days, powered by ITASnow and organized by Pool Sci Italia, will also return on Monday 12 and Tuesday 13 January in Carezza. This remains one of the most eagerly awaited moments of the event, where over 250 professionals will have the opportunity to test the 2026/2027 season's new products in advance.

Rounding out the program is the Prowinter Party, open to all exhibitors and visitors. This will light up the first evening of the event with networking sessions designed to encourage exchange and inspiration between companies, professionals and industry media.

Bolzano is served by its own airport for Italian destinations. Milan's Bergamo and Linate airports, which are 250 kms away, offer flights to destinations across Europe. Bolzano is 2.5 hours by train from Milan and is readily accessible by road, with visitors from Austrian and Germany, coming via the Brenner Pass.

Tickets for the fair are now available online, so book your visit to Prowinter 2026.

PROWINTER.IT

one to the other. This 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 outdoorwear and accessory brands as well as many of the test village brands. During Sunday and Monday retailers can vote on the Retailers Choice Board Design award by BoardSportSource with the award presentation at 6pm on the Monday. Every day in the Indoor exhibition area from 4-6pm there will be free Tyrolean After Shred Snacks, by star chef Alexander Frankhauser.

Last year's daily Stage Talk was a big draw, hosted by Seppi Scholler with guests Jeremy Jones, Wolle Nyvelt, Gigi Ruf and Dave Lee. This year's Stage Talk, once again hosted by Seppi Scholler with Scott Penman will be taking place on Sunday and Monday from 14:00 and Tuesday from 13:00. Topics and star panellists to be announced closer to the event.

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 Try shuttle buses, which run regularly between both locations. In the evening the action is all in Fügen. New this year is the Shops 1st Try Meet Up & Video Night at the BaWa Bar in Fügen on Sunday from 7.30pm to 1am. Dinner, Pub Games, Snowboard Videos and Vinyl Tunes will be on offer here. The following evening from 9pm onwards it's the Get Together and Party at the Kosis Pub.

For registration shops must first create an account on Shops 1st Base and then register for Shops 1st Try. Exhibitors should register from 6-8 pm the evening before the event starts at the Hotel Kosis in Fügen, and then join the Industry Welcome Dinner at the same location.

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 and then catch a taxi or Zillertalbahn public transport to Fügen or book a Four Seasons taxi direct from either of the airports to the resort.

The Shops 1st Try on-snow demo has become the biggest single gathering of the snowboard community globally with many riders and industry figures flying in from North America and beyond. See you in Hochfügen.

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RETAIL BUYER'S GUIDE SNOWBOARD BOOTS FW26/27

The boot - that essential interface in a snowboard kit - is once again in the spotlight. It's a crucial tool for translating a rider's body language, power, and style to their terrain of choice. And next season shows a confident sense of direction in the snowboard boot category defined by expectations about fit, evolving rider needs, and innovation. The current consumer is now highly informed about what a good boot should feel like and won't compromise on comfort, longevity, and simply having a good time on the snow. Ladies and gents, welcome to the FW26/27 Snowboard Boots Retail Buyer's Guide, brought to you by **Matthieu Perez**.



TRENDS AND GOALS

According to Flux, riders have never been more particular about how their boots should wrap, hold, and perform throughout a long day on the snow. As Kyosuke Ogata, Brand Manager at Flux puts it, "Snowboarders today are becoming more particular about how their gear fits. Many are looking for a customised fit that feels just right."

From ThirtyTwo's perspective, the shift toward value-conscious performance is unmistakable, especially in the mid-price tier. Ryan Bachman, ThirtyTwo Sales Director, explains, "The industry has also noticed that even some beginners buying their first pair of boots are looking past the entry level boots and are going into the mid-tier price range." The level of adjustability once reserved for premium products - such as dual zonal BOA® dials is reshaping buyer expectations across every retail category.

Describing a consumer shift toward quality-first thinking, Claudio Distasi, EMEA Sales Manager at Union observes, "Riders are looking for higher-quality gear that lasts longer and performs better - they're willing to pay for it if it actually delivers." Meanwhile, retailers are becoming more selective, prioritising brands that bring genuine innovation to the display wall.

Practical aesthetic evolution is shaping the landscape too. Ruben Kiebert, Global Sales Director at Bataleon points out, "The largest trend in snowboard boots over the past few years has been the addition of a lace cover. While this has stemmed from functionality, it's quickly become an aesthetic focus." Riders want efficient systems, but they also want

"Snowboarders today are becoming more particular about how their gear fits. Many are looking for a customised fit that feels just right." Kyosuke Ogata, Flux

boots that visually match their personal style." This blend of function and style, found throughout current boot collections, signals a continued preference for clean, purposeful design. As Distasi explains, "There's also been a noticeable shift toward simplicity and clean design rather than overbuilt or overly complicated products."

Customisation continues to be an anchor for many categories, propelled by demand for heat-moldable liners, dialed-in lacing systems, and more adaptable flex options. Arnaud Repa, Rossignol's Snowboard Category Manager, summarises this clearly: "Customised fit, through lacing systems and heat-moldable liners, comfort, and durability are driving the buys." The same theme is echoed from a conceptual angle by Nidecker Designer and Boot Category Coordinator, Julien Lefrançois, who says, "We tend to move away from traditional categories like freestyle, freeride, or all-mountain. Recent buying trends show that riders' preferences vary far more by flex and technical features than by riding style. Two riders with similar habits on snow may want completely different levels of stiffness or support." This has pushed brands to rethink segmentation altogether.

Despite broad category refinement, one platform stands out for its sustained growth: Step On®. Nitro President Tommy Delago sees the

technology as an area with significant potential. He notes, “We believe this is where the most impactful improvements for riders can be made. Since Nitro Boots are already well known for their exceptional fit, we are actively exploring Step On® opportunities to bring even greater comfort and performance to our customers.” With the same outlook, Burton Senior Merchandiser for Hardgoods, Jan Grimm, explains, “Step On® remains our main growth driver, and we’re not taking our foot off the gas when it comes to further evolving and innovating our Step On® line.” He also emphasises a shift in focus towards a “ride first, platform second approach,” which ensures that both Step On and strap riders receive boots built on the highest performance standards.

Across the market, product lines are expanding in ways that reflect both heritage and future ambitions. Rome is reintroducing four classic models aimed at creating a “future proof carry-forward design”. The goal is to deliver the best possible boot, at the best possible price. Their target rider is in their mid-20’s, value-driven, and often freestyle-oriented - a demographic expected to fuel growth.

WHO’S NEXT?

As brands look towards Winter 26/27, forward-thinking design philosophies and refined rider segmentation are shaping product families more explicitly than ever before.

At ThirtyTwo, Creative Director, Brad Alband, outlines two new storytelling pillars that guide their approach: “The first is called Destroy; this is the street [and] park focused rider. The second is Shred; this is the more all-mountain resort-focused rider. For us, the largest opportunity is in speaking more directly with the all-mountain rider.” The redesigned TM-Two and its iterations are expected to “win some new customers and bring back some older ones.”

Evolution is equally central to Bataleon’s identity. Tom Johnson, Global Marketing Director, emphasises that progression defines the brand, “Every season we level up—not just our product, but also as a brand. The founders are still at the helm, but today Bataleon is driven by a young, creative team of engineers, designers, team riders, and marketers who keep us moving forward.” This internal energy totally aligns with the ongoing maturation of its boot line.

Some brands are approaching Winter 26/27 from the vantage point of major milestones. Distasi speaks of Union’s debut into the boot category - launching in Fall 2025 after years of observation and groundwork. He explains, “What started as an idea is finally becoming real,” marking their



BATALEON

“The industry has also noticed that even some beginners buying their first pair of boots are looking past the entry-level boots and are going into the mid-tier price range.” Ryan Bachman, ThirtyTwo

entry as one of the most anticipated events in the boot game. Others lean into long-term brand identity. Deeluxe remains firmly rooted in innovation without losing sight of heritage. Florian Heim, VP of Marketing, describes, “Our focus has always been - and will always remain - on developing the best snowboard boots in the game,” anchored by comfort and performance across all terrain and every style. Continual refinement also serves as a strategic anchor for Flux. Ogata emphasises a design philosophy that “reflects what riders truly value - fit, responsiveness, and style.” He continues, “Every detail is crafted to meet these expectations and enhance the riding experience.”

This season, Nidecker looks back to a pivotal moment to understand just how far it has come - five years ago the brand had a full reset. Lefrançois states, “This FW26/27 collection marks the phase of Upgrade: the final establishment of our boot range in its most advanced and balanced form to date.” Another milestone indeed.

In a different tone but similar spirit, Nitro’s ‘Holy Fit!’ campaign captures the essence of the brand’s design philosophy. Delago insists, “We consciously build our boots ‘From the Inside Out.’ Starting with cushioning, comfortable layers directly against the sensitive areas of your feet, we gradually and specifically increase support towards the outer shell, tweaking it wherever needed. As a rider, you know that the fit of your boots can make or break your riding day, and we take this challenge seriously.” The brand applies this commitment and approach to both its classic and Step On® models. A quieter yet equally consistent philosophy is found at Northwave, where the mission is to “blend performance, comfort, and durability through functional design,” focusing on long-lasting value over trend-driven pivots.

BOA AND VIBRAM VS. GOLIATH

The Winter 26/27 collections intensify the widespread use of BOA® technology across nearly all price tags, with each brand tailoring the system to its specific rider philosophy. Vibram, meanwhile, remains a cornerstone partner, proudly working with some of the biggest industry brands.

Across the board, brands are adopting the new BOA® H5 platform. Will Keegan, ThirtyTwo Boot and Bindings Designer, shares that the rider-driven brand will offer a wide range of BOA models featuring the updated H5 reels, acknowledging the system’s strong market demand. Flux also confirms an ongoing commitment to BOA®, integrating the H5 dial into higher-end models for finer micro-adjustments. Bataleon aligns fully with this industry shift, introducing the H5 Coiler across its entire boot collection.

Nidecker confirms an almost complete transition to the new two-way BOA® H5 platform. Lefrançois notes, “It’s now represented on around 80% of the collection. The key benefit of this new system is its micro-adjustability.”

Junior Marketing Manager, Eva Knöpfle, emphasises, “HEAD is putting a spotlight on advanced BOA® lacing systems across the entire boot collection. However, the flagship PSI boot stands out with its Triple BOA® Zone Lacing, for full control over heel hold, instep fit, and overall boot tension.”

Salomon Marketing Specialist, Basti Kuhn, notes that “For Winter 26/27, our offering goes from a classic lace system to Dual Boa.” Nevertheless, signature features like Salomon’s STR8JKT BOA® Pro - a three-point heel harness - remain standout components for eliminating heel lift. Rome goes all-in as well, offering BOA exclusively, anticipating strong reception for the H5 Upper Dial.

As for Vibram, partnerships remain a cornerstone of their presence in snowboard footwear. The team at Vibram notes ongoing collaborations with brands such as Bataleon, Burton, DC, Deeluxe, K2, Nidecker, Nitro, and Rome, while teasing more in the near future. The team at Vibram offers that it is “truly sorry if we have left anyone out; if so, let’s get in touch and start working together!” Vibram maintains a diplomatic stance, careful not to reveal any spoilers ahead of official announcements.

Against the backdrop of BOA’s dominance, Northwave teases a completely new closure system for 26/27 designed for “speed, precision, and ease of use.” This innovation suggests a new chapter in closure technology, challenging industry norms and giving riders a new approach to interact with their boots.

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“Step On® remains our main growth driver, and we're not taking our foot off the gas when it comes to further evolving and innovating our Step On® line.” Jan Grimm, Burton

matters most to us is tailoring flex to the demands of every riding style,” recalls Heim.

Unique and new, Union’s engineering breakthrough takes shape in the Single Frame Shell™, a one-piece Pebax construction that is waterproof, extra durable, and consistent in flex. The streamlined design allows for improved longevity and feel. “It’s also waterproof and way tougher than what’s typically used in boot construction,” claims Distasi.

Flux, meanwhile, has incorporated Terje Haakonsen’s feedback into its development cycle and introduced Beads Cushion technology - liner materials that automatically adapt to the rider’s foot shape. At Head, the PSI boot raises the bar with an aramid-reinforced shell, Triple BOA® Zone Lacing, BOA Perform Fit™ Wrap, and fully heat-moldable liners for precision energy transfer. Women-specific innovations emerge in the CLAIRE BOA® ZONAL, tailored to females for improved comfort, stance, and performance.

Northwave refines its own lineup with improved shell reinforcements, midsole compounds, and upgraded liner foams, resulting in better heel hold and long-term comfort. For Rossignol, the strategy is more measured. Repa notes, “Innovation doesn’t always mean overhaul. Sometimes it means refining what works and letting it ride.” The brand continues with a high-performing carryover line that remains consistent across conditions.

To everybody in the industry working hard, you’re hot stuff!

THE FUTURE IS NEXT

The Winter 26/27 places a strong emphasis on youth and emerging rider profiles as “Young riders drive style, trick progression, product expectations, and hold the purchasing power of tomorrow”. Tom Johnson, Global Marketing Director at Bataleon, highlights, “Without sharing too much of our brand playbook, it’s safe to say that it’s always a wise decision to invest into the youth.” This sentiment is echoed by Grimm, who notes that Burton is shifting its focus toward younger riders without neglecting its loyal base.

At Deeluxe, Heim points at new market habits: “Many riders are looking for products that cross traditional category-boundaries. Our team riders - like Kevin Backstrom, Ståle Sandbeck, Madison Blackley, and Werni Stock - are perfect examples of combining freestyle roots with backcountry riding, and they need boots that can handle it all.” Deeluxe’s new All Terrain Freestyle segment is built to meet these modern hybrid demands.

For Union, the future is also defined by control. As Distasi explains, “Starting a new boot program from scratch has its own set of challenges. The biggest one for us has been building out all the tooling, materials, and production systems from the ground up while keeping everything in-house. It’s a massive project, but controlling our own development and supply chain is what will set us apart long-term.”

Kuhn at Salomon majestically wraps things up: “We didn’t invent snowboarding, but we’re proud to be part of it. What got us here is a genuine love for the lifestyle and the creativity that fuels it. We design gear to make every slash, every side hit, and every day on the board better than the last. Looking ahead, performance will always be key, but our wider focus is about responsibility—to the riders, to the community, and to the environment. How we shape the future is what’ll define us.” Wise words.

Combined, these innovations, philosophies, and emerging strategies show that the snowboard boot manufacturing world is on a mission. The category continues to evolve with intelligence, purpose, and a clear understanding of what riders expect. Retailers heading into next season can look forward to collections shaped by innovation, precise fits, durable construction, and an unmatched commitment to making every run better than the last. All Hail to the boot builders! ☺

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HIGHLIGHTS

- 1 Fit
- 2 Innovation
- 3 Customisation
- 4 Performance
- 5 Durability

The dominance of BOA® in the lacing landscape remains unmistakable. While traditional and speed laces continue to serve purists and specific use cases, BOA has become the preferred system for the majority of riders—praised for speed, precision, and convenience.

HOT STUFF

Nothing stops the race for innovation. Brands continue to develop new materials, redesign outsoles, make structural improvements, and cook up fresh engineering ideas.

One new feature comes from ThirtyTwo. Keegan explains, “The brand is introducing FASE binding-optimised outsoles throughout the line.” It includes a rounder heel and toe profile, undercut sidewalls, and a rubber heel slider that extends upward for easier entry. Keegan also highlights a new no-sew TPU upper with a 5D exoskeleton overlay to improve durability and waterproofness on the TM2 and TM2 XLT.

Durability is another central focus for Nitro. Delago elaborates, “With the introduction of some more abrasive binding concepts, we have seen the need to increase the durability of our boots’ heel section. In addition to our already strong heel stitching construction, we have added a variety of updates, from shape and material changes to injected heel counters.” Nitro also dialed in the toe area of its boots through the use of Endure® material and molded toe caps, which boost longevity. Furthermore, its boots will feature an upgraded Flex Toe—originally pioneered by Nitro more than 20 years ago—to improve flexibility, thermal insulation, and the ability to accommodate different foot lengths.

Fit remains a crucial battleground, and Bataleon tackles this with a comprehensive redesign of outer shells and liner patterns across the entire collection, targeting a more performance-focused fit on the ACID and SALSAs models and a more comfort-focused fit on the RAVE and TWIST models. All liners remain fully heat-moldable, and refinements across all levels include additional heel support and improved lacing materials. Finally, Zofia Zapiec, European Marketing Coordinator emphasises, “Our most performance model, the ACID, received a redesigned outer gaiter to improve functionality of the zipper closure and allow for a wider opening for easy entry.”

Burton is also continually refining its boots. “For Winter 26/27, you will see some exciting updates to our strap boots as well,” explains Grimm. Burton’s refinements focus on core strap models, updating the X Pro and X Tier models in 26/27 and introducing three new Waverange boots. Improvements include increased stiffness through updated lacing and the addition of an internal ankle hammock on the X Pro boots.

After introducing its Rapid React Modular Technology with the ID Y-20, Deeluxe refined and expanded it - bringing this breakthrough to many models across the collection - to maintain perfect flex throughout a boot’s lifespan. “Whether you prefer a stiffer or a softer boot, what



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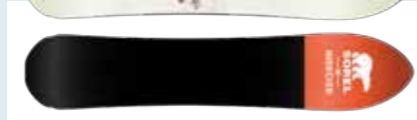
The new collaboration between Nidecker and Sorel brings a combination of heritage and technology to the winter boots category. Source had a conversation with Thierry Kunz, CMO at the Nidecker Group to hear about the thinking behind the move and how the partnership got started.

How did the collaboration between Nidecker and Sorel come about?

Since returning to Nidecker in 2015, my very first project was launching the Snow.Surf collection. I've always been stoked on blending snowboarding and surfing, bringing a fresh perspective through unconventional shapes. This Sorel collaboration had been in my mind for years. We made a first attempt back in 2017, but it never came to life. Then in 2024, after an inspiring conversation with Cory Long, the president of Sorel, the project finally found its home with our two heritage brands coming together to celebrate the history of snowboarding with a vision for the future.

Could we have a brief history of Sorel?

It's not really my place to tell their story, but I can say the Caribou boot was created in 1962 and quickly became a favourite among the first snowboarders. Back then, dedicated snowboard boots didn't exist yet, so pioneers like Tom Sims and Jake Burton, along with many others, were riding in Sorel boots, at least those who could afford a pair were.



What was the main goal behind this collaboration?

To celebrate the history of snowboarding by highlighting two iconic brands that each helped shape modern snowboarding in their own way. But also to bring today's comfort and technology into a boot with an authentic look, because style matters too, especially when you ride.

What makes these boots different from anything Nidecker or Sorel has done before?

We took the best of both worlds – the iconic look of the Caribou combined with the comfort and technology of today's Nidecker boots.

Was there a specific gap in the market or inspiration that sparked the idea?

I think snowboarding today, like many industries, has evolved in a similar direction across every brand, making it harder to truly innovate or stand out. But by reimagining this iconic product for today's riders, we have the chance to create our own separate story.

Please tell us in detail about the product itself.

The boot has been completely redesigned. Even though it retains all the visual elements and premium materials of the original Caribou, like waterproof leather and a natural rubber lower shell, we still had to tweak everything to align with the technical performance we wanted and today's binding standards. We also brought in our own last and expertise in liner construction.



But the biggest innovation comes from our internal heel lock system, which we specifically adapted for this project. Thanks to the BOA® closure, the entire tongue locks the liner and heel in place for maximum precision and hold, something truly unique in snowboard boot construction.

What's your personal favourite detail about the boot?

For me, as someone who first stepped on a snowboard in 1982, the look, soft flex, and overall comfort make this my favourite boot. It brings me right back to what was once the holy grail for any snowboarder, owning a pair of Sorels.

Does this project open the door for future collaborations?

This collaboration is built to last – we've signed a three-year agreement. This year, we launched a boot and a board specially designed for the project with a unique shape. And yes, maybe it will open the door to new collaborations, but the most important thing is to create partnerships that have meaning, not just follow trends. ☺

thirtytwo

THIRTYTWO 30TH ANNIVERSARY

Thirtytwo has been rooted in snowboard culture since 1995, building gear by snowboarders, for snowboarders. Known for its rider-driven design and strong connection to the core community, the brand has continually evolved while staying true to its origins. Now celebrating its 30th anniversary with new products and big milestones, thirtytwo's Brand lead Brian Cook explains how the brand is expanding its legacy into the next generation of snowboarding..

Please can we have a brief history from the brand's founding to today:

Since it was founded in 1995, thirtytwo has been snowboarder-owned and operated, with rider-driven snowboarding embedded at its core.

The brand's first product was the iconic Lo Cut boot. From the beginning, thirtytwo has stood out as the company by and for snowboarders with deep connections to the core retailers and park crews. Some of the key milestones were expanding into outerwear with JP Walker and Joe Sexton in 2009, launching bindings for this winter and our recent announcement of the launch of thirtytwo snowboards.

As an authentic snowboarding brand, we have connected with snowboarders in the 90s, 00s, 10s and the 2020s. This spans those that rode and remember the early boots and outerwear, to those that are were first introduced to the T32M during the AMMO, BONECRUSHER or 2032 videos.

Today, thirtytwo has snowboarders covered with snowboards, boots, bindings, outerwear, gloves and more!

What do you think has helped 32 stay relevant and respected in the snowboarding community for three decades?

The T32M! thirtytwo building products for the wants and needs of the best snowboarders in the world since 1995 is what has made thirtytwo matter to snowboarders. There's never been any investors or big corporate input – simply snowboarders making products for snowboarders. Product highlights from the decades include the thirtytwo Peter Line pro



model boots in the 90s and more than 15 years of signature JP Walker, Chris Grenier and Scott Stevens products. The industry-first thirtytwo Jones MTB boot had groundbreaking features that addressed Jeremy's mountaineering and splitboarding needs like walk-mode, crampon compatibility and its stretch cordura gaiter. Of course, we have to mention one of the world's best-selling snowboard boots, the thirtytwo Lashed, in Chris Bradshaw's annual signature colorway.

How has the 30th anniversary being celebrated? Any special events planned?

We celebrated the anniversary of thirtytwo with snowboarders all around the world! The anniversary included events for all snowboarders, a product collection, a new T32M movie and something special for shops.

We kicked off the new year in Mammoth celebrating 30-years of style, progression and passion right where it all began—on the mountain.

It was an unforgettable four days of riding, sessions, après, and nonstop fun. Everyone was invited to come hang with the thirtytwo pros to ride the lift, hit the park with your favorite ThirtyTwo pros, session the mini pipe, and stay toasty by the bonfire during the Yodler Hike Park Session.

You know the T32M was filming during the anniversary, and we have a new thirtytwo team movie called TR3 D2UCE that'll be releasing on December 4th. You can watch the trailer here: <https://youtu.be/xf5RbfceRk4> and check @thirtytwo to find a premiere in your area.

Core shops that have supported the brand throughout the years will be receiving a special limited-edition 30-year Anniversary thirtytwo snowboard. The boards feature a base that proclaims, "In Steel We Trust" and a top sheet marking the brand's 30-year anniversary. These team-driven twin boards are at home on a street rail, or a park jump but given their short supply some of the lucky recipients might make them a wall hanger.

ThirtyTwo loves the shops, as well as everyone from the 100-day rider to the weekend warrior that's passionate about snowboarding. We've got another surprise up our sleeve for snowboarders in December as part of the anniversary celebration.

This year you are launching a snowboard line, what was the thinking behind that?



We've wanted to make snowboards that the thirtytwo team wants to ride for a while, and now is the time! thirtytwo snowboards are built with the same passion that's been behind its boots, outerwear, and bindings, each board is shaped by the needs and attitudes of the T32M.

We launched thirtytwo snowboards with Pat Fava, Patrick Hofmann, Brin Alexander and Phil Hansen.

Snowboards that were built to perform, with graphics from a mix of skate, fashion and tattoo artists and names rooted in streetwear, fine-line illustration, and pop culture. Each board brings a visual style that stands out as much as it rides.

thirtytwo's snowboard line is built around these core demands: unique shapes, bold graphics, true camber, precision flex and faster bases. The 26/27-line features 12 custom shapes, 108 sizes, and 86 next-gen models, featuring advanced engineering, premium materials, and custom carbon construction on select designs. All boards are built at SWS, one of the world's leading snowboard manufacturers.

You've talked a lot about the thirtytwo team. Can you tell us who the 26/27 thirtytwo team riders are?

Thirtytwo T32M is Austen Sweetin, Austin Visintainer, Benny Milam, Bode Merrill, Brin Alexander, Chris Bradshaw, Chris Grenier, Cody Warble, Desiree Melancon, Ellie Weiler, Halldor Helgason, Jack McDougle, Jaylen Hanson, Jeremy Jones, Jib Gurl, Joe Sexton, Joey Fava, JP Walker, Mike Liddle, Pat Fava, Patrick Hofmann, Phil Hansen, Scott Blum, Scott Stevens, Stefi Luxton, Toni Kerkela and Zeb Powell. ☺

RETAIL BUYER'S GUIDE BINDINGS FW26/27

As the snowboard industry heads into the 26/27 season, bindings are at the centre of a major market shift. Riders today are more discerning, curious, and informed. They are also far more willing to invest in products that elevate their days on snow. What they value is clear: comfort, responsiveness, reliability, and convenience—wrapped in a purposeful riding experience. Retailers must understand not only what riders want, but why. Ladies and gents, welcome to next winter's Snowboard Bindings 26/27 Retail Buyers Guide, brought to you by **Matthieu Perez**.



The future has straps.

ROME | **FASE**
FAST ENTRY SYSTEM

PHOTOGRAPHER: MAX WONG

IT'S HOT AND SELLS

Across the industry, brands confirm that riders are gravitating toward gear that reflects identity and performance rather than price consciousness alone. FLUX captures this sentiment precisely, stating that their customers are "leaning into high-performance gear and choosing products that reflect individuality and fit instead of simply chasing the lowest price", says Kyosuke Ogata, Flux Brand Manager. It's a shift that places craftsmanship, fit, and ride feel directly at the front of purchasing decisions. Snowboarders expect products refined down to the last detail. They notice every nuance: how a strap wraps, how a baseplate flexes, and how stable or lively a binding feels underfoot.

Convenience, however, is the second major pillar shaping behaviours. Basti Kuhn, Marketing Manager at Salomon, highlights, "Convenience is definitely a hot topic." Brands face the challenge of delivering this convenience without compromising performance. Retailers must understand the motivations behind each rider preference.

Regional trends reinforce this optimism. Head reports strong demand across Japan, Europe, and North America, reflecting the ongoing strength of the snowboarding segment. Eva Knöpfle, Head Junior Marketing Manager for snowboards, explains that, "With more riders than ever investing in premium, high-performance gear, snowboarding continues to grow and inspire a new generation of enthusiasts." This

"Convenience is definitely a hot topic."

Basti Kuhn, Salomon

global uptick strengthens the entire category, fueling innovation and leading to products that provide higher margins for retailers. It also gives retailers confidence in stocking deeper, more varied binding assortments. At the same time, riders show a pronounced interest in durability. Kyle Hansen Kahn, director of marketing at Karakoram, summarises it simply: "The market is experiencing a return to quality over quantity - riders want bindings that last multiple seasons rather than replacements every year." Disposable equipment no longer aligns with rider expectations; longevity and sustainability are becoming vital purchase drivers.

The rise of fast-entry solutions is also shaping behaviour dramatically. At Bent Metal Binding Works, Paul Ferrel, Product Manager, notes that "fast-entry systems like Supermatic® and other speed-entry bindings are gaining serious traction - riders love the convenience, especially on busy resort days". These fast-entry systems continue to use the traditional, two-strap binding design as their foundation due to its track



record of providing exceptional control and adjustability. Bataleon's Global Sales Director, Ruben Kiebert, sees similar momentum, and explains that "riders are increasingly willing to invest their hard-earned dollars in products that prioritise technology, comfort, and performance," with a noticeable surge in interest for quick-entry options.

To ensure that every binding they create reflects the priorities of riders pushing progression, Rome brings a cultural approach. "Whether we're creating team-driven video projects, introducing new binding technology, or crafting innovative board shapes and technology, we've shaped our focus to be the voice of youth-driven freestyle, which influences these projects and products from development to the consumer," explains Ben Morse, Rome's Brand Director.

Union Binding Company designs, develops, and manufactures every binding in its own dedicated factory - where only Union products are made. Claudio Distasi, EMEA Sales Manager illustrates, "This vertical structure allows us to stay agile and reliable, ensuring that riders and retailers get consistent product and service no matter what's happening globally. We work hard to balance innovation and production speed while maintaining the quality and durability our riders expect." Retailers who align their offerings with these expectations - while educating consumers on the subtle differences between products - are positioned to thrive.

WHAT SHAKES THE MARKET?

The 26/27 market is vibrant and competitive. It is also thoughtful, value-driven, and increasingly diversified. Riders have more options than ever, and retailers must guide them through this growing landscape.

Burton captures the current landscape perfectly by explaining that "multiple platforms are now actively competing for rider attention and market share, from strap bindings to Step On® and hybrid systems". Yet even amid this proliferation of technologies, Burton grounds its approach in a guiding principle unchanged for five decades: "For 50 years, everything we've done has started with one simple question: What's best for the rider? And that won't change in the next 50", states Jan Grimm, European Senior Merchandiser Hardgoods. It's a testament to a long-lasting commitment.



NITRO

"This vertical structure allows us to stay agile and reliable, ensuring that riders and retailers get consistent product and service no matter what's happening globally. We work hard to balance innovation and production speed while maintaining the quality and durability our riders expect." Claudio Distasi, Union

Following the same type of engagement, Union identifies the major forces propelling sales. Distasi analyses, "Riders are increasingly looking for bindings that combine performance with convenience, which is driving growth in both high-performance strap bindings and step-in systems. Sustainability is becoming more important, with buyers paying closer attention to materials and brand practices." Union's insight into the continued importance of specialty retail is especially relevant. According to the brand, while direct-to-consumer channels expand, physical stores remain essential for fitting, education, and brand storytelling.

Environmental responsibility continues to influence both brand development and consumer interest. Salomon's Mindful EDB binding concept is a clear example. Kuhn explains, "We've got a baseplate made with 20% recycled nylon, straps and pads using re-grounded footwear materials, and a glue-free pad setup to reduce chemicals. It's a clean, durable design that skips the gimmicks and focuses on what matters".

ThirtyTwo's market perspective is defined by enthusiasm and momentum, built over three decades of creating rider-driven snowboarding boots, outerwear, and accessories. Following their 25/26 FASE® binding launch, Will Keegan, ThirtyTwo Boot and Bindings Designer, points out, "We experienced strong overall demand with great retailer buy-in and a strong consumer response", demonstrating that the binding category still welcomes new energy when it comes from a brand with deep rooted snowboard culture.

Like ThirtyTwo, another defining market story is the rise of the FASE® Fast Entry System for Jones Snowboards. Xavier Nidecker, Jones Brand Manager observes, "The Mercury FASE® has set a new benchmark - both in terms of sell-in and sell-through. Demand far exceeded our forecasts, and inventory is already sold out", prompting Jones to expand the FASE® range to three models for 26/27. Using the FASE® system in its binding range, Rome echoes this excitement and notes that the quick-entry category must blend convenience with true premium performance." As new systems continue to span more riding styles and technologies are able to be licensed, the demand is sure to maintain its growth," claims Morse.

Clew CTO Jakob Schneider states "More and more riders are moving from traditional bindings to step-in systems, and that trend plays right into our strengths. The goal is simple. Less time using ratchets and more time riding". Operated from Germany, Clew has complete production control and acknowledges the accelerating demand for step-in systems and positions their bindings as intuitive, fast, and technologically robust.

Let's not forget that more mechanical innovation is also entering the category. Bone Bindings introduces a new element of flexibility that allows riders to more freely express their creativity on the snow and in the air. Tim Jacobi, 'Boner-In-Chief', puts it simply, "The distinctive feature is a new tilting degree of freedom that lets your legs pivot with respect to the board."

Not every development in the marketplace is for the better. Drake and Karakoram, for example, both note that increased tariffs, rising material costs, and logistical challenges are also shaping the market. Gian Luca Barbi, Marketing Specialist at Drake, notes, "In the current snowboard binding market, price competition is intense, with some consumers increasingly focused on value-driven and affordable products". He continues, "At the same time, riders show a clear preference for fast-entry systems that enhance ease of use". Karakoram adds that uncertainty over tariffs encourages brands to adapt quickly, and the brand's early deliveries reflect this adaptability. Hansen Kahn celebrates that "Our team really crushed it this year and we were able to get our biggest shipments out before the tariffs would have kicked in." Yet he acknowledges that tariffs and geopolitics made the year a lot harder than it needed to be.

Nitro's reflections spotlight another important reality: authenticity. The brand explains that staying true to snowboarding's core values has



"I love this board because it's versatile."

**BURTON TEAM RIDER
Zoi Sadowski-Synnott**



ZOI SADOWSKI-SYNNOTT
Hometown Hero
Felix BOA®
Lexa X EST®

📷 AARON BLATT

BOA!
Queen
Fun
Talent
Kiwi
Strong
Swiftly
Pussy
2012
Funny
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The
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helped Nitro evolve. “Dominik Fleissner, Product Manager for bindings recalls, “While Nitro was just one brand among many 20 years or so ago, we’re now being looked at differently: as one of the few truly authentic and independent brands, and as a market leader that stands for snowboarding and its values.” Commitment to identity and rider-focused design continues to resonate strongly in the market.

PIMP IT UP!

The momentum behind bindings that emphasise convenience was already strong, but according to Xavier Nidecker everything changed with the arrival of FASE®. As he puts it, “The 24/25 season saw the fast-entry binding segment continue to grow and solidify in the market, but the majority of riders still favored traditional two-strap bindings for their proven performance and the range of options. That all changed in the 25/26 season with the arrival of the FASE® System. This new ingredient technology will revolutionise the entire binding market.”

FASE®’s effect is immediately visible across product lines. Jones describes its flagship execution with clarity: “The Zenith FASE® represents the pinnacle of our collection. It features a new carbon-injected Fusion+ XR-C baseplate and AsymCore highback, along with premium impact cushioning and our super-responsive VertEx ankle strap, which delivers instant heel-to-toe edge response,” says Xavier Nidecker.

Rome highlights the system’s ability to soften and tune flex, allowing more playful or tweakable riding characteristics. As Morse explains, “The Nebula FASE® uses the same responsive XR chassis as the Jones Mercury FASE®, but it’s cradled with our ultra-cushioned D-FUSE impact pad.” He adds, “The softer AsymFlite highback and Sensi-Flex ankle strap pair well to enhance the tweak-friendly, easy-going flex of the binding.” What makes FASE® notable is its adaptability: whether stiff and reactive or soft and expressive, the platform can host both personalities.

ThirtyTwo uses FASE® to broaden accessibility, aiming to meet the needs of riders from entry-level to elite. As Keegan states, “We are making bindings for every rider that lives for days on the hill. This can be seen from our new affordably-priced Basin model all the way up to ThirtyTwo’s higher-end T32M XLT Carbon.” He details, “The binding features a stiff flex carbon fiber highback, with a nylon glass fiber baseplate offering response and connection to your board.” On the other end, the Basin offers a softer binding with a molded foam base plate for vibration dampening and increased board feel.

FASE® has also inspired new structural directions. Kiebert showcases Bataleon’s re-engineered platform, “Doubling down on our commitment to progression and innovation, we’ve developed the MonoFrame™ chassis. This all-new binding platform expands the Bataleon offering and integrates FASE® technology into the all-new Ghost Men’s and Women’s models.” He adds, “These bindings deliver top-tier performance with a seamless, one-piece feel—at a price point that puts innovation within reach.”

Supermatic® embodies the rise of the hybrid convenience platform. Santiago de Santa Catalina, Nidecker Bindings Product Manager,

“Riders are increasingly willing to invest their hard-earned dollars in products that prioritise technology, comfort, and performance”

Ruben Kiebert, Bataleon

summarises, “The Supermatic® – the binding which changed the game for everyone – is now expanding across brands and customer bases worldwide, growing snowboarding by making riding better for everyone who uses it.” The system’s simplicity and appeal are clearly stated by Kuhn, “The Salomon XA Supermatic binding features the most proven convenience binding technology. Featuring a reclining Salomon Highback for easy entrance and release lever for easy exit.” The emphasis on familiarity combined with effortless operation continues to drive the Supermatic® category.

Innovation continues rapidly. De Santa Catalina frames it, “Innovation is in Nidecker’s DNA and we can’t let a collection go by without introducing some new tech and even some new binding models.” Updates include new materials, strap systems, baseplate constructions, and adjustability options, all focused on the convenience-first mindset Supermatic® pioneered.



Bent Metal Binding Works brought automatic entry to the lineup with the addition of Supermatic® Technology last season. Ferrel offers, “Together with our versatile two-strap line and the game-changing Supermatic® system, the brand now offers a complete spectrum of binding technology - so riders can choose the fit, feel, and function that matches their preference, style, and priorities.”

Step On® is more than a system; it has become a catalyst for engineering innovation across the market. Tommy Delago, Big Chief at Nitro, frames the current climate perfectly, “Convenience bindings are the talk of the season, and everyone wants a share of the action. While consumer behaviour is shifting towards more convenience in every aspect of life, brands and retailers see the sales potential and are positioning themselves.”

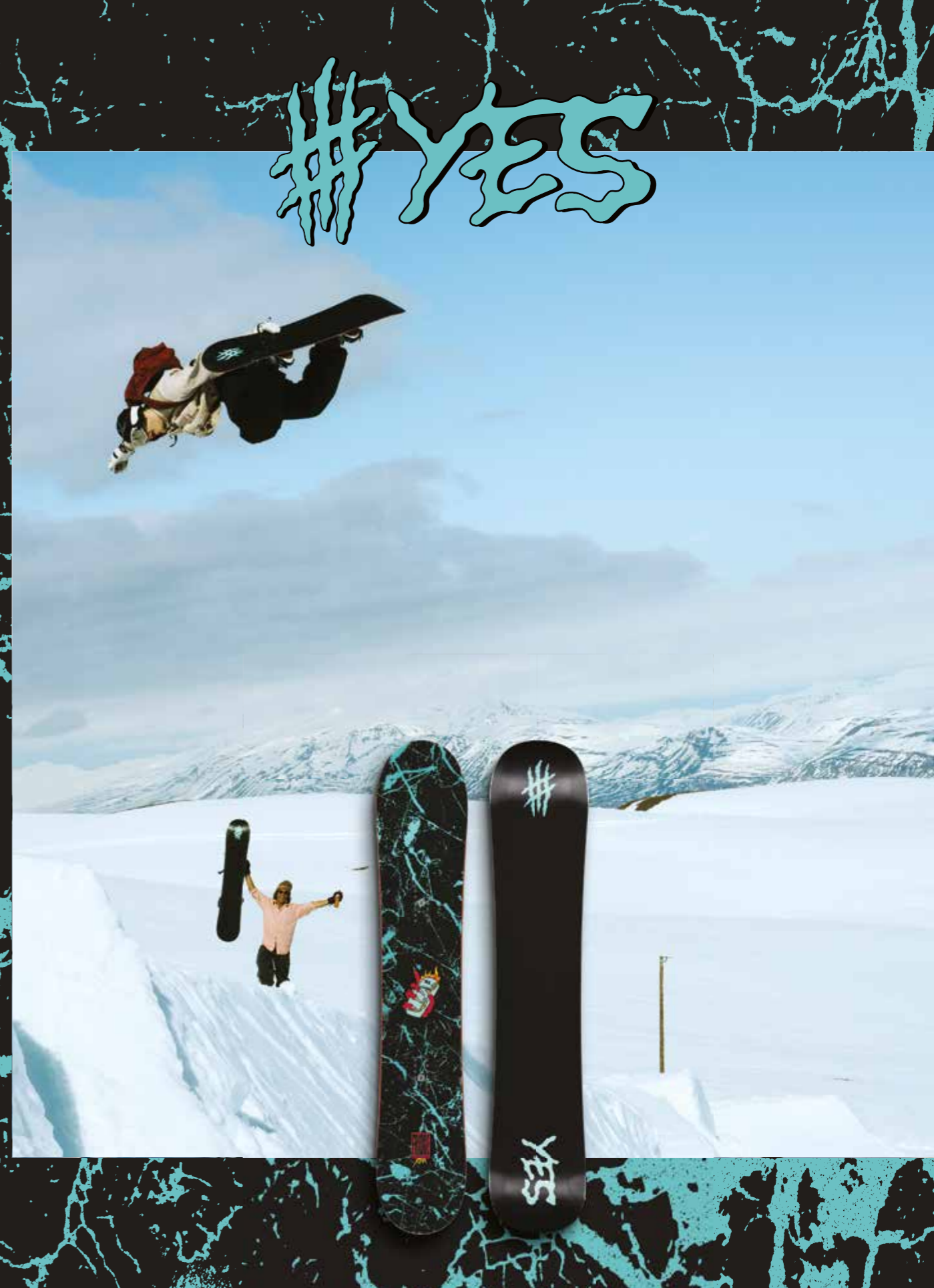
Step On® continues to hold a uniquely strong position within that broader trend. The latest generation arrives with meaningful refinements at Burton: “For 26/27 we are introducing brand new Step On® Re:Flex baseplate & heelcups, the Step On® X binding gets another upgrade with the new Heel Grabber technology, creating a new level of connection between Heel Cup & Heel Hoop when the boot is engaged. Our Step On® EST® bindings will receive an update with the addition of Performance Tower components to the baseplate for easier entry plus greater response in heel turns,” reveals Grimm.

Momentum builds across brands as well. Fleissner at Nitro states, “For the 26/27 season, we are introducing our new SPEEDWHEEL 3.0 buckles and ratchet straps. This update allows us to enhance durability and longevity...Even a tenth of a millimeter can make a difference in this part, helping us deliver an excellent closure.”

The ripple effect is visible across the industry. At Union, Distasi reports, “We launched the Union Step On® in January 2025, and the response exceeded our expectations. The first drop sold out quickly. We have a second wave of Atlas Step On® bindings hitting stores in fall 2025, and we are expanding the Step On® lineup with two new models for 26/27.”

The dual-entry segment is driven by simplicity and universality, which is why its advocates are so direct. When asked about demand for quick-entry systems, Louis Mander, SP Head of Marketing, answers, “Yes! They are the new norm!”

This ethos shapes dual-entry product development at Head. Knöpfle adds, “Our focus is on the new EX Series and the RX TEAM, both introducing key innovations in construction, comfort, and performance.





“Convenience bindings are the talk of the season, and everyone wants a share of the action. While consumer behaviour is shifting towards more convenience in every aspect of life, brands and retailers see the sales potential and are positioning themselves.”

Tommy Delago, Nitro

The brand-new EX Series debuts with a completely reengineered platform, delivering superior heel hold, seamless boot integration, and optimal power transfer.” Dual entry is no longer seen only as a beginner-friendly solution - it is evolving into a reliable all-mountain option with growing technical depth. Reflecting this reality, SP clearly outlines its mission: “Make snowboarding more accessible. We design dual entry bindings for all price points to fit all rider’s needs.”

Some brands explore hybrid paths between classic straps and convenience systems. At Bent Metal, Ferrel introduces a new family of semi-automatic bindings: “We expand the offering with SPEED-IN Technology - a new semi-automatic category that bridges traditional two-strap bindings and full automation. When we say lightweight, we mean it. You’re not going to believe how lightweight they are till you get them in your hands.” To be tested at B2B on-snows this winter!

Clew continues its evolution with a major generational shift. Schneider says, “The Independence bindings represent a significant technological leap compared to all previous models. The main focus is on weight reduction and performance enhancement.”

Drake sees opportunity in rising consumer expectations. “For the 26/27 season, we expect the fast-entry binding segment to lead growth, as riders increasingly demand convenience and speed without compromising performance,” Barbi says. He adds, “We’re already developing a new fast-entry binding system to meet the growing demand for quicker, more convenient setups - especially among younger and intermediate riders seeking comfort and efficiency.” These systems show that convenience is not a monolithic concept; it is emerging in multiple forms, each serving different rider needs.

Even with the surge in convenience systems, strap bindings remain essential. As Kuhn puts it, “Personally, I still think nothing beats a classic strap binding - especially if you’re looking for a strong connection to the board under your feet and don’t mind bending down. It’s all about

finding the right balance between innovation and authenticity.” The evolution of two-strap bindings reflects that balance.

For instance, Union expands its traditional line with a strong technical update. “A key highlight is our all-new Neo model, featuring a unique three-piece baseplate construction that is exclusive to Union. The design features a mini disk, delivering true board flex and increased lateral freedom for a more natural ride feel”, shares Distasi.

Rossignol strengthens the entry-level segment with a sustainability-first approach. Arnaud Repa, Snowboard Category Manager highlights, “A new model that has no glue, no EVA and only 5 types of materials to facilitate disassembling and prioritise servicing and recycling.” He adds, “While those features are common on mid to high-end models, they are very rare, if they exist, on starter packs.”

Karakoram continues to refine high-performance mechanical precision with Active Joining technology, carbon nyolite highbacks, articulating pods, CNC-milled 7000-series space-grade aluminum and carbon fiber buckles. ‘Built Here. Not There’ philosophy means our products and all the people behind them have a direct, tangible connection to the end-use case - having fun on the mountains!” states Hansen Kahn.

Bone Bindings demonstrates how radical new movement concepts can thrive within this traditional format. Jacobi describes, “Bone Bindings are made of a top and a base that slide relative to each other. We added high friction material so the top ‘sticks’ to the base with pressure on it, but in the air where there is no pressure, they are free to slide.” Two-straps remain the category where the full spectrum of innovation - from sustainability to space-grade materials - continues to thrive. The traditional binding isn’t going anywhere. It’s just getting better!

The 26/27 season proves that binding innovation is not only accelerating - it’s thriving. From fast-entry breakthroughs to refined classics, every corner of the market is moving forward with confidence and creativity. Riders get more choice, more performance, and more fun, and retailers can look ahead knowing the category has never been stronger. The future of snowboard bindings isn’t just bright - it’s already here. ☺

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HIGHLIGHTS

- 1 Fast-entry systems
- 2 Convenience
- 3 Two-strap / Traditional bindings
- 4 Performance
- 5 Sustainability / Durability



Bataleon™

FASE®
FAST ENTRY SYSTEM



159 & 159W



156 & 156W



153



150



147

Gallery Worthy



LT Supermatic®
Tape Deck
Rift

NIDECKER
Different by Design.





CLOVER

Clover enters the new season with strong momentum after a milestone year of expansion, innovation, and growing rider trust. In this interview, CEO Joeri Van de Vliet reflects on their standout products, key markets, and the brand philosophy driving their success.

How was the 2024/25 season and how has 2025/26 started?

The 2024/25 season was a milestone year for Clover. We expanded into nine new European territories and saw consistent growth across all major categories. Our rider community continues to grow, and feedback from both users and retail has been incredibly positive. For 2025/26, we're building on that momentum by finetuning our existing products, refining fits, and building stronger partnerships with key retailers across Europe. The focus remains the same: making protection that feels invisible until the moment you need it, while keeping the sales process for our retailers as simple as possible with all products unisex, a single size chart for all categories and only one colourway.

What was your best selling product last year and why?

Our Crash Pants and Back Protectors remain our top performers. They perfectly represent Clover's design DNA, simple, lightweight, and built for real riders. These products combine RZ Labs impact technology with a ventilated construction that riders trust. People love that they can wear our gear all day without noticing it. That sense of "nothing extra, just protection where it counts" is what drives our repeat sales and customer loyalty.

In which country are you seeing the most growth in Europe and why?

Poland has become one of our fastest-growing markets, with the Netherlands following closely behind. Both regions have strong, technically minded snow communities that value reliability and simplicity. Riders there appreciate that



Clover's protection works across genders and disciplines, in snowboarding, skiing, or even mountain sports. Our genderless sizing and clean design philosophy make Clover a strong fit for these markets.

What is the brand's USP?

Clover is built on simplicity, comfort, and performance. A simplified sales procedure for the retailers is key! We design protection that blends seamlessly with the rider's movement, using adaptive RZ Labs technology that stiffens on impact but remains soft and flexible during use. Our products are genderless, durable, and easy to understand for both retailers and consumers. No gimmicks, just protection that works, looks good, and lasts season after season.

How important is feedback from riders in your process?

It's everything. We develop and test every product with riders who spend their winters on the mountain. Their feedback shapes every detail, from the fit of our waistbands to the breathability of our fabrics. Clover's entire philosophy comes from real-world use, nothing is added that doesn't serve a purpose. That's why riders trust our gear: it's built with them, not just for them. But we do take all the feedback from our retailer network super seriously. This makes the dream team.

What are the biggest challenges and opportunities you currently see in the snow protection space?

One of the biggest challenges today is visibility, making sure protection gets the space and attention it deserves in retail environments. Riders often overlook protective gear until they truly need it, so helping retailers and their staff educate customers is key. The opportunity lies in awareness: when people understand how the right protection improves comfort and confidence, it changes their experience on the mountain. Better protection doesn't just prevent injuries; it keeps riders progressing, smiling, and coming back season after season. For us, that's the ultimate win, more passionate, long-term riders enjoying snow sports safely and freely.



Are there any new products or innovations for 2026/27 you would like to share?

Yes, for 2026/27 we're introducing something completely new: the Clover 3-in-1 Insole System. It's the result of extensive research into boot fitting, rider comfort, and long-term performance. Every detail has been engineered to deliver the perfect balance between support, shock absorption, and rebound. We use premium PU materials for superior durability and comfort, but what truly sets it apart is our revolutionary 3-in-1 arch support system. This modular design allows riders to easily adapt their level of arch support to low, mid, or high, without changing insoles. It's a game-changer for both users and retailers: one simplified, adaptable product that fits every foot profile. True to Clover's philosophy, it's protection and performance made simple.

Why should retailers stock Clover?

Clover offers clarity in a complex market. Our genderless collection simplifies sizing and stock management, while strong carry-over items ensure consistency across seasons. Retailers appreciate that Clover products don't chase trends, they're timeless, high-quality, and deliver healthy margins. Most importantly, our products have a proven reputation among riders for comfort and reliability. Stocking Clover means offering protection that sells itself through performance, simplicity, and authenticity. ☺



SIMS

SIMS is one of the original names in snowboarding, known for its influence on the sport's style, culture, and innovation. After years of ups and downs, the brand has regained momentum with new leadership, a standout team and strong focus on its roots. Ralph Sigrist of Sardona Trade AG, the distributor for Central Europe talks to us about how the brand is reconnecting with riders, core shops, and storytelling to build the next chapter of its legacy.

How did SIMS' resurgence come about?

Many people know that Tom Sims was also a pioneer when it came to licensing. The SIMS brand went through many highs and lows over the past five decades. After Tom's passing in 2012, the brand drifted until ownership fully returned to Tom's family. In 2015, Tom's widow Hilary initiated a small relaunch with a small production at Never Summer. At the same time, there was a licensee in Japan who kept SIMS alive exclusively for the domestic market.

During a trip to Japan, Scott Blum and Keegan Valaika were riding with Shuhei Sato, who was on SIMS boards. From then on, the vision became bigger. Hilary became convinced she should hand over the license fully to the Japanese team, who had founded SIMS Collective Inc, to give the brand a global direction. Scott now plays a key role, not just as a rider, but also in driving marketing and product development. He works with a tight crew that helps bridge the Japanese branch with the rest of the world and all boards are now pressed at Playmakers Factory.

What are the SIMS brand's core values?

SIMS always had a gnarly team, the best graphics and game changing product. It



shaped an industry and ignited global demand. Today, we look back and see we shaped history. It is a deeply held SIMS belief that the riders of the boards are the ultimate authority on product performance.

SIMS makes some very cool snowboard videos, how key is this media to your marketing?

Media is essential, snowboarding is about style, culture, and inspiration, and video is the best way to communicate that. SIMS uses film projects not just as advertising, but as a way to showcase the team, the lifestyle, and the creativity that define the brand. After our global launch, we've been working on a two-year team movie project with Brown Cinema. With the premiere of Quasimodo, we knew that a 50-minute film is tough to compete with in a world dominated by 20-30 second TikTok and Insta reels, but it's still the best way to show what the team and the brand are bringing to the culture.

How is the brand distributed in Europe?

SIMS works with select specialty snowboard shops and trusted partners across Europe. We focus on core retailers, who live the culture and can tell the SIMS story the right way, not on chasing mass distribution from big corporate brands. I'm based in Switzerland and oversee all the sales agents. Phillip from Endless Winter Shop in Germany has been a huge support in marketing and sales, and he's a true inspiration for an authentic core shop. Elmar is a skater who first started out on a Tom Sims Taperkick Skateboard, back in the '70s.. He represents the brand at the Longboard Classic in Stuben, where you can meet some of the legends who shaped snowboarding in its early years alongside Tom. We love brick-and-mortar shops and can't wait to catch up with owners, managers, and their crews at Shops First Try in January.



What European Riders are on SIMS ?

We are proud that we were able to support Florian Fischer on his breakthrough, together with Beyond Medals in their movie Casino. He's still a big inspiration and I can't think of someone else that was smoother riding the park in Laax. RIP Flöru ! Isa Lötscher is stepping up to the global team and we hope to see a run full of her iconic methods when she competes in the winter Olympics in halfpipe. Kristoffer Lerand from Norway and Jaime Castro from Spain are other very special riders that we support. And there are plenty of other riders on SIMS that rip on a skateboard, as good as they do on a snowboard, from the Dutch fridges to the glaciers of Austria.

What is the best selling board and why ?

The ATV, short for All Terrain Vehicle, pretty much says it all, and that's why it's our best-selling model. The re-launch of the legendary Noah Salasnek board, with the green and orange skate trucks, was a total blast. I knew from my own coming of age in snowboarding what kind of impact it would have, but seeing how this board still stirs up so many emotions was a big surprise and proof of the rich SIMS history that shapes our bright future in snowboarding. ☺

BIG WIG INTERVIEW BENEDIKT PELIKAN, MANAGING DIRECTOR BURTON EUROPE

Burton has long been a driving force in the progression of snowboarding, building its European foundation in Innsbruck and continuing to innovate for riders today. In this interview, Benedikt Pelikan European Managing Director discusses how the brand is evolving its structure, streamlining its product strategy and increasing its community focus. His insights show how Burton aims to stay true to its roots while navigating new challenges and opportunities in the snowboard market.



Please give us some background detail on the European set up.

Burton Sportartikel GmbH in Innsbruck has been the European Headquarters for Burton Snowboards since 1986. Jake and Donna had decided very early on, when they started the business in the US in 1977, that Europe was a huge winter sports market in which they could explore and develop snowboarding. Together with our first European General Manager, Hermann Kapferer, they founded the Burton office and warehouse in Innsbruck to serve the European market.

I was lucky to turn my passion for snowboarding into a career when I started working at Burton in 1990, and over the years I've held various roles in service, sales, and merchandising as the business has expanded. Today, our regional office supports the European marketplace with a dedicated team of more than 100 people, depending on the season.

Recently you have been reorganising your product offering into 3 focused categories, Hardgoods, Softgoods and Anon, what was the thinking behind this?

This shift is all about simplifying the way we work, strengthening our consumer focus, and positioning Burton for long-term success. The new structure brings greater clarity, alignment, and impact across the business. Our regional merchandising, marketing, and sales teams are now vertically integrated into global teams by category, to streamline communication and execution. Meanwhile, our backbone functions such as Operations, Finance, and HR continue to support all needs on operational level.

What do you consider Burton's most defining brand values today?

Our most defining brand values are centered around people, planet, sport, and innovation.

Our regional merchandising, marketing, and sales teams are now vertically integrated into global teams by category.

People and community are at the heart of everything we do. We place strong emphasis on inclusion and on empowering individuals both within and beyond the brand. For example, we support youth development in board sports through initiatives like the Chill Foundation, founded by Jake and Donna.

Having Donna and the Carpenter family actively involved in global and regional meetings is inspiring and highly motivating for all of us, not many brands have this!

Equally important is our commitment to the planet. Sustainability is a key value for us — we're constantly working to reduce our environmental impact and operate responsibly. We're proud to be a B Lab's certified B Corporation, which reflects our dedication to high social and environmental standards.

Then of course since its inception, Burton has been rooted in authentic snowboarding culture and has been striving to push the boundaries of the sport itself.

Finally, innovation and quality drive us forward. We stay closely connected with our riders, consumers, and dealers to continuously improve and develop the products we make.

What benefits does being a family-owned brand bring to Burton?

Being a privately held, family-owned company gives us the freedom to invest in the sport, fund innovation, and take risks that may not pay off immediately, but that build long-term brand equity and loyalty. It also means we never have to compromise our values and can always stay true to the culture and community we love. Together, we can grow and protect the soul of snowboarding.

Having Donna and the Carpenter family actively involved in global and regional meetings is inspiring and highly motivating for all of us, not many brands have this!

What are the biggest challenges Burton is tackling right now, and where do you see opportunity?

The global sporting goods industry is expected to grow by around 6% per year from 2024 to 2029, slightly down from previous projections of about 7%. At the same time, global sourcing challenges, trade tariffs, geopolitical risks, and shipping cost volatility continue to put pressure on brands trying to meet consumer demand.

Many consumers today are also more cost-conscious, and since sporting goods are often discretionary spending, inflation, wage pressures, and economic uncertainty weigh more heavily on their spending behavior.



Resilience from our brand and employees toward external factors, and constant evolution of our brand message and product range through innovation, provides the opportunity to overcome these challenges.

We have a strong global senior leadership team that sets the strategic direction and we put a very strong emphasis on internal communication to keep everyone aligned and informed about what's happening.

Burton is offering multiple graphic options on several of its 2026 boards, not just colour variants, but fully different designs for the same board model. What led to that decision?

Offering multiple graphics on key models allows us to diversify both the appeal and expression across the line, providing customers with the freedom of choice to align board performance and riding style with the

Offering multiple graphics on key models allows us to diversify both the appeal and expression across the line.

individual selection of graphics. For some designs, the split in sales between graphics is fairly even; for others, it may be more like 70/30. All this data helps us refine the options each year, and better selling graphics can stay in the line for another season if required.

Can you talk us through Burton's strategy behind moving toward more unisex boards?

Similar to the board graphics optionality, we see that consumers want to have a choice. Our market research showed that many women are interested in riding a variety of board shapes, and introducing unisex sizing on some of our models helps us meet those consumer wishes.

How are you strengthening your relationships with retailers?

The strongest argument for any brand is ultimately sustained high demand and long-term profitability. For decades, Burton has delivered product innovation and strong visibility among snowboard consumers to support our retail partners.

We continue to work intensively on customer satisfaction once products arrive at our partners. State-of-the-art campaign execution, excellent warranty service across all product categories, and numerous on-snow demos in every European country, help our partners sell the Burton brand successfully.

And finally, strengthening the bond with the right partners is super important to us. We believe that controlled distribution and focusing on the right retail partnerships delivers higher brand value for both the authorized

dealer and the brand. While Burton has successfully grown its direct-to-consumer business over the past few years, we continue to highly value our diversified, selective network of authorized dealers in Europe. And we will increase efforts to strengthen partnerships with everyone who commits to the same long-term goal of growing our sport and our community.

Community is at the heart of snowboarding. How does Burton engage with local communities, riders, and resorts?

Community has always been at the heart of Burton. Snowboarding was built on shared passion, fun and creativity, and that same energy continues to guide us today. We must "listen to the rider", as Jake used to say. And to do so, we collaborate with local communities, riders, and resorts to bring people together and to progress the snowboarding culture.

In and around Innsbruck, we partner with multiple resorts and local organizations for grassroots events and regional support, and we have similar networks that are active across Europe, through our country managers. We already talked about Chill, another example is this October we kicked off the new season with the release of PAVED — a two-year co-production movie with the Red Bull Media House. The European snowboarding community came together to watch and celebrate at more than 30 premieres, from major happenings in Milan and Innsbruck to smaller, truly local screenings in places like LAAX.

From big events like the LAAX Open to partner resorts such as Avoriaz, Madonna di Campiglio, and Ruka, we stay connected to the mountains through the creation of these experiences, that celebrate snowboarding and its people.

Our athletes embody this spirit, acting not just as competitors, but as true community leaders who inspire others and give back to the scene that shaped them. No matter whether it's the US, Europe or Asia, we do our best to show up for the community, stay true to our edge, support riders and resorts, and most importantly, ride together.

What are your thoughts on the easy entry binding market, how far can it go?

We introduced the Step On system nine years ago and from the start we've been pushing for performance combined with simplicity. We are seeing the consumer adoption of Step On continuing to grow. Ultimately, it's the rider who decides what works best for them, and the market will evolve based on those choices. But as long as innovation keeps coming, consumers will always be curious and explore new options.

What's your personal vision for where Burton should be in five years?

Our category focus has helped the company grow, and our commitment to riders and the sport continues to lead our purpose. And of course, over the next five years, together as an industry we hope to inspire even more people to embrace the sport and expand the community we love. ☺

ROARSOME

ROARSOME

Roarsome is on a mission to get kids off screens and back into the great outdoors through imaginative, character-themed adventures and products. What began in 2018 as a small skiwear brand called Dinovski has grown into a global movement inspiring families to play, explore, and protect the planet together. Co-founder Will Chapman tells all.

Can we have a brief history of the brand so far?

Today's kids are spending record hours in front of screens, leading to rising levels of anxiety, depression, and suicide amongst young teens.

Determined to change this, Roarsome launched a character-themed adventure brand, inspiring kids to get off screens and outside, protecting their physical and mental health whilst empowering them to care for their planet as they grow up.

Starting in 2018, originally under the name of 'Dinoski', they launched a range of animal-themed children's skiwear. To grab the attention of retailers, they converted an American School Bus into a showroom and drove it across the alps to international trade shows (Playtime Paris & Pitti Bimbo).

After being invited to appear on Dragons Den and receiving multiple investment offers, the brand gained traction quickly, helping secure retail partnerships with Harrods, Selfridges, Next and others within a space of a year.

They also began to license well known characters, producing Snow Suits for Spider-Man, Paw Patrol, Bluey, Peter Rabbit and NASA.

After this initial success, they realised the opportunity was far bigger than skiwear, and the concept of fun and functional, animal-themed clothing applied to every outdoor adventure, whatever the weather. So they rebranded to Roarsome and crowdfunded to expand globally across swimwear, rainwear and accessories.



During covid, with no travel or trade shows, they pivoted the use of their school bus and converted it once again into an adventure cabin which they offered to guests for glamping stays. They sold out every single night and used the money to buy two more Skoolies. They then used this fleet of American School Buses to partner with incredible hotels and outdoor destinations around the UK, offering Roarsome Adventures to their customers to promote their outdoor ethos.

In 2023 they ventured into physical retail, with a pop up shop in Battersea Power Station before launching their first flagship store on Northcote Road in South West London. In 2025 they opened a new pop up in Gatwick Airport North Terminal selling swimwear, sun hats, sunglasses and swimming goggles for family holidays.

In 7 years, they've grown sales more than 4000% and with traction starting to build in key international markets like EU, Middle East, US & Canada, they feel like they're only just getting started.

What is Roarsome's USP?

Backed by the creator of Paw Patrol, Roarsome is built on character IP and every item of clothing is based on one of those characters. This means there is more of an emotional connection between a child and an outfit. Rather than just putting on a coat, a child is becoming Spike the Dinosaur or Sparkle the Unicorn and the world is filled with more fun and imagination.

Tell us about your winter line for 2026/27

Roarsome now offers an expansive, award-winning range of winter clothing for kids. AW26 includes Ski Suits, Ski Jackets, Salopettes, Ski Gloves, Goggles, Socks, Base Layers, Snoods, Balaclavas, Beanies & Snow Boots. They have also introduced a beautiful Autumn collection of cold weather gear including Puffer Jackets, Fleece, Tracksuits, Trapper Hats and Mittens. For those escaping for winter sun, they've got you covered too!

Are there any new items or ideas you're especially excited about?

We have some big plans bubbling for 2026. We have a huge partnership yet to be announced with one of the world's most iconic hotels in the Maldives. We will be opening multiple



Roarsome Treasure Hunts internationally with bespoke, hand illustrated maps. We'll also be launching a brand new BMX/MTB inspired collection called Roarsome Riders including riders jerseys, helmets and bikes! All of those things are coming by Spring. It's going to be a big year.

How are you making the brand more sustainable for the kids of the future?

Roarsome was selected in the BE100 2025 as one of the world's most innovative purpose-led brands. Their sustainability initiatives span manufacturing, fulfilment, packaging, retail design and resale. 90% of Roarsome's clothing is made from recycled plastic, utilizing innovative technologies such as REPREVE® and FENC® TopGreen®.

Which product range is your current best seller and why?

The most popular character right now is Sparkle the Unicorn but we have a few new characters joining the squad next winter which might rival her!

How do you see Roarsome evolving over the next few years?

The vision is to become the world's leading kid's outdoor and adventure brand, expanding through e-commerce, retail partnerships, flagship stores, and immersive outdoor experiences. From curated holidays and adventure destinations to purpose-led product design, every touchpoint will aim to encourage families to reconnect with nature. ☺

UNION OF SURF

Union of Surf is a coastal eyewear brand inspired by life around the ocean. Born from the need for stylish, durable, and sustainable sunglasses, it brings together a community of surfers and ocean lovers who value both quality and the planet. Brand founder Philippa Clarke explains how the brand continues to grow through innovation and a strong connection to its roots.

What's the story behind Union of Surf, how and why was the brand started?

Union of Surf started on the South Coast, where life revolves around the ocean. Living here, I could never find sunglasses that truly fitted the lifestyle, something on-trend, built to last, and made with the planet in mind. Most of what was out there either looked good but was cheaply made, or claimed to be sustainable but cost a fortune.

I wanted to change that so Union of Surf eyewear was born, with each product designed for life by the coast, crafted responsibly, and priced fairly. Our community, our union, is made up of surfers, creatives, and ocean lovers who inspire everything we do. Together, we're building a brand that proves sustainability and style can ride the same wave.

What are Union of Surf's core values?

At Union of Surf, everything starts with respect, for the ocean, for the planet, and for the people who wear our eyewear.

Sustainability isn't a trend for us, it's the foundation. From the materials we choose, to how we package and ship, every decision is made with the planet in mind.

We don't see our customers as just buyers, they're part of our collective, our union. We test and develop new styles alongside our community at beach comps



and coastal events, shaping the brand together.

Like the waves that inspire us, we're always moving forward, refining our lenses, developing new materials, and expanding into prescription and sports eyewear to keep up with our community's needs.

What's been the biggest challenge in building a sustainable surf brand?

Breaking into a space dominated by large, well-known, and long-established brands has been tough. Balancing sustainability with accessibility while carving out our own voice takes effort. But the real reward comes when customers discover sunglasses that surpass their expectations, their joy of finding something they've been missing and converting that excitement into real sales at fair, attractive price points.

Can you tell us more about how you turn old wetsuits into sunglass cases?

Yes, it's one of our favourite parts of the brand story. We work with a small company in Wales called Snowdonia Gear Repair, who specialise in upcycling outdoor gear, from bags and jackets to wetsuits. They have the expertise and the specialist machinery to sew neoprene properly. The old wetsuits are washed, repurposed, and transformed into sunglasses cases, each one slightly unique and as good as new.

It's a small but meaningful way to reduce waste in the surf industry while supporting local craft and keeping materials in use for longer. We love that every case has its own character and is a little piece of surf history. We've got more upcycling ideas in the works to continue this mission.

What's been your proudest moment since starting Union of Surf?

Our proudest moments always come from seeing genuine connection, whether it's a customer trying on a pair at a beach comp and instantly connecting with the brand, or hearing from key retailers who say Union of



Surf is filling a gap they've been looking to fill for some time. Adding key sales reps in the US has been another milestone, helping us grow our reach internationally. And securing our first multi-store retailer across Australia and New Zealand was a huge stepping stone for such a young brand. Seeing that our mix of style, quality, and sustainability resonates with both customers and retailers makes every challenge worthwhile.

Are there any new products or ideas you're excited about for next season?

We're really excited about expanding into full bio-acetate cellulose frames and half-cellulose, half-wood designs, giving our lifestyle range a more relaxed, coastal vibe. Alongside that, we're introducing a new sports-focused collection, developing our prescription lens service, and evolving our Waveology polarised technology, all designed to push performance and sustainability further than ever.

Why should retailers stock Union of Surf?

Union of Surf delivers proven sell-through price points, strong retailer margins, and a selection of designs and finishes tested with real customers. Our natural aesthetic and eco-conscious design translate beautifully in-store, with standout floor and tabletop displays that attract attention and drive sales. ☺

ADIDAS EYEWEAR



RETAIL BUYER'S GUIDE GOGGLES FW26/27

Snow goggles are evolving fast, driven by sharper optics, better fit, and growing sustainability demands. By Rocio Enriquez.

retail buyer's guide



Snowboarding goggles keep a modest but steady growth in Europe, mainly driven by technological innovation and sustainability. Eye health considerations are supporting the growth of eyewear in general, with goggles, albeit being a smaller subsegment, benefitting from this trend. Optical performance is the biggest sales driver. Lenses are expected to provide contrast-enhancement, photochromy, and anti-fog coating. Adaptability follows closely, with fast-changing lens systems seeing a strong sell-through. Climate unpredictability is pushing the demand for all-weather goggles. Lens switching systems provide this versatility. Fit and helmet integration have also become very important. Sustainability is increasingly used as a key purchase differentiator. These technologies result in a pricier product that places goggles in the mid to high performance segment. While brands make sure to keep a good assortment of entry level models for users on a budget, the traction of higher end models is strong, and so is the commitment of brands to deliver them. At the same time, we see an effort to trickle down as many performance features as possible to mid-range goggles that can make some of this premium technology more accessible.

FRAMES

We observe four main aspects of frame construction that most brands focus on: wearing comfort, quick lens changing, sustainable materials, and retro-inspired and minimalistic designs.

Comfort is enhanced by a good adaptation to the face, a secure fit over the helmet, weight management and enhanced field of view. The quality and quantity of the foam used can make a difference to the way the goggle adjusts to the face. Dakine, CHPO, Melon Optics, and Zeal use a triple layer face foam, which they combine with upper and lower

"We have also introduced a number of mid sizes to work with several preferences and users"

Damian Phillips, POC

ventilation for moisture management. Dakine's SoftFLEX frame also helps. "The SoftFLEX frame flexes and adapts to facial shapes even in cold conditions", says Benjamin Chapuis, Marketing Manager. Adidas' SP0120 model uses a soft foam padding and an effective ventilation system across the upper frame. Von Zipper highlights their Ventilation Flow System incorporated into their Mach VFS model, which eliminates fogging by forcing air through the dual lenses. Hilx has incorporated shock-absorbent foam layers for maximum comfort, and MowMow uses a multi-density foam for perfect fit and seal. Sweet offers a larger fit of their Boondock model to fit bigger faces. POC's new Vitrea is an oversized goggle that extends down over the cheeks for extra coverage and protection. "We have also introduced a number of mid sizes to work with several preferences and users", says Damian Phillips, Global Director of PR. Head also updates their frame architecture to enhance fit, comfort, and stability. No-slip straps secure an optimal fit throughout the session, securing the helmet integration. Vallon adds a 45mm silicone backed nylon strap to their FreebirdsTM and StairwaysTM models. CHPO, Zeal Optics, and Dakine also add silicone to their adjustable straps. Melon Optics and Hilx Eyewear provide adjusters on both sides of the goggle to allow users to fine-tune their fit. Anon takes integration to their facemasks. Their MFI® magnetic system offers a secure and comfortable fit of the facemask and the goggle. A wider field of vision contributes to a more comfortable ride. Head is applying wider frames to all their latest designs. MowMow

goes for a semi-frameless styling that increases the field of view while reducing weight. Von Zipper's Mach VFS features a 170-degree field of vision.

Quick lens-change systems are becoming standardised. TSG offers magnetic lens technology in most of their models. Quiksilver and Roxy have implemented their speed connect technology in half of their range. Giro introduces the Revolt Pro. "Building on the legacy of the Revolt franchise, while elevating the model with our magnetic quick change lens interchange system", announces Darius Heristchian, Director of International Market Development. Many of the systems are developed in-house. Anon continues to build on their proven Magna-Tech® platform, led by their M4 and M6 goggles. "In February 2026 we will launch the Mile25 collection - a limited-edition late drop celebrating twenty-five years of magnetic innovation", announces Benjamin Schwarz, Senior Brand Manager in Europe. Von Zipper offers their patented 4PLAY system that offers spontaneous lens change thanks to the click and release buttons on the brow line and the bottom of the frame. Zeal Optics works with their Rail Lock and Slide Lock systems. Dakine features the tool-free MagLOCK lens swap system. Phieres' system is secured by nine magnets. Salomon is adding two high-end lenses, the radium Prime and the Sentry Prime, to their magnetic lens offer. Adidas introduces a magnetic wide panoramic lens-change system. "The high-performance SP0120 model introduces a practical magnetic system with two interchangeable lenses - one for bright light and one for low visibility conditions", says Marion Gürtler, PR Manager. MowMow's XcelLens and Aphex's QView lenses are also offered as magnetic interchangeable lenses.

The use of sustainable materials in frame construction is widespread. Standard TPU is being replaced by a plant-based version or a recycled one. MowMow's frames are made of bio-resin. Phieres, Quiksilver, and Roxy use the injection-moulded bio-TPU, derived from castor beans, for their frames and all plug-in systems. Dakine also uses this for their SoftFLEX frame. In other models, like the Venue, they use recycled TPU. Zeal Optics and Rossignol also build their frames from recycled TPU. Aphex mixes bio-based materials and recycled plastics. CHPO makes sure that at least 70% of the materials they use to build their frames is recycled. Dragon explores new materials. "Our RAW collection features frames made with coconut derivatives", says Sam Nelson, EMEA Brand Manager. The materials for straps and other frame elements are also sustainable. Dragon chooses bamboo-based straps, recycled nylon adjusters and Sorona fleece lining. Sorona® is Dakine's choice for the strap and fleece face foam in their higher end models. They also use recycled rPET for the strap adjusters and quick clip, as do Rossignol and MowMow. Salomon's straps are made from 60% recycled yarn. Smith offers only recycled, natural and undyed materials in their ReNU capsule collection.

Designs tend towards minimalism, with some echoes of decades past. This results in a strong polarised palette that combines earth tones and classic colours with high-visibility punches in neons and bright colours. There are plenty of 80's and 90's references, including animal prints and some heritage stripes. TSG offers a strap with bold colour and patterns, and smiley illustrations. Vallon's Freebirds™ goggles, Adidas' SP0121 model, and Phieres' PH-12sixty style are examples of a sleek aesthetic.

"Building on the legacy of the Revolt franchise, while elevating the model with our magnetic quick change lens interchange system" Darius Heristchian, Giro

Some heritage inspired styles are Anon's Mile 25 limited editions of the M4 and M6 and Vallon's Stairway™ with its 80's inspired shape. There is room for playfulness and customisation. Head has integrated strap patterns and clean colour transitions. Sweet has an integrated strap tool in the buckle for super-easy strap swaps.

LENSES

The core innovation themes in lenses are contrast-enhancement, photochromy, wide field of view, and added durability and clarity upgrades. Contrast-enhancing technology is critical, and many brands are developing their proprietary platforms. Dakine names their own contrast amplifying treatment DK Aperture Optics. Salomon focuses on their patented Sigma™ technology. "We complete the actual range with two new colour lenses: Sigma Copper cat.2, and Sigma Fire red



cat.3", announces Delphine Polycarpe, Goggles Line Manager. Smith relies on their ChromaPop Lens for high definition of objects. Sweet has developed the RIG® technology, providing their premium goggles with superior contrast and minimal distortion. Zeal Optics offers the Optimum lens platform, which offers their Optimum Colour Filtration in three different lens tiers, including two polarised ones. VonZipper's proprietary option is the Wildlife lens, which improves the ability to read contours in all light conditions. Rossignol uses their Hi Trast lenses on their Otava, Izar, and Magne'Lens models, enhancing depth perception and reducing snow glare. Anon continues to use their proven Perceive™ lens featured in their M4, M5, and M6 goggles. Aphex Gear develops their QView lenses further, adding a new S1 to the existing S2. 100Percent uses the HiPER® lens technology throughout their collection. POC's Clarity™ technology ensures a sharp vision, particularly in the lower periphery. Phieres works with Zeiss Sonar technology. "Sonar lenses use a precisely calibrated spectral curve that filters excess blue light while maintaining optimal light transmission", says Tom Rendl, Brand Manager. Giro developed their Vivid lenses in partnership with Zeiss. Quiksilver and Roxy also use Zeiss for their Colour Luxe range. Adidas and CHPO also offer contrast-enhancing lenses. TSG announces an expansion in their contrast enhancing lens technology for next winter.

Photochromy is becoming the default. Nearly every brand pushes adaptive tint technology, with the goal of meeting the mindset of "one lens for all day". Melon Optics launches their Vantage photochromic lens technology with the intention to carry it throughout all their lenses. When light conditions change, these lenses with colour chrome coatings do not appear to change on the outside but they inside lens tint does change. Head introduces the Neves Sunscreen Control, built on their proven solar-powered automatic lens technology. "Riders can now switch seamlessly between automatic mode, which changes in a split second, and manual mode for full control", explains Eva Knöpfle, Junior Marketing Manager. Von Zipper focuses on photochromy in their Project Flatlight Collection, offering lenses that transition from a 15% visible light transmission in sunnier conditions to a 60% when the light gets low. MowMow makes the spherical lens of the Vantage goggle and the cylindrical lens of the Stealth one photochromic. Zeal Optics offers photochromy with their Automatic+ tier of Optimum lenses. Quiksilver and Roxy's photochromic option is the Adapt lens. Giro adds a photochromic version to two of their cylindrical models and two toric shapes. Hilx, TSG, CHPO, and from this winter, 100Percent too, offer photochromic lenses in their collections.

100P
2_6 Collection



100%
100Percent®
Snow

100percent.com
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“Sonar lenses use a precisely calibrated spectral curve that filters excess blue light while maintaining optimal light transmission”

Tom Rendl, Phieres

An expanded field of view seems like the perfect finish for lenses that are enhancing clarity in every terrain and light condition. Many brands pay attention to this in their designs. TSG continues to push their bestselling Goggle Four that combines a clean design with a wide field of vision. Smith Optics has merged their cylindrical and spherical shapes into a new lens option. “The Compound lens brings in a flat toric shape, combining a slight vertical curve with a horizontal curve for a wider field of view”, says Grady Skelton, Global Snow Marketing Manager. They continue offering their BirdsEye™ Vision Technology in their 4D Mag family and the Preview Goggle, which expands the field of view by 25%. Vallon has given the Zeiss dual-layered lens of their Freebirds™ model a spherical construction for maximised peripheral vision. POC’s new Vitrea goggle features a shallow-angle toric lens that ensures all-round vision. Sweet presents a new cylindrical architecture with an expanded peripheral field of view. Adidas introduces wide panoramic lenses in their SP0120 style.

We find many initiatives to enhance durability and clarity, mainly through coatings. Dakine’s and TSG’s dual-lenses are made of hard-coated polycarbonate with added anti-fog coatings. Sweet offers a clear anti-fog inner lens. Zeal Optics throws in a couple of proprietary technologies, the Everclear protects from fog, and the Permashield Hardcoat protects from scratches. Vallon uses an outer lens from Carl Zeiss for optical clarity and shatter resistance. For the inner anti-fog lens, they work with Mazzuchelli. Dragon relies on their IR lens technology that blocks 99% of infrared rays, reducing eye fatigue. Rossignol claims their super anti-fog treatment lasts three times longer than standard ones. Hilx Eyewear equips their dual-layer lenses with anti-fog and anti-scratch coatings, and a hydrophobic layer to repel water and snow. 100Percent announces: “Our HIPER® Lens Technology

is now enhanced with upgraded coatings that deliver superior clarity and durability”, says Elie Bellot, EMEA Marketing Manager.

RETAILER SUPPORT

Traditional support systems remain important. In-store visibility is secured through display furniture and strong brand storytelling visuals. The digital sphere is served through high-resolution imagery showcasing both products and athletes featuring it. It is important, though, that these assets serve as much to educate about the plethora of technologies involved in the making of the goggles as to showcase the product itself. Education has become an essential form of retailer support. Retailer staff need to know about these technologies very well if they want to convey this knowledge to the customer and be able to pair them with the perfect goggle match. Most brands offer product knowledge clinics, in-store demonstrations, and online educational videos. A flexible wholesale and inventory support is much appreciated by retailers too. There are quite some efforts in terms of low-pressure ordering and incentive programmes, to share the risk with the retailer. Melon Optics swaps slow moving models for alternatives. 100Percent streamlines their collection to 6 models. Head increases the share of carryover products and multi-seasonal colours with their Intermix Strategy. MowMow offers seasonal promotions and spare lenses to keep the inventory moving.

Overall, the snow goggle segment is shifting toward high-performance, versatility, and sustainable production. Premium models are enjoying a strong momentum thanks to their advanced optics, adaptable systems, and eco-responsible materials. Retailer education is carrying the message of technologically refined, comfortable, and environmentally conscious goggles to the end consumer. ©

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

BOARDSPORTSOURCE.COM

HIGHLIGHTS

- 1 Focus on optical performance.
- 2 All-weather adaptability.
- 3 Fit, comfort, and helmet integration.
- 4 Sustainability as a key differentiator.
- 5 Minimalist aesthetics with heritage influences.

HARUKI TAKEUCHI

LOCK IN.

seki onsen



anon.

M6 GOGGLE
MFI FACEMASK
OSLO WAVECEL HELMET

LET GO.

anonoptics.com

GOGGLES 2026/27 PICTORIAL[®]



100% - Norg



100% - Snowcraft



100% - Valnor



Adidas - SP0053



Adidas - SP0120



Adidas - SP0121



Anon - M4



Anon - M5



Anon - M6



Aphex - Oxia



Aphex - Virgo



Aphex - Zenix



Bern - Base



Bern - Chromic B-1



Bern - Zeiss B-1



Eivy x CHPO



CHPO - Hawaii Photochromatic



CHPO - Random Bastards



Dakine - Domain



Dakine - Sector



Dakine - Venue

DRAGON FORGED IN 1993



DANNY DAVIS

BUILT TO PERFORM. DESIGNED TO DISRUPT.



SALOMON

GOGGLES 2026/27 PICTORIAL®



Dragon - D1
Beyond Medals



Dragon - DX3
Plus Oldschool



Dragon - Slain Mag Tor



Giro - Revolt POW Collab



Giro - Revolt Pro



Giro - Revolt White Burst



Head - Contex Yuki



Head - Contex



Head - Neves



Hilx - Munchkin Kids Blue



Hilx - Munchkin Kids



Hilx - Pyrix



I-SEA -
Big Sky Blue



I-SEA -
Big Sky Black



I-SEA - Snow Bird



Melon - Akira Eddies



Melon - Vetra E



Melon - Vetra
Sea Shepherd



MowMow - Icon



MowMow - Stealth



MowMow - Vantage



Phieres - 10eighty



Phieres - 12sixty



Phieres - 12sixty
Singlepart



POC - Fovea



POC - Nexal



POC - Vitrea



Rossignol - Izar



Rossignol - Otava Blurred



Rossignol - Otava Zebra



Salomon - Skarn Prime Sigma



Salomon - View 3 Sigma



Salomon - VIR Skarn Prime Sigma



Smith - Shakedown



Smith - Squad



Smith - Stash



Sweet - Boondock



Sweet - Connor



Sweet - Durden



TSG - Expect



TSG - Goggle Four



TSG - Goggle Two



VonZipper - Capsule



VonZipper - Cleaver



VonZipper - Mach VFS



Zeal - Cloudfall XL



Zeal - Hana



Zeal - Meridian



Gogglesoc - Goggleshell



Gogglesoc - Mccrae Peak Pro



Gogglesoc - POW x Kate Zessel

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



The PH-12Sixty Goggle



Phierres

phierres.com



FINE-TUNED FOR THE GRAND SCALE

Refined once more, the new generation of the Fornix BC features an upgraded ear, adjustment system and interior for increased comfort and fit, all in the same trusted classic. Shaped by what's been, ready for what's next.

PROTECTED BY SCIENCE

POC



RETAILER PROFILE SUBVERT, MANCHESTER

Subvert Boardstore has spent the past 25 years carving out its own space in the UK snowboarding scene, fuelled by passion, creativity, and a commitment to doing things differently. Shop owner Lorraine Smith reflects on the shop's rider driven roots, its evolution to a landmark store, and the challenges of staying independent in a changing industry.

How did subvert first start, and where did the name subvert come from?

Founded in October 2000, basically we wanted to create a shop we'd want to buy our gear from. The name Subvert reflects the spirit behind the shop, doing things differently, challenging the norm, and creating a store built by riders, for riders.

How do you choose what brands and gear to stock?

We try to choose brands and gear based on quality, price and relevance to our customer. We also listen to our customers, our staff, as well as what we like and try to stay on top of industry trends to make sure we're stocking gear that people actually want to ride.

What are your best sellers in subvert, clothing and hardware?

One of our best selling clothing products is our own brand of Subvert merch, other best sellers are snow/street/skate crossover brands from the likes of Volcom & Santa Cruz. Hardware best sellers are CAPITA, Union, Salomon, Burton, Step On (this season FASE showing to be a good seller)

What do you think customers gain from buying in store rather than online?

Buying in store gives customers something the internet can't, advice from people who actually ride. Being able to feel the gear, try things on, compare shapes and sizes, and have someone walk you through what works makes a huge difference. You get properly fitted boots, with recommendations based on experience, and the confidence that you're leaving with gear that's right for you.

What are the most common mistakes you see first-time snowboard customers making?

The biggest one is buying gear that doesn't match their ability or riding style - usually boards that are too advanced, too stiff, or simply the wrong size because someone online said it would "work for everyone." Boot sizing is another major issue, it's always impossible to know what boot to buy for the first time without trying on a couple first! Also, not realising that a properly fitted boot should feel snug.

What are the biggest challenges of owning an independent snowboard shop?

Staying competitive against big retailers and the brands we stock who

often offer discounts we can't match, is always a challenge. Getting blocked from selling brands, Managing stock, cash flow, and keeping up with constantly changing gear and trends adds to the pressure. On top of that, running an independent shop means handling every aspect of the business, from accounts and paperwork to websites, social media, marketing, and events. It's a full-time job and then some! The rewarding part comes from providing exceptional service and building a strong community, supported by passionate staff who live and breathe snowboarding.

The shop has been open for 25 years now, what are some of the most memorable moments of those 25 years?

Starting from a tiny 300 sq ft shop to now occupying a 3,000 sq ft unit inside an indoor snow dome is a huge achievement and we did it all with no financial backing (maybe not our best move) We began with almost nothing, designing and building our shop fits ourselves. In our first shop, we even used old snowboards as light fittings, though we learned the hard way that wax melts with heat!

Some of our most memorable moments include hosting events with brands and meeting some of our favourite riders from the likes of ThirtyTwo and Capita.

Starting Subjam, which is still running 18 years later and continues to raise money to fight cancer, is another highlight we're incredibly proud of.

Shop trips, Product testing trips and holidays will always be up there for memorable moments!

What's next for subvert?

We're focused on continuing what we do best, staying independent, keeping our bricks-and-mortar store at the heart of our community, and hosting more events to bring riders together. We're also working on a long-overdue website update (advice and financial help are welcome), growing our community, and most importantly, keeping the passion alive for what started Subvert in the first place: going snowboarding and loving every minute of it. ☺

SUBVERTBOARDSTORE.COM

DOUBLEDECK
snowboards

DOUBLEDECK

It's been an exciting year for Doubledeck. The brand continues to grow, reaching more riders and expanding into new markets. With fresh ideas and steady progress, the future looks bright. Founder Andreas Kramer takes us behind the scene.

How have the last 12 months been for the brand?

The past year has been incredibly exciting. Beyond our amazing booth at ISPO Munich from which we received fantastic feedback and made valuable new connection, our appearance on the German TV show Die Höhle der Löwen gave Doubledeck a huge boost in visibility and helped us reach new audiences. But most importantly, our focus remained on refining our boards. We've been testing, tweaking, and listening closely to riders to make sure every model represents the next step in snowboard performance and innovation.

Your sales are growing significantly. Why do you think this is?

Hard work pays off. We've put in countless hours expanding our network, building partnerships, and supporting our retailers. The result is a passionate community of shops and riders who believe in Doubledeck and bring our boards to slopes around the world. Beyond that, riders can sense authenticity. When a product is made with real passion and precision, it shows—and that's exactly what defines every Doubledeck board.

We hear rumours of a Terje pro model—any confirmation of this?

Terje has been part of the Doubledeck story from day one. He was involved in developing our first boards, and his input has helped shape the way Doubledeck rides today. So far, he's preferred to stay behind the scenes but this will change soon.

As a Terje pro model is concerned: We have huge respect for what Terje represents in snowboarding, and his DNA is already woven into our journey. Thus we have decided together with him to build a board that is specially made for him...stay tuned – release will be announced soon...



How is the global expansion of the brand progressing?

It's going really well. At ISPO we connected with international distributors who share our excitement for what Doubledeck brings to the market. Our Kickstarter campaign also gave us a truly global stage, reaching riders in regions where we'd never been before.

Today, Doubledeck boards are being tested, sold, and loved in an ever-growing number of countries, and the feedback has been overwhelmingly positive. It's a great motivation to keep pushing forward.

What types of promotional campaigns have been most successful for Doubledeck?

A combination of everything works best—steady buzz through PR, events, social media, and word-of-mouth. But if one stands out, it's our Evolution Tour. We spent months on the road meeting riders, letting them experience our boards first-hand.

That direct contact was invaluable. It spread the word organically and gave us tons of real feedback from the slopes, which we've already integrated into developing our next generation of boards.

How does this year's range differ from last year's?

We've added two new models—the Turning D and the Rocking D—each designed for different riders and styles.

The Turning D is all about flow and playfulness in any terrain. With its hybrid profile, soft flex, and balanced shape, it delivers smooth turns and easy control, making it ideal for powder days and all-mountain adventures. Thanks to its equal nose and tail, radial sidecut, and strong float, it's perfect for beginners and advanced riders alike who love a lively, forgiving feel.

The Rocking D, meanwhile, is built for freestylers who crave pop, control, and creativity. It shines in the park, pipe, and on rails. Nose and tail are ideal for buttering and pressing, and its shorter Bow, the most compact of any Doubledeck, makes it agile and explosively responsive. It demands more input but rewards riders with

precision and power. Together, these boards capture the full Doubledeck experience—accessibility and flow on one side, energy and performance on the other.

What types of retailers is Doubledeck most popular with?

Doubledeck resonates especially with premium retailers focused on innovation and performance. Many of our strongest partners are specialty snowboard shops that love to educate their customers and bring something new to their shelves.

We're also seeing growing interest from larger outdoor retailers who recognize that our boards attract a wide range of riders—from curious newcomers to seasoned pros.

How do you plan to evolve the brand over the next three years?

Our mission is to keep redefining what's possible in snowboarding. Over the next years, we'll expand our product range, strengthen our international presence, and nurture our community through events and collaborations.

Innovation will remain at the heart of everything—whether it's new constructions, sustainable materials, or creative riding experiences. At the same time, we'll continue building Doubledeck as a lifestyle brand that stands for creativity, freedom, and fun, on and off the mountain. Our goal is simple: to inspire more people to ride differently and enjoy the mountains in a whole new way. ☺

XTRATUF

XTRATUF

Xtratuf has been making dependable boots for over 75 years. The brand began in Alaska, where fishermen trusted its rugged design to face the toughest seas. Today, Xtratuf continues to grow, creating footwear built for both work and adventure.

How has the brand changed since it first started?

Xtratuf started over 75 years ago in the USA. Our iconic 'Legacy' brown boot (affectionately dubbed the 'Alaskan sneaker') was adopted by Alaskan fishermen as their 'go-to' boot to wear onboard commercial fishing boats, braving the world's deadliest seas.

As the tale goes, fishermen would travel from across the USA for the fishing season, the Legacy became somewhat of a badge of honour for those fishermen and, once the season was over, they took the boots back home with them – spreading Xtratuf across all 50 states and opening opportunities for the brand beyond commercial fishing.

With that, our range has expanded, and we now have a clear distinction between our 'Commercial' and our 'Explorer' (lifestyle) ranges. Explorer ranges are suitable for exactly that, whether that be adventures on land, sea or snow – included within this category are our Ankle Deck Boot (ADB) ranges (Sport, Ice, Cold Weather), as well as special releases, such as our Camp Collection and OOTO ranges for FW25.

New for FW26 is the Legacy Elevate which bridges the gap between our Commercial and Explorer range, offering the best of both worlds: heavy duty triple dipped shell and sneaker-like comfort.

Who are the Distributors for the brand in Europe?

We recently partnered with Good Question Supplies who will be distributing the brand



in mainland Europe through their sales network. Footsure continues to distribute Xtratuf in the UK.

How does the brand come up with new designs and collections?

Xtratuf has always been strongly led by our community, we create functional footwear that people need. Our priority is and always will be functionality. Take the Camp Collection for example – we saw people using our classic ADB for muddy trails, so we created a new, outdoor outsole that was more suited to that terrain.

We also work closely with brand partners who align with our brand values, but also who truly live the Xtratuf lifestyle. We have collaborated with the Salmon Sisters for many years, creating their own range of Legacy and ADB's – the Alaskan-born sisters, Emma and Claire, are passionate about product quality, their brand is a celebration of coastal heritage, wild places, ocean stewardship and what it means to be Alaskan.

How does Xtratuf approach sustainability?

Our US based Product Development team are constantly striving for ways to utilise more sustainable, environmentally friendly materials into our products. Within the current range and upcoming product, we have added: Biolite Foam, a brand developed, high performance, durable, biodegradable foam sourced from bio-based carbon. BIOLITE is used in the ADB Sport footbed and outsole, the ADB & Camp Collection footbeds and in the kids TUFs, Apres Fish slide, Riptide sandal; Yulex has replaced neoprene in a range of products for SS26; Recycled Yarn is being incorporated into pull tabs on ADB ranges; Bioprene our bio-based neoprene is in our new ADB and ADB Sport ranges and our packaging (boxes, tissues and hangers) are 100% recyclable.



How important is the kids market to the brand?

As previously discussed, functionality is key when designing our product, and we feel that shouldn't just apply to our adult range of boots. Kids' feet are developing, and we utilise the same technology in our kids' ranges as we do our adults, setting us apart from the competition, who simply make smaller, cheaper versions of their boots. Our kids' range now includes the Legacy, classic ADB, 'TUFs', Riptide sandal and we will be introducing a kids version of the best-selling ADB Ice.

What has been your favourite project or moment from this past year?

We launched our first event collab boot with a member of our Pro Team, Andrew 'Cotty' Cotton in April this year. The Cotty boot is an adaptation of our 'Wheelhouse' range, working with Cotty and partners, Fishbird, we created a limited-edition boot, designed for those who push the limits.

We shot the launch campaign in Devon, UK and Nazare, Portugal – teasing the boot on social media, we hosted a launch event at Lost Shore Surf Resort in Scotland, inviting some of the UK's best surfers to come down and surf with Cotty and meet the Xtratuf team. ☺

RETAIL BUYER'S GUIDE

TECHNICAL SNOWPACKS FW26/27

Technical backpacks remain a key growth area in snowboarding gear, driven by the demand for versatility, performance, and sustainability. By Rocio Enriquez.



JONES

Amongst the snowboarding equipment category, the technical backpack is the segment that offers higher growth rates, albeit modest. Europe has a strong culture of back-country, especially in the Alpine markets, and the backpack becomes a must-have in this sort of experience. It is also a product that can be used away from the mountain, which makes it a safer investment in the face of snowfall uncertainty. Last winter's bestsellers were multi-use, mid-sized packs that performed just as well in urban environments as on the mountain. This will continue this winter; collections feature a high proportion of carryover styles. Retail orders have favoured models that embody that crossover between backcountry and everyday functionality. Versatility is the biggest observable trend, but there are other important ones that have influenced product development. Users are looking for packs that are light and compact, yet uncompromising in performance. The balance must be just right. "Even with smaller kit, packs still need to deliver all-day comfort, user friendly access, and a fit that works on the way up and down", says Jones' Global Marketing manager, Ruairi Collins. There is growing interest in eco-conscious materials and production processes. Notable too is the increasing female participation that has been answered with more inclusive product design and colour palettes. The same factors will drive growth in FW26/27. Technical, mid-sized packs that offer all-season functionality are expected to sell best, with new female specific designs showing notable growth too, and a focus on sustainability as a selling point.

FW26/27 HIGHLIGHTS

Comfort is high on the tick list of product developers. Several brands

"New for 2026 is the matte FACE-PC coating on the exterior wall of the packs. This makes the packs even more robust against the elements"

Jens Hartmann Amplifi

emphasise ergonomic comfort features. Amplifi uses their articulated Wishbone strap and integrated shoulder strap, which keeps the pressure off the shoulders. The seamless, 3D moulded construction on hip belts and back panels help the rider have longer and less tiring sessions on the mountain. Jones also thermo-moulds their back panels and shoulder straps for supreme comfort. Burton's packs secure comfort, stability, and protection with compression-moulded back panels. "The Dispatcher Vest delivers a secure, body-hugging fit for heli and sled-access riding", says Burton's Benjamin Schwarz. Prism has developed an ergonomic carry system with Fidlock magnetic closures for intuitive handling. Rossignol's Escaper Unlimited 18L has contoured shoulder straps and a minimalist waist strap that provides extra stability. Patagonia also offers body fitting shoulder straps and hip belt.

These thoughtful designs must be matched with light and durable materials that can resist the winter weather. Burton's packs use Cordura® nylon with a PU-coated top panel for weather protection, and 500D Cordura® side panels. The Dispatcher Vest is made from

a three-layer waterproof outerwear fabric with taped seams and waterproof pockets. Amplifi introduces the FACE-PC coating on the exterior wall of the packs, making them more robust against the elements and abrasion and 100% waterproof. Prism and Rossignol also highlight their durable, light and water repellent fabrics. Making these materials recycled is sure to seal the deal with the customer. Amplifi uses MIPAN® Regen for their Track 17 and Track 23 models. All Jones' packs are made with 100% recycled PVC-free 600D ripstop polyester, 100% recycled ballistic nylon bottom fabric with a PFC-free DWR, and a 100% recycled polyester liner fabric. Patagonia's PowSlayer pack is made in a FairTrade certified factory, using mostly recycled materials.

Adaptability to the user's needs ranks high too. There are many modularity systems in next winter's collections. Herschel's All Season duffel features a modular connection system that allows users to seamlessly attach it to their travelling bag. Prism's modular system is the DNA of their brand. It offers a backpack that transforms depending on the rider's needs, with interchangeable, durable components. We also find integrated safety and avalanche features. Dakine's Heli 2.0 has been enhanced with RECCO technology, and includes advanced safety features, thoughtful storage compartments, and all the necessary carrying options for a backcountry adventure. Herschel adds internal tool organisation systems to their All Season backpacks, alongside a removable waist strap and gear attachment tabs. Patagonia's PowSlayer pack has a dedicated compartment for snow tools, and an easy-access back panel. Burton has integrated avalanche tool pockets with colour coded zip pullers to all their styles, as well as integrated and stowable helmet carry. Their 25L and 35L also feature back-panel entry so you can reach inside without removing your board. "Snowboarding is evolving toward a more exploration-driven mindset, with riders blending resort laps with backcountry missions", says Benjamin Schwarz. Rossignol's Escaper Unlimited 18L offers an easy-to-access shovel and probe back panel storage. Jones' packs feature stowable helmet holder, fleece lined goggle top pocket, and ice axe loops. Amplifi makes their packs compatible with the featherweight SAS-TEC protector. Year-round versatility is quite present. Amplifi designs the BC 22L and 28L to be equally used for hiking or riding, and they market their Track 17L and 23L as a year-round, multi-purpose pack for biking, hiking, or shredding powder. Even though specifically designed for ski-touring, Rossignol's Escaper Unlimited 18L backpack is an easy choice for summer hikes or climbing sessions.

LOOKS

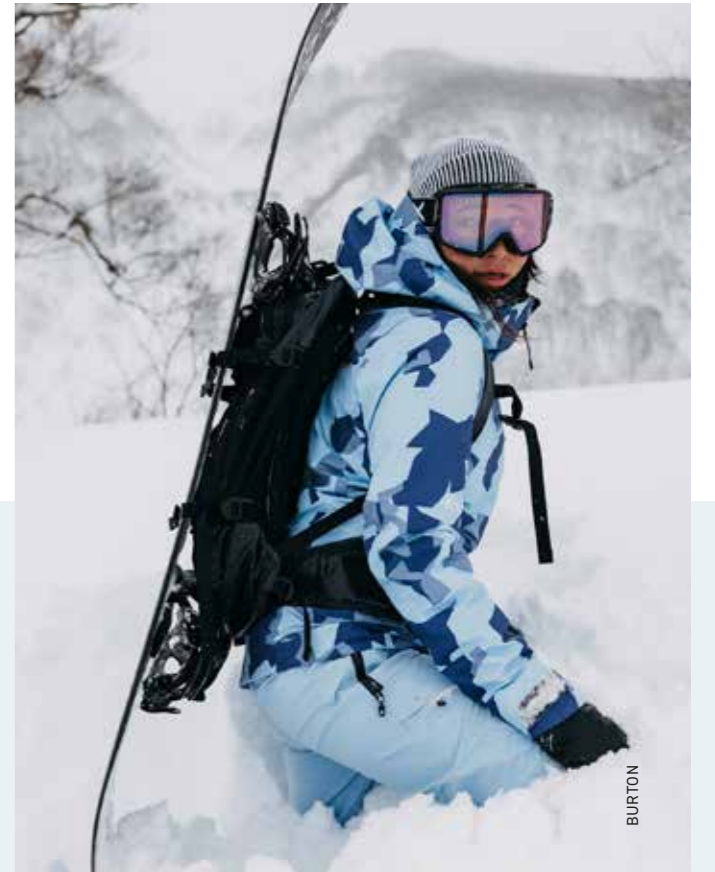
Muted, timeless palettes dominate next season's offerings. We find earthy tones like the new Brindle colourway featured in Herschel's Ultralight range, and neutral shades like Herschel's bestselling Moonbeam, an off-white option, and Prism's titanium grey. Timeless black is present across all brands. Jones sticks to it following customers' demands, Amplifi relies on the winning black on black combination, and Burton makes sure there is always a true black option available. Prism offers a carbon black, which along with the titanium grey, they mix with bold accents in neon orange and glacier blue inspired by the Alpine contrasts. Women's colours have a stronger presence.

"We are adding an internal tool organization system to our All Season Backpacks to keep things organized and accessible" Adam Mansell, Herschel Supply

Burton will offer their Dispatcher backpacks in Rum Raisin, a shade of purple, aligning with their outerwear offering. Herschel has added Ash Rose to their collection to bring a more feminine edge to their bag collection. They also highlight their partnership with Realtree® to introduce two of their iconic camo patterns to the All Season and Snow Roller ranges, APX Camo and Edge Purple Camo.

SUSTAINABILITY

Eco-conscious materials are the standard. All brands use some type of recycled polyester or organic cotton, with certifications such as GRS and Bluesign becoming commonplace. The manufacturing process is optimised to reduce material usage and wasteful cut-offs. Amplifi says that the construction of their Wishbone strap system, with main parts moulded, uses the raw material much more efficiently. We also see a reduction of PFC and other undesirable chemicals. Rossignol and Burton use PFC-free DWR and Patagonia avoids PFAs as much



BURTON

as possible. Durability is the cherry on the cake. Prism designs their packs with replaceable parts to prolong the product life. Herschel is so committed to their high-quality and durable construction that they back it up with a lifetime warranty.

RETAILER SUPPORT

Marketing stories are mainly focused on the connection between technical function and outdoor heritage, told through authentic rider stories. Sustainability and performance are at the core of this narrative. Herschel adds some specific targeted campaigns for their Realtree® partnership and their women's focused Cloudform range and Heron colour. The relationship with the retail partner takes a central spot in every brand's retailer support programme. This is evidenced by the tailored approach to their needs, and the simplification of ordering and other processes. "We see retailers as long term partners and we are fully committed to supporting their success. That starts with a responsible sell-in model", says Ruairi Collins. Carry-overs allow products to have a longer life cycle, enabling longer windows to sell them at full price. Amplifi and Jones prioritise this approach. They also keep inventories clean and ordering simple. Jones, Prism and Herschel offer training for staff and customers, highlighting their technical innovations and the sustainable aspects of the product. This is topped with POS support and custom-designed sales materials and ready to use imagery for the shop and their digital channels too.

The technical backpack market is evolving toward all-season versatility, ergonomic comfort, and sustainability-driven design. Brands are striking a good balance between performance and everyday usability. As backcountry culture grows, consumers demand gear that adapts to varied terrains and lifestyles. Technical packs will remain a key category in snow sports and outdoor collections in the coming seasons. ☺

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

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

HIGHLIGHTS

- 1 Versatility drives demand.
- 2 Comfort and ergonomics lead design.
- 3 Sustainability is standard.
- 4 Inclusive and timeless styling.



RETAIL BUYER'S GUIDE

SNOW SAFETY FW26/27

Snow safety brands focus on innovation as more riders venture into the backcountry, driving demand for reliable, user-friendly protection gear. By Rocio Enriquez.



Snowboarding is increasingly adopting an exploration mindset, possibly due to unpredictable conditions that push riders toward the backcountry when resort snow is scarce. In this environment, safety is no longer a trend or a choice, but a core value. Once primarily used by professional emergency services, snow safety equipment is now seeing a gradual increase in demand from recreational users as well.

FW26/27 SNOW SAFETY PRODUCTS

Safety gear is well positioned for growth, but long-term customer retention will depend on delivering gear that is as reliable as it is easy to use. Brands seem to have taken good note of this. "The Aerosize avalanche vest has performed very well, mainly because it is compact, maintenance-free, and compatible with any backpack", says Wojtek Wieczorek, Founder. By using the smallest inflation system without batteries or cartridges, the vest eliminates the need for a bulky airbag system. ABS reports great sales from their Vario and Voltage backpacks, a trend they expect to continue this winter. "The combination of the electric E2 system and the ZipOn principle invented by ABS offers our customers the greatest flexibility and options", says Maximilian Haberstroh, Marketing Manager. They are adding a new backpack, the Rift, in 22L and 35L, specifically developed for high altitude tours, and a new lightweight shovel.

Nivia will launch next year a new type of transceiver. The Nivia 3D Finder uses a GPS-based 3D algorithm that enables rescuers to locate buried individuals up to 30% faster. This marks a significant innovation, considering that all current transceivers rely on antenna technology. The Nivia 3D Finder is compatible with all existing devices. "As soon as the first signals are received, from a distance of about three meters the 3D Finder can determine the exact position of the buried person to the centimetre", explains Michael Vogt, CRO. Additional features include a powerful, cold-resistant battery with a three hundred hour run time, an automatic emergency call function, power bank capability, and a newly developed app. Mrozy, a sister brand of Aerosize, is set to enter the snow-safety market with several new products: the CramponsXS, the Shell gloves, and emergency snowshoes. The Shell gloves are particularly robust and designed for scraping across snow and ice, making them ideal for carvers. The emergency snowshoes are ultralight and small enough to fit in a pocket. Recco is expanding their partnerships with Marmut, Scott, H&M, and others. "Next year, the Marmut Eiger Free collection will also be equipped with Recco technology", says Julia Granhed, Head of Marketing. Recco is also branching out beyond winter by integrating its technology into summer activities such as hiking, biking, and trail running. At the same time, their Recco SAR helicopter detector network of countries continues to grow, with New Zealand and Nepal recently added. Arva introduces a brand-new

"As soon as the first signals are received, from a distance of about three meters the 3D finder can determine the exact position of the buried person to the centimetre" Michael Vogt, Nivia

Pro range of airbag backpacks designed specifically for ski patrollers and other mountain professionals. They round up their snow safety catalogue with a redesigned shovel and probe engineered for improved comfort and efficiency in use.

RETAILER SUPPORT

Education remains the most important form of retailer support in the snow safety category. Recco promotes year-round use of their technology through e-learning modules and on-site training with key accounts. Aerosize highlights the maintenance-free design of their vest with the "Always Ready" campaign. They offer retailers educational content, training materials, and visual in-store demos that showcase compatibility of the vest with any backpack. They also provide testimonial materials from professional rescue services and backcountry guides, helping build credibility and customer confidence. Nivia provides demo devices, alongside detailed instructional videos and POS materials that help customers understand and experience the functionality of the 3D Finder. They also run extensive training sessions for retailers at the start of the season, ensuring staff are confident and well prepared to explain the new technology. ABS offers retailers with comprehensive product training as their primary form of support.

As backcountry exploration becomes more popular amongst snowboarders, safety equipment is evolving from niche professional tools to essential gear for everyday riders. Brands that pair cutting-edge innovation with intuitive, low-maintenance design will make the best of this growing market. A strong retailer support with a focus on education will secure the performance of the snow safety category on the retail floor. ☺

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

BOARDSPORTSOURCE.COM

HIGHLIGHTS

- 1 Accessibility of safety gear to recreational riders.
- 2 Robust retailer education programmes.



PROTECTION IN ADVENTURE SINCE 1985. For more than 35 years, ABS has stood for greater safety in winter sports. Our flexible, lightweight and safe products are your reliable partner on every adventure!

ENJOY YOUR WILD - MIT ABS.

VOLTAGE

Our most versatile Backpack!



CLEW

CLEW

CLEW began in 2017 when two engineering students, Johannes and Jakob, set out to create a practical step-in snowboard binding that worked with regular soft boots. After developing and testing several prototypes, they built their own company to bring the design to market and this year will launch an updated model The Independence. Jakob Schneider brings us up to date.

What inspired the original launch of CLEW?

In 2017, while snowboarding, engineering students Johannes and Jakob came up with an idea: a step-in snowboard binding for soft boots. At the time, only two systems existed besides ratchet bindings, both requiring special boots. Other rear-entry bindings didn't ride as well and you still needed your hands to use the step function, which was neither intuitive nor fast. As part of a university project, they conducted a survey of over 100 active snowboarders, which confirmed strong demand for a new solution. The two engineers then developed several concepts, and the one that would later become CLEW quickly proved to be the most promising - combining top riding performance with the easiest entry and exit on the market. After filing a patent, Johannes and Jakob approached major manufacturers but soon realized their new "Made in Germany" approach didn't fit existing production or distribution models. So they built their own team, registered the brand, and founded CLEW.

Why did you launch an updated model and how does CLEW work with customers or riders to improve their product?

We've always had a strong inner drive to push new developments and get the very most out of our sport. We're constantly exploring new technologies and opportunities that help us reach our goals. When someone from our team or community comes to us with a great idea and we see a chance to bring it to life, we jump right in.



That's exactly how our new Independence binding was born. It's the result of ongoing collaboration with our customers and partners, and marks a major technological leap forward. Every single component has been fine-tuned for maximum performance and functionality.

Please tell us about your new Independence model

CLEW Independence builds on the success of our Freedom binding and will take its place, starting with the 25/26 season. We've focused on pushing performance (lighter weight, greater strength) and on adding new features our riders have been asking for.

How does this new version of the CLEW binding compare to the last models?

The CLEW Independence is much lighter than our previous models, and it offers slightly more flex without feeling soft. The flex rating is now 7-8 instead of 8-9 out of 10. The base features integrated canting and a new three-stage hook system for a smoother step-in experience. The revised geometry optimizes the load path from the heelcup to the mounting area, increasing strength by 15%. The highback's locking mechanism, sintered metal hooks, stainless steel handle, and Bowden cable, has been refined for smoother operation. Reworked ratchet straps geometry and buckles offer easier release, while both ankle and toe straps now feature tool-free adjustment.

What are CLEW'S advantages compared to other step in systems?

The CLEW binding is a true hybrid. You get the full comfort, board feel, and performance of a high-quality ratchet binding, combined with an exceptionally fast and intuitive entry and exit mechanism. And you can use it with any regular soft boot. Once you've set your straps, you're done for the day. There's no need to ever touch the ratchets again.

Our customers consistently tell us that CLEW delivers power transfer and response on par

with, and in some cases superior to traditional, more heavily damped ratchet bindings, whether carving, riding groomers, or in powder. Of course, no single system can be perfect for every rider. But we want to offer a binding that meets the expectations of the vast majority of snowboarders who want comfort, design, and ease of use without sacrificing performance.

What type of retailers is CLEW most popular with?

We deeply appreciate our community and people who interact with us directly, but we know for a fact that nothing replaces the knowledge and community that local snowboard shops create. A website can never replace the guidance, care, and expertise that shops provide. Supporting independent retailers is core to who we are. We work with nearly 170 specialty stores worldwide, and we're proud that our network is made up mostly of independents rather than big chains. Every shop matters, is treated equally fair and gets the same pricing, the same respect and support, whether they order a single pair of bindings or a full season's worth. We also stay out of discount battles, avoid anonymous online wholesalers, and don't participate in events like Black Friday. Price wars might drive clicks, but they squeeze small shops and undermine the long-term relationships that keep our culture alive. Shops deserve support, not competition from price wars that value clicks over people. ☺

nivia

NIVIA

Nivia is a new brand focused on making mountain sports safer through technology. Its first product, the 3D Finder, is the world's first avalanche transceiver to use GPS. The device helps rescuers locate buried skiers faster and with greater accuracy. Source sat down with Michael Vogt, CRO Nivia to hear more.

When did Nivia start developing the 3D finder – and what inspired the idea?

Behind the new brand Nivia stands Rosenberger, a world-leading provider of connectivity solutions for high-frequency technology. Co-owner Hans Rosenberger, an avid ski mountaineer himself, was driven by his vision of making winter sports safer. He initiated the idea of bringing avalanche transceivers to a new technological level. The journey of the 3D finder began in 2022. From the very beginning, the Nivia team's vision has been to enhance mountain safety through modern technology. Leveraging the expertise of a high-tech corporation, we developed an entirely new approach to avalanche transceiver technology and successfully integrate GPS technology into such a device for the first time.

Explain how the 3D finder system works

Traditional avalanche transceivers operate using antenna technology, where the search is conducted along magnetic field lines. The 3D finder combines this proven technology with its own GPS-based 3D algorithm, which creates an independent coordinate system. This allows the buried person's position to be pinpointed with centimetre accuracy and shows the direct route to them, without relying on magnetic field lines. From about three meters, the 3D finder assists with guided fine search, indicating the exact burial depth. From a distance of about three meters, the 3D



finder guides the fine search, indicating the exact burial depth. Without the need for cross-searching, it leads directly to the probing point, saving valuable time. Probing then serves only to confirm and mark the location. The 3D finder is compatible with all transceivers currently on the market and offers a search strip width of 70 meters.

How does Nivia want to differentiate itself from established players in the avalanche transceiver market?

We see ourselves as a technological challenger in an established market. While many brands focus on refining existing systems, we have fundamentally redefined how an avalanche transceiver operates. With the 3D finder, we are introducing a completely new technology.

The 3D Finder is compact enough to fit in a pocket. How did you balance making it small while keeping it durable and long-lasting?

In development, equal emphasis was placed on ergonomics and durability. Measuring 67 x 130 x 24 mm and weighing just 225 grams, the 3D finder is compact yet exceptionally robust. Instead of standard batteries, it uses a powerful, cold-resistant lithium-polymer battery that delivers up to 300 hours of runtime. The housing was specially designed for alpine conditions—shock-resistant, temperature-stable, and easy to operate even while wearing gloves.

Who is the 3D finder mainly designed for – professionals, ski guides, or regular backcountry users?

The 3D finder is designed for everyone who ventures into alpine terrain in winter—from experienced professionals and classic ski tourers to ambitious freeriders. The device is so intuitive that even less experienced



users can operate it safely, while its precision meets the high demands of professional users such as mountain guides and rescue teams. Our goal was to make high-end technology accessible to everyone.

What design choices helped make it so easy to handle in tough conditions?

From the very beginning, every design element was tested for usability in real emergencies. The display is the highest-resolution on the market and remains readable even in bright sunlight. Large icons, clear menus, a simple user interface, and a single button ensure that the device can be operated easily, even with gloves or under stress.

How will Nivia support customers after launch – for example, with updates, repairs, or training?

With the market launch in winter 2026/27, our initial focus will be on introducing the 3D finder. At the same time, we will continue expanding the digital ecosystem, particularly the Nivia app, which will include enhanced map functions and safety features. In the long term, our goal remains to continuously improve alpine safety through intelligent technology. ☺

RETAIL BUYER'S GUIDE

SPLITBOARDS FW26/27

The Winter 26/27 splitboard season arrives at a moment of renewed clarity and confidence in the backcountry world. After years of post-pandemic turbulence, supply-chain hiccups, and unpredictable winters, the industry finds itself on more stable ground. More importantly, riders are returning to the mountains with sharpened expectations and deeper knowledge. Ladies and gents, welcome to next winter's Splitboard Hardware 26/27 Retail Buyer's Guide, brought to you by **Matthieu Perez**.



AMPLID

STATEMENT OF THE STATE

As Kyle Hansen Kahn at Karakoram observes, "While growth rates and consumer spending moderated from pandemic highs, participation remained strong." The community is evolving fast today: "Riders understand the differences between entry-level and performance systems." He adds, "The market is maturing with repeat customers upgrading equipment rather than first-time buyers dominating sales."

The steady return to a more balanced market is echoed by Peter Bauer, snowboard wizard at Amplid, who experienced a 22% growth cycle. He explains, "It seems that the splitboard market is slowly recovering from the post-Covid phenomena, and also the demand for solid boards has been really good." It's a promising sign, confirmed by Kjetil Bjørge, CEO at Fjell, who highlights "the interest of being in the mountains in general and to have the equipment for the best experience possible, even though winter remains inconsistent. Regions with strong snowfall continue to thrive, while areas that only received fleeting storms observed a softer season. Through all these fluctuations, rider motivation remained unwavering - a testament to a community seeking quality, longevity, and meaningful time in the mountains."

Adding another layer to the big picture, Pete Saari, VP of Creativity at Lib Tech, distills, "Major trend shaping the splitboard market? Lift lines and big mountain spines." On one side, resort congestion is nudging riders to explore beyond the ropes; on the other, aspirational terrain continues to define the dream of what splitboarding can be.

Some brands have held their ground firmly by refusing to follow patterns of overproduction. The team at Korua reiterates a commitment to long-lasting, surf-inspired shapes with consistent carry-over models that avoid

"Just like resort riders, today's splitboarders are no longer a niche, one-dimensional group... It's an experience-driven category." **Xavier Nidecker, Jones**

seasonal closeouts - an approach that resonates strongly with retailers fighting for healthy margins. The retail reality is not always simple, of course. Ota Tyl, CEO and shaper at Gara, points out that optimal snow conditions came late in previous years. He observes, "Unfortunately, many shops were offering discounts on carry-over items, so they didn't make any profit. I don't think splitboards should be on the list of seasonal products like outerwear - it's hardware."

Meanwhile, Billy Madej at Spark R&D notes, "The 24/25 season was a great season to get back on track after the boom-and-bust inventory cycle of the last few years. We saw a modest but legitimate rise in market demand for splitboard bindings worldwide." Market demand for bindings is rising again, and with it comes a clearer direction: lightweight performance materials, sustainability, ergonomic ease of use, and the relentless pursuit of reliability. Women's participation is on the rise, something Spark celebrates by supporting women-only splitboard films and collecting rider-specific product feedback.

The shift is also visible on the skin track. At Jones, Brand Manager Xavier Nidecker describes, "Just like resort riders, today's splitboarders are no longer a niche, one-dimensional group. It's an experience-driven category, ranging from high-alpine 'shralpinists' to deep-powder seekers, local explorers to fitness-focused tourers." The mix of motivations and riding

styles has never been richer, leading to splitboard lines that are more versatile, more inclusive, and more reflective of the culture's growth. He concludes, "Splitboarding's in an exciting place."

THE STRUGGLE IS REAL

While optimism defines much of the 26/27 outlook, the challenges shaping the landscape remain real - and worth understanding. Arnaud Repa, Snowboard Category Manager at Rossignol, acknowledges, "While splitboard sales are still declining, the trend is here to stay and dedicated consumers look for high-tech/high-quality products."

Production and logistics remain a puzzle for many. "On the production side - Amplid is manufacturing all boards in Taiwan - there was no impact on higher tariffs on raw materials. Now getting boards into the US is a real hassle!" explains Peter Bauer, CEO and Founder of Amplid. Such obstacles can shape product flow, inventory strategy, and ultimately retail availability. Amid all of this stands the ever-persistent challenge of uncertainty. Shipping, tariffs, and snowfall continue to be unpredictable. At Spark, Madej points out, "We stay nimble, keep a good attitude (and a good sense of humor), and we continue on. What else can you do?"

These pressures are pushing brands to rethink how they support shops. At Jones, retailers sit at the center of the ecosystem, and long-term health depends on responsible sell-in, clean inventories, and avoiding overproduction. Carry-over models help protect margins and prevent the discount cycles of the past. Similarly, Nitro highlights a one-stop-shop approach, backing retailers with a full range of gear and strong after-sales support. When asked how Radair supports retailers, the answer from its co-founder, Harry Gunz, is straightforward: "We don't. We are participating in some of the splitboard-supporting on-snow demos, but our splitboard sales are 95% online." Choose your guns.

BOOT IT

The Vertical boot at Nitro got some key upgrades - more precisely, the use of on-molded Endure® Gravity Foam in the toe box to withstand unpadded molded straps and crampons. Delago notes, "Boot technology is tightening its focus on durability and tour-ready resilience."

STRAP IT

Bindings continue to evolve at a rapid pace, with high-end performance increasingly merging with all-day comfort. Spark R&D makes a notable leap with the introduction of the well-deserved Nick Russell Pro Binding. It features a Surge baseplate with Arc straps and a stiff carbon-reinforced nylon highback, with a new heel loop engineered to cant for more response, plus snow camo padding on both the baseplate and highback for added comfort and grip. Madej explains, "This is the most high-end, feature-rich binding we've ever made, and seasoned splitboarders are going to love it." Interface and climbing hardware progress in parallel. Karakoram pushes the carbon program forward with the Carbon-Ti Ride Mode 3.0, their lightest and most efficient interface yet. Paired with the weight-saving C4 Carbon Nyolite highback, the durable X3 Riser, and the AirPod strap system that eliminates pressure points - plus recycled-carbon buckles - the direction is clear: high-performance touring with maximum efficiency and minimal weight.

Finally, Nitro pushes its own buckle and strap refinements on the binding side. As Delago explains, "The main goal was to reduce weight without compromising performance. Additionally, our splitboard binding is based on Spark R&D's leading system, providing users with confidence and an easy-to-use experience." For retailers, this alignment between familiar

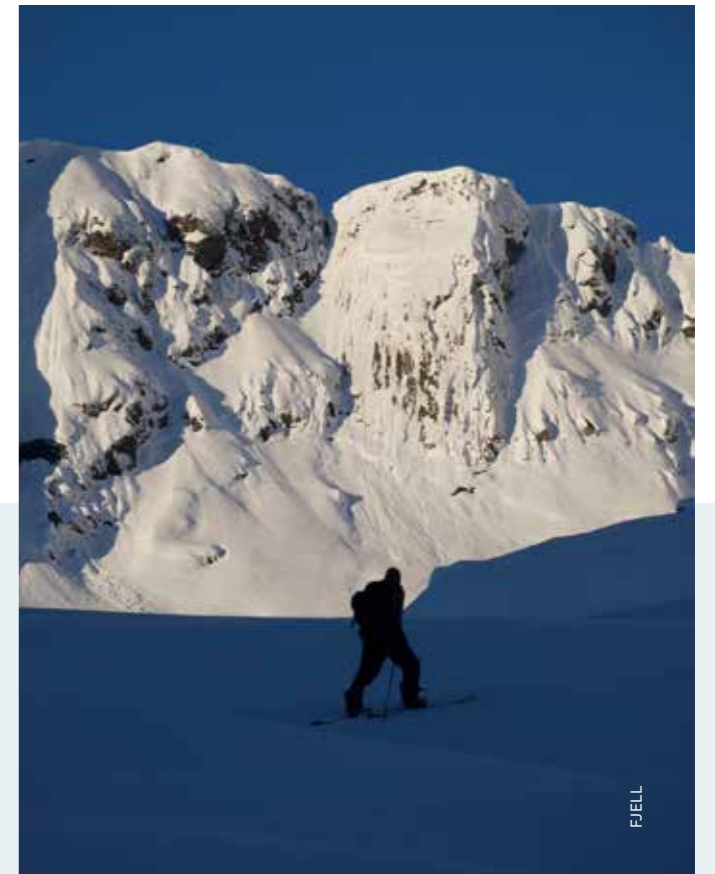
"Splitboarding does not discriminate and is for EVERYONE." **Billy Madej, Spark R&D**

interfaces and improved components helps maintain consistency and guide consumers through their purchase choices.

SPLIT DECK TECH

The heart of the splitboard remains its deck, and for next winter, most brands focus on refinement, material quality, and shape longevity rather than sweeping reinventions. Some brands, like Rossignol, report that their 25/26 splitboard offering will carry forward to 26/27, with subtle facelifts on boards. The approach is mirrored at Fjell, with its permanent shapes that continue to champion lightweight performance and the ability to transform splits into binding-less boards when desired.

Korua expands its versatile Transition Finder family with three new split sizes - 148, 153, and 162 - in addition to the existing 157, offering more options for different rider types, especially women. Gara continues its meticulous approach, emphasizing the endless possibilities unlocked by fine-tuning materials and shapes using only the highest-quality components.



FJELL

And then there's GNU, doubling down on purpose-driven design with a level of authenticity that only decades in the mountains can forge. Gary Gnu, guru of the boot pack blaster from the PNW community puts it simply, "Temp(le Cummins) is an absolute boss in the backcountry in every way... fast climbing, fast transitions, fast descents, delicious snacks, every run no tracks. We trust him and his son to develop the best shapes/designs possible and work with our engineering team to bring it to life." This ethos culminates in the carry-over of the Banked Country Split—more than 20 years of development and refinement distilled into what the king of Gnu calls "basically backcountry perfection."

A standout update comes from Jones. Nidecker explains, "We've adapted our hugely successful Howler solid board into a split-specific model. The new men's and women's Howler Splitboards are designed for confident freeriders who want to unlock their freestyle instincts deeper in the backcountry. They eliminate the classic 'either/or' dichotomy between technical big-mountain boards and playful freestyle options by fusing the two." Visually, the line embraces a vibrant interpretation of late-60's and 70's psychedelia, distinguishing it on shop walls as much as it does on snow. Materialism shows up at Radair with the full-carbon Split 179, a single-sized lightweight wet-process laminated wood core construction with PU sidewalls. Gunz states, "Those who know the advantage of a longer board in various changing conditions will buy; others won't."

Nitro rounds out the deck landscape with a compact yet diverse offering: "From technical, skinning-oriented models like the Doppelgänger, to the Alternator FX Split, an all-mountain fun machine, to entry-level and even kids/youth splitboards," illustrates Delago. Diversity and accessibility remain central themes across the whole line.

Next winter's 26/27 collection stands as a celebration of thoughtful evolution. Technologies are lighter and stronger. Board shapes reflect both tradition and innovation. Retailers benefit from cleaner inventory strategies. And the community keeps widening, welcoming all types of backcountry snowboarders with open arms. In the wise words of Madej, the philosophy is simple: "Splitboarding does not discriminate and is for EVERYONE." Get out there! ☺

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HIGHLIGHTS

- 1 Maturity
- 2 Recovery
- 3 Versatility
- 4 Efficiency

NEW PRODUCTS

01 / SUNBUM SIGNATURE SPF 30 MINERAL FACE STICK

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02 / SUNBUM SIGNATURE SPF 30 MINERAL LIP BALM

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SUNBUM.COM



03 / SP BINDINGS BASE+ SNOWBOARD BINDING

Meet BASE+, the ultimate bang for the buck. Featuring the proven FASTEC® system, this lightweight binding offers both fast and classic entry. With its durable, sleek design, it's the perfect choice for beginners and intermediates looking to progress without breaking the bank.

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04 / FOAMLIFE K BAY LADIES FLIP FLOP

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05 / PACSAFE® V URBAN SLING

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The optimism and confidence the UK experienced not so long ago have now completely evaporated. Slow growth with sticky inflation is eroding real incomes which in turn is dampening consumer demand. Wintersports appear (at this early stage) to be bucking the trend and whilst we can see tiny grass shoots of recovery in watersports and skate these grass shoots are from a very low base and very fragile. Consumer confidence is low and declining, nobody is expecting any good news from our Chancellor in less than 2

weeks time. The UK has a hard road ahead.

So...momentous events in life — we've all had them.

The administration of Skate Hut. Perhaps not a surprise to everyone! In these tough business times, we all have to expect casualties. Skate Hut went into administration in August, leaving £3.7m of unsecured creditors.

Some may rejoice, anticipating that other retailers can pick up the business, but as is often the case, a phoenix has risen from the ashes, no doubt leaner and keener to maintain the business.

It's interesting looking back at some of the larger retailer insolvencies. Does 'redistribution' really take place? When Surfdomo and Freestyle Xtreme bit the dust, many retailers were more than happy to see the back of them. But where did that business go? Did you notice it?

At this point my phone rang, it was Joe Turnbull, O'Neill's European Sales Director and we got into just that conversation. "I think very few retailers really felt the impact of that change in the market when the likes of Surfdomo disappeared. It's as if the business just evaporated."

Perhaps it did?

Joe continued, talking about disappearing retailers: "It's not just in the UK, but we have led the trend. Good action sports shops are no longer found in cities or are very few at best.. Most of our business is now done with location stores. It's quite a shift."

And how are those retailers faring? "With O'Neill, I think they're doing OK. It's no secret how bad the past few years have been, both miserable and massively turbulent. But I feel we're coming to the end of it. Pre-orders back to 18/19 levels, shelves are generally clear and ready for intake. I'm confident that SS26 is going to be a credible year, with buying patterns getting back to normal. I do appreciate that doesn't apply to all brands, and there's still a surplus of wetsuits, but recovery is on the way."

A positive conversation.

Joe was calling to talk about Slide OTS in January where they'll be presenting O'Neill outerwear at the show. That's another positive sign: O'Neill are coming back to Slide and putting effort into marketing the brand to wintersports retailers. That's a really good sign.

They could hardly have chosen a better time to (re)enter the wintersports business. Although it's way too early to tell (at the time of writing this), it's shaping up to be a positive season. Retailer confidence is as high as it's been for years, and early call-ins and re-orders indicate a positive sales trend.

Angela from Finches Emporium told me: "We were anticipating our best winter. Everything looked so good. Our boot wall was amazing - 400 boots on display. We had our winter team ready to go and everything was just looking so positive."

Then a momentous event. A disaster. On Thursday 16th October,

a fire ripped through Finches Emporium in South East London. This family-owned business, now into its third generation, was razed to the ground.

Originally founded as an antique and glassware business by Bill Finch in 1947, his son Frank gently nudged the business towards sport, eventually transforming it into what it is today a wintersports, outdoor, and bike store. Frank has now retired with his son Brad now running the business with mum, Angela ... and no doubt Frank when needed!

That fire not only ripped through the business but it also destroyed a family home that had seen the Finches through many decades. Indeed, Frank was born above the shop. You could say he was born into the business literally.

Talking to Angela, you can hear the anguish in her voice. They've lost their business, their home, and so much more. Two weeks after the fire, there's still no clarity on the way forward. The building will need to be demolished and rebuilt. Insurance should cover it all, but as with all these things, you never quite know what you're insured for until there's a claim. Loss adjusters have been appointed, and discussions and negotiations will no doubt go on... and on.

"I'd like to think we can be up and running next year, if not from the original shop, then from a unit somewhere. We're determined to rebuild and keep Finches where it belongs, back here on Perry Vale." This is Angela again.

"We're just grateful that nobody was injured. We're also lucky to be surrounded by such amazing communities. The local Forest Hill and Perry Vale communities have been so supportive, it's so heartwarming. And the separate communities of bike and wintersports have also rallied round to offer help and support where they can. It takes something like this to make you truly appreciate what a community is and what lovely people we have in our lives. We're really lucky."

How can you help? There's a GoFundMe page (support-finches-after-their-fire) which has already raised over £30,000, and I'd encourage everyone to offer industry support, whatever you can do. There will be an Apres Ski Party at the Foresters Arms on 22nd November, too late by the time you read this, but not too late to help in some way.

Ending on a happier note, I finally managed to get hold of John from NASKIS in Cardiff, now entering their third winter in the snowsports business.

New entries into our industry are few and far between, and some might say it's a very brave person who enters snowsports retail, but John has no regrets at all.

"After 13 seasons on the snow, I came back to the UK and was told it was time to get a 'proper job'. I used my degree and went into teaching, but two years later I knew that wasn't for me".

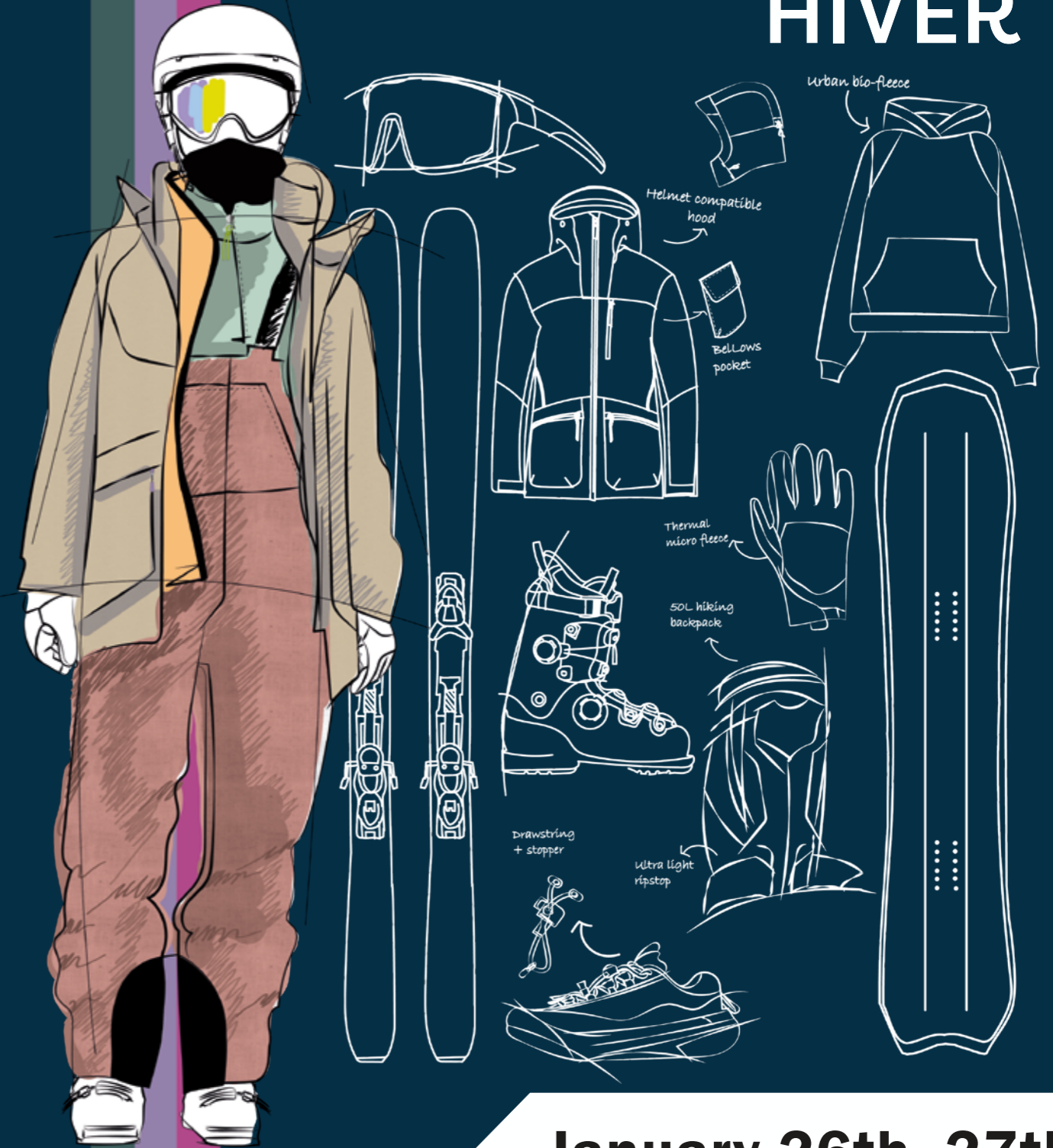
Spotting what they felt was a gap in the Cardiff market, John and partner Kate took the leap of faith, deciding it was time to open a real wintersports shop offering proper boot fitting and solid guidance.

"We've not looked back. It's far exceeded our expectations. We're really pleased with how it's going and, while it can be stressful, at least we're in control of our own destiny and it's a nice kind of stress."

John and Kate are fully invested in the business and are solidly investing in their future — literally with Max, their 17 month-old son joining the team! Building a family business. Well done to NASKIS and best of luck to Finches — both family businesses — long may they prosper.

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MARKET INSIGHT

FRANCE

Autumn 2025 in France stuck Between Political Uncertainty and Economic Caution

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The start of the 2025 academic year began in an unstable political and economic climate. Following the Prime Minister’s resignation in September, the appointment of Sébastien Lecornu to Matignon (the Prime Minister’s official residence) sparked as much anticipation as doubt. This change at the head of government, against a backdrop of internal divisions and persistent social

tensions, marked a turning point in French political life. While the executive branch promises a policy of “efficiency and realism,” the initial budgetary decisions suggest an end to the year of austerity. On the economic front, growth remains modest, estimated at 1.1% for the year, hampered by declining consumption and a general climate of wait-and-see. Inflation, which fell to 3.1% in October, continues to erode household purchasing power, despite a decrease in energy prices and the prices of some food products. The job market remains relatively stable with an unemployment rate of 6.9%, but recruitment difficulties persist in many sectors, particularly in retail, tourism, and services. The atmosphere in businesses is cautious. Many local shops are experiencing a drop in customer traffic and a decrease in average spend. Consumers are being more selective with their spending, and the autumn period, traditionally a strong point for back-to-school sales, is expected to be quieter than in previous years. The approach of Black Friday and the end-of-year holidays represents a crucial challenge for many retailers, but the proliferation of promotions and competition from e-commerce are squeezing profit margins.

France remains under the influence of a tense international context, marked by a slowdown in the Eurozone and uncertainties related to global energy policies. Calls for restraint and ecological transition are clashing with the realities on the ground: companies are forced to reduce their costs while simultaneously investing to adapt. For many, the key to survival lies in differentiation and customer proximity – a trend also found in the world of board sports.

The Board Sports Market: An Autumn of Readjustment and Resilience

Autumn 2025 marks a moment of transition for players in the board sports market. After a mixed summer, the cold season arrived with its share of questions. Brands must contend with more cautious customers, rising operating costs, and rapidly changing consumption patterns. For some, this period means adaptation; for others, consolidation.

In Saint-Brieuc-Tréguieux, Nikolas Radenac, manager of O-Rider’s, offers a clear-eyed assessment: “We’re seeing a continuation of the summer: less foot traffic, customers who are hesitant, who compare prices, and lower average spend.” The store, a vast 300 m² space dedicated to watersports and urban sports, combines retail, kitesurfing and wingfoil schools, a repair workshop, and an e-commerce website. It’s a comprehensive operation, but one that has to contend with a rapidly changing market. “Customers are using all available purchasing channels. They research online, come to compare in-store, and then sometimes buy elsewhere. We’re finding it increasingly difficult to close sales above €1,000.” This trend has resulted in an average 12% drop in revenue since the end of summer. Nikolas attributes this situation as much to the current economic climate as to brand strategy: “Economic and political instability is creating a wait-and-see attitude, but suppliers themselves are changing their business model. More

and more are moving towards direct B2C, and this is putting pressure on retailers like us.” During this period, O-Rider’s is focusing on quality advice and a refocused product range: “This fall, wetsuits, accessories, and wingfoiling are our sure bets. Our customers are looking to equip themselves intelligently and sustainably.” As for brands, Rip Curl, ION, Picture, Duotone, and Rhythm are doing well, while stand-up paddleboarding and skateboarding are experiencing a significant decline.

In a different but equally emblematic way, Maxime Nicolas, manager of Le Banc Public in Nantes, a shop specializing in skateboarding, emphasizes the need to evolve without losing one’s roots. “Our revenue is stable, but foot traffic in the city centre has been decreasing for two years.” The construction work and expensive parking are discouraging some customers. To compensate, the store is relying on its own brand, “Banc Public,” and a very involved local community. “Our homemade products are doing well because they are affordable and locally sourced. It’s a way to stand out from the big international brands.”

Purchasing behaviour is also evolving: “Customers compare prices directly on their phones, often right at the counter. We need to be responsive, fair in our pricing, and above all, relevant in our offerings.” The skate equipment and apparel categories remain strong, but the footwear segment is in sharp decline. Core brands, such as Dickies, Passport, and Magenta, continue to perform well, while Vans is experiencing a significant drop. Maxime Nicolas remains confident, however: “We don’t just sell products; we convey a culture, a social connection. People come looking for an atmosphere, advice, a passion.” Faced with a challenging market, these two players share the same philosophy: proximity and passion. While volumes may be down, their commitment remains strong. O-Rider’s leverages its diverse range of activities and technical expertise, while Banc Public emphasizes its authenticity and local roots. Both confirm that the future of action sports, beyond economic uncertainties, lies in creating emotional and community value.

Product Focus: The Return of High-End Neoprene
With falling temperatures and longer autumn sessions, neoprene is once again a must-have. Technical wetsuits, more flexible and eco-friendly, are attracting customers looking for durability and performance. Brands like O’Neill Rip Curl Vissla and ION are confirming their dominance in this segment, thanks to their innovations in warmth and comfort.

Brand Spotlight: Dickies, the Timeless Skatewear Brand
While many brands struggle to keep up, Dickies continues to make its mark in the world of skateboarding. Combining robustness, style, and affordable prices, the American brand remains a safe bet for shops like Banc Public. By relying on targeted collaborations and a return to the fundamentals of skatewear, Dickies maintains its status as a benchmark, a symbol of sustainable and unpretentious fashion.

Between Expectations and Renewal
Despite the uncertainties, autumn 2025 offers encouraging prospects for the coming months. Black Friday and the holiday season represent a crucial opportunity to revitalize specialty retail, with customers eager to treat themselves after a cautious autumn. Professionals in the snow sports industry are already looking ahead to the winter season, aware that recovery will depend on creativity, customer experience, and loyalty. The strongest shops are those that continue to innovate, nurture their community, and prioritize the human element—values that bode well for a winter full of energy and renewal.

BENOIT BRECQ

GERMANY

- PORTUGAL
- ITALY
- SPAIN
- UK
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National economic overview: The German retail landscape in 2024/2025 will continue to be characterised by reduced consumer demand, persistent inflation and general uncertainty. Official figures show only slight real growth in the retail sector, while trade associations also expect only moderate growth for 2025. It is noticeable that online retail is growing faster than the brick-and-mortar market. For the sporting goods sector, and in particular the

board sports sector, this means walking a fine line: stable demand for leisure and outdoor products is contrasted by a cautious willingness to purchase higher-priced items. The inflation rate in Germany in October 2025 was up 2.3% compared to the previous year.

Retail mood – Black Friday and market reality: As harsh as it sounds, the official figures pretty much reflect what retailers in Germany are experiencing. No matter who I spoke to and that was quite a few people, the statements were almost identical, whether they were large or small retailers. “Hey Toby, what are you doing at Ridersheaven on Black Friday? We’re hardly doing any business., everyone’s waiting for this US-driven day. It’s crazy that the brands are now fully on board with this. On that day, we almost exclusively sell close-out or older merchandise.” . I also find it difficult to remain positive in such conversations and I’m actually a very positively minded person. But reorders and sales trends are currently telling a different story. So enough about that ‘Black Day’, let’s move on to something positive, he winter season is off to a solid start!

Start of the winter season – Tux & Stubai deliver: The Hintertux Opening was a complete success: fresh snow, a top park and a great atmosphere among the participants. It continued with the Stubai Opening. Another consumer test that really got people in the mood for winter. Fantastic weather, motivated riders, satisfied brands.

As Ferdi Christ from Mervin said: “ We are extremely happy, despite the chaos. The glacier was packed: first an hour of gondola standstill, then from midday onwards it was all about mounting bindings.” I also talked to some of the testers there. Flo from the Stuttgart area told me: “I’ve heard so much about fast-entry bindings, now I just wanted to test them myself.” When asked what impressed him most, he couldn’t decide between FASE, Supermatic or Step On.

“Which brings me to the point about Fast-entry bindings: It’s great to see that these systems are bringing people back to snowboarding. Another tester said: “I started skiing again when we had children, it was easier. But now, with fast-entry bindings, snowboarding is just as uncomplicated again.” Snowboarding just remains a unique feeling. Go sideways.

Fast-entry systems have actually been around for a long time. Burton, Union and Nitro – I would say the three big binding brands, have been investing in Step On together for years. K2 used to have Clicker and Cinch in its range, Flow (now Nidecker) was also an early adopter, as were SP and many others. That’s why it’s exciting to see FASE getting so much hype right now. But is it really a game changer? Mmm... hard to say. But what is definitely happening right now is that people are talking about snowboarding again. And for that, we can only be grateful.

Of course, there are still riders who prefer classic two-strap bindings – like one of the testers or Gigi Rüb himself, who did a

MARKET INSIGHT

great job again at the event. In addition to his Slash stand, he once again offered Kids Shred Sessions. It’s wonderful to see young talent being promoted – something the snowboard industry desperately needs.

Shred Testival Kaunertal – Shop power instead of direct sales: I am currently at the Shred Testival in Kaunertal, 19 degrees, but perfect conditions. This event is something special because it was initiated by snowboard shops and is supported by them. Jens Gramer (Fifty Eight, Ulm) and Tobias Bär (Love Snowboarding) have really put together something impressive here. All the big-name snowboard brands are here supporting retailers rather than selling everything directly. Jens says: “It was important to us that us shops bring people to the glacier. And then, of course, those people should buy from us, not with a voucher online from the brand.” In my opinion, this has been a success: Markus from Trends & Sport (Gilching) brought 45 people to the Kaunertal valley, with his team looking after them all day. He explains: “I don’t have an online shop, nstead I focus on activities such as courses and trips. That builds customer loyalty. And I only work with brands that support this. It only works if we work together.”

Heiko from Funbox in Ludwigsburg takes a similar view. He has deliberately reduced his product range:”I don’t need 20 snowboard brands. We sell well in the high-end segment, e.g. Never Summer. There’s no direct sales pressure and no price wars. It’s not about selling more and more, it’s about selling what you sell cleanly and at a profit.” An honest and important point in times of extremely price-driven customer expectations. The Shred Testival shows how important events are that connect trade, industry and end consumers. We definitely need more of them!

Surfmarket – strong swells & changes in trade: Let’s talk about surfing. Europe had excellent swell periods this year, almost all top destinations offered good conditions on a regular basis. The industry has also noticed this. Jaime from Olatu says: “Sales are completely stable with the Indio boards from our factory. At Indio, we are even seeing growth.” In his opinion, this is because buyers are once again focusing on more attractively priced boards: “With Indio, we have top shapes at a great price. We could have sold even more if we had had more boards.”

This makes it all the more sad that the Wellenreiten Shop Hamburg has to close at the end of December. The crew has done a great job for years, providing top-notch advice and creating a shop where you feel at home. Björn told me: „The price war just wasn’t sustainable anymore. When four wetsuits are tried on at the weekend, two fit perfectly, but none are bought, then it’s no longer economically viable.” We wish them all the best, and hope to see them again somewhere while surfing.

Surftown Munich, a summer of superlatives: Let’s end on a positive note: Surftown in Munich had a fantastic summer. The sessions were almost always fully booked. This shows that there is huge interest in surfing in landlocked Germany and this helps the whole scene.

Outlook: We are now looking forward to strong Christmas sales and a good winter season. Lots of tailwind – for retailers, brands and everyone who is travelling sideways or straight ahead.

And we hope that Black/Cyber Monday or the month of sales is now over and that everyone is earning money again, which we all need.

Ride on
TOBY HAMMER

PORTUGAL

ITALY
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Portugal's State Budget was approved at the end of October, giving the country a collective sigh of relief and helping to avoid yet another political crisis and elections. Fresh data from the National Statistics Institute (INE) show that the Portuguese economy grew 2.4% year-on-year in the third quarter of the year with the GDP increasing by 0.8% compared to the previous quarter. This marks an acceleration in economic activity mainly driven by private consumption.

In general, boardsports market retailers felt a tourism boost from the good summer weather. August, September and October helped stores to increase sales and at the same time clear Spring/Summer stock. Surf and skate hardgoods were showing some positive signs also. In fact, tourism growth has been key to boost last summer sales, largely thanks to the greater purchasing power of foreign visitors.

After a very challenging first half of the year, "August and September allowed us to recover from the sales decline, with hardgoods standing out as a strong performer," said Pedro Fernandes, Brands & Sales Director from Despomar, the biggest boardsports retail company in Portugal. Thanks to the good weather in late summer and early autumn, "lighter items like t-shirts had the best sales. However, this did not lead to a strong launch for the Fall/Winter collections, partly due to hot temperatures and delivery delays"

Among standout products, "Birkenstock sandals performed very well, as they are currently fashionable and one of the key trends. We also officially launched the new JS Bull Run surfboard model by Occy. The Xcel Comp+ wetsuit also deserves a mention, and in the apparel segment, Billabong and RVCA are leading in performance, while skate brands are facing more challenges," he highlights.

ITALY

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Italy enters winter 2025 with a cautiously stable outlook. GDP growth is forecast around 0.6%, inflation has cooled after last year's energy driven spikes, and unemployment remains near 6%. Consumer confidence improved through autumn, but households are still price-sensitive, meaning discretionary spending like technical boardsport gear depends on perceived value and brand trust. Retailers describe shoppers as "decisive but selective," often researching online before purchasing in-store. Many already know what they want when they come in the door.

On the snow side, the mood is quietly confident among the remaining specialized snowboard retailers, as quite a few have closed their doors over the last couple of seasons. After two stock-heavy winters, most Italian shops are playing it smart: tighter assortments, sharper buying, fewer brands, and an eye on margins. All-mountain rules again, and step-in or quick-entry bindings are converting riders who once swore by straps. Especially the 30+ snowboarders search for step-in solutions to be quick and easy so there's no need to switch to Freestyle Skis. Brands like Burton, Salomon, Nitro, Jones, Drake, and Union still dominate walls, while a few newcomers earn trial orders if their story feels real. Outerwear is toning down earth colours, recycled fabrics, and solid 10k-20k waterproofing instead of the loud prints of the past decade. Only the very young still opt for bright colors or prints. "We're keeping it clean and functional," says one Trentino retailer. People want kit that lasts, not flash. Luckily, service tuning, waxing, boot-fitting is still the secret weapon keeping locals loyal.

In the cities, skate retail continues to punch above its weight. Italy's park scene is alive, fueled by municipal investments and a new generation who discovered skating through social clips rather than the Olympics. Shoes are still in demand if the brand and model are right; neutral tones

MARKET INSIGHT

Looking ahead to Black Friday and the Christmas season, "our priority is to offer valuable proposals to customers, attract new ones and avoid excessive discounting. We aim to strengthen our omni-channel approach (online + physical stores) through CRM," he finishes.

For Pipeline Surf Shop located down south in Algarve's capital Faro there's positive signs and reasons to be happy. "Sales have been strong in recent months, with August and October standing out as the best months of the year so far, even outperforming the same period last year," said the store's owner, Bruno Pinto. "Sales dropped 5% in June and July compared to the previous year but in October, we saw a 15% increase in sales compared to the same period in 2024. The weather conditions and tourism are, in my view, the main factors behind these results. Since we're a street-front store, the weather has a very direct impact on how many people come out, and that naturally affects sales. As for the most popular products and new trends "One of the items that's really in fashion right now, and where we've seen a big jump in sales, is surf hats. We saw huge growth in this category last year, and the trend has continued this year. People's awareness of the importance of sun protection has increased. Women's clothing also continues to sell very well. The Fall/Winter women's collections are excellent with great cuts and colours. And women aren't shy when it comes to shopping," he emphasizes.

Among all the brands instore there's two that stand out. "Patagonia and Carhartt. They're both very strong and aren't available just anywhere. They're one step ahead of the competition, very good in terms of branding and communication and they avoid constant discounting on their websites. Both have also been pioneers in using organic cotton and sustainable materials, which really sets them apart. They're at the forefront when it comes to color and trend direction," he adds.

Keeping hope and a positive spirit is also part of the business's DNA. "We've started selling more hardgoods again, which had been quite slow, and that's encouraging," he finished.

NUNO PRINCIPE

and cupsoles are making a comeback. Deck sales are predictable, with 8.0 to 8.25 the golden width, but the price must be right, kids aren't willing to pay more for a certain pro model. Shops that over-assorted graphics last year have scaled back to proven shapes and a few collabs for spice. Apparel leans heavily on workwear cuts, baggy jeans, cargos and heavyweight blanks that age well and feel authentic. "Shoes and basics pay the bills, hype drops are fun, but you can't live on them, laughs Cristian from Pleasure store Milano. Local events, plaza jams, and in-store happenings build real community and drive steady traffic, while complete setups under €170 keep parents happy. Core retailers who shoot and post their own edits say engagement converts directly to sales a proof that authenticity still trumps algorithms.

Down at the coast, surf retail keeps evolving. The days when Italy's surf scene was just a summer fling are long gone. From Lazio and Tuscany to Sardinia and Sicily, schools and rentals are turning newcomers into repeat customers. The eco story works only when performance matches the marketing, nobody's buying "green" if the seams leak. Families are our backbone, says a Sardinian retailer. They take lessons in July and come back in September to buy their first real boards and 90% of them are tourists. Apparel follows a relaxed outdoor vibe: technical fleece, minimal logos, and pieces that look good far from the beach and sell to almost anyone. Many shops now fill the off-season with SUP rentals or small skate corners, keeping cash flow alive through winter.

Across all three worlds: snow, skate, and surf discipline is key. Leaner stock, less employees, smarter buying, in-store events and genuine storytelling are the difference between surviving and thriving. The Italian boardsports scene feels grounded, not frantic. Retailers talk about community, not clearance sales. Inflation might have reshaped spending, but it hasn't killed the culture; if anything, it's made it sharper. As one Verona buyer put it, People still want real stores, they just want a reason to walk in, interact, and buy where they feel comfortable.

FRANZ JOSEF HOLLER



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- FRANCE
- GERMANY
- PORTUGAL
- ITALY

Spain's economic growth is making international headlines for its steady and healthy pace. Inflation has eased, which is supposed to support a recovery in real incomes and enable higher savings and lower debts, especially considering the increasing employment rates happening at the same time. If yours truly sounds sceptic, it is because this does not match the sentiment of the retailers and consumers I have talked to. Unemployment remains well above the European average, particularly among young people. Energy and grocery prices may have fallen, but with housing

costs blown out of proportion, cost of living pressures outpace wage growth. So, even if there are more jobs, and energy and food prices have decreased, household budgets remain tight, and quite sensitive to any variation in everyday expenses or income. In this context, consumers have become more selective in their spending, a trend clearly felt on board sports retail floors. Board sports users feel economically restricted, and even if the interest in the practice of these sports remains steady, the purchasing rate has stagnated at best. Reports from retailers interviewed for this article indicate that there are more practitioners, but less sales of new product, with increasing demand of second-hand kit and repair jobs. "If you look at Wallapop, there are thousands of boards. This creates sports culture, but contributes to less sales", explains David Martínez from HolaOla Surf Shop in Galicia. Summer has been relatively good, but sales in autumn have slowed down. Overall results for the year could be modest. Apparel is the best-selling category, but it is mainly concentrated in peak consumption periods and discount events, and winter collections are challenged by warmer than expected autumn weather. "I am noticing a decrease in winter clothing sales, whereas summer clothing sold well", says Lucía Calderón from Dreisog, a surf, skate, and snowboard shop in

MARKET INSIGHT

Fuengirola. Surf seems to be the strongest sport in terms of popularity and sales, and the main support for multi-brand, multi-sport shops. Skateboarding and snowboarding have experienced much more migration of their customers to online platforms. The few remaining specialised snowboarding shops are on the mountain, where the footfall depends greatly on the weather conditions. Business is especially good for shops who own a surf school. "The school offers an experience, an adventure, not a product, and is perceived as a much more valuable expense", says David Martínez. Also, schools do not suffer the competition of the digital sphere, as (so far) there is no other way of learning to surf than taking to the water with a specialised instructor. Most shops have their own online stores, but these serve more as a catalogue, far from becoming a relevant source of income. The market colonisation of big corporate online retailers and brands' own e-commerce sites cuts any chance of competition to practically null. This aspect of the business is the most difficult one for brick-and-mortar retailers. The direct competition has shifted the traditional relationship between brands and shops form a personal, mutually supporting one to a more distanced, numbers-oriented approach. "We used to have sales reps who we had a personal relationship with. That is lost now, it is all online through order forms", says Lucía. Stores live off repeating customers that keep going back for the personalised attention they receive. It is much harder to create customer loyalty online, and this is not only bad for stores, but ultimately for brands too. Specialised retailers draw their resilience from their passion for the sport and the experience of introducing someone to it and witnessing their progress over time. This is the sort of human connection that grows the sport and the brands that support it. As enticing as the D2C margins are, they serve short term gains, endangering the longevity of the sport. The situation calls for a rethinking of how online and physical retail can synergise for the common good.

ROCIO ENRIQUEZ

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NITRO
ALLROUNDER (m/w/d) für Lager & Test/Events
Ab sofort - unbefristet - Vollzeit

Standort: Taufkirchen bei München, Deutschland

Über Nitro Snowboards
Seit über 30 Jahren steht Nitro Snowboards für Leidenschaft, Innovation und höchste Qualität im Snowboard-Sport. Unser Team arbeitet mit Hingabe daran, die besten Produkte zu entwickeln und unsere Community mit unvergesslichen Erlebnissen auf und abseits der Piste zu begeistern.

Zur Verstärkung unseres Teams in Taufkirchen bei München suchen wir ab sofort einen engagierten **Allrounder (m/w/d) für Lager & Test/Events**, der uns sowohl in der Lagerlogistik (ca. 80%) als auch bei Testmaterial & Events (ca. 20% der Zeit) zuverlässig unterstützt.

Deine Aufgaben:

- Lager & Logistik: Annahme, Einlagerung und Versand von Snowboards, Bekleidung und Zubehör
- Kommissionierung & Warenaufbereitung: Bearbeitung von Bestellungen, Aufnahme von Retouren
- Transport & Koordination: Fachgerechte Verpackung und termingerechter Materialversand
- Händleranfragen & Materialpflege: Bearbeitung von Testanfragen sowie Wartung unseres Testequipments
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- Begeisterung für Snowboarding oder Actionsport

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- Ein motiviertes Team mit flachen Hierarchien und offener Kommunikation
- Die Chance, Teil von Events zu sein und direkt mit der Community zu interagieren

Interesse geweckt?
Dann sende bitte deine Bewerbungsunterlagen per E-Mail an graehl@nitro.de

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Bosiny is seeking distributors and retail partners to expand its presence across the EU with FiberFlex - our breakthrough surfboard technology launching in autumn 2025. Below is a snapshot of Bosiny's key milestones to date, and a preview of what FiberFlex is set to deliver: a new standard for the future of surfing.

FiberFlex:

- Ultra-light surfboards. Shortboards - 2.6Kg
- Exclusive rail technology - Cork & bamboo composite with PU-like flex
- Competitive RRP - €800
- 98% biodegradable surfboards

Bosiny milestones:

- First wooden boards surfed in a WSL contest
- BoardShop UK - retail partner confirmed
- Cabianca collaboration confirmed for autumn 2025

BOSINY
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ANON

ANON MERCHANDISER - EUROPE
full time | m/f/d

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.

The Breakdown

The Anon Merchandiser - Europe serves as the categorical expert in their region. This role is based in Innsbruck, Austria and responsible for translating the global category strategy into actionable regional plans. While this role sits within Burton, it is dedicated to supporting our Anon brand - delivering premium winter protection for all who live for winter exploration, empowering freedom of expression in the outdoors. By working closely with regional marketing and marketplace teams, the Anon Merchandiser ensures the successful execution of category positioning, product assortments, pricing strategies, and sell-through performance. This is a global role based in the region, requiring significant travel in-market as well as regular travel to headquarters (approximately 30%).

What You Get to Do

- **Market Expertise & Insights** - Analyze regional consumer trends, competitors, and marketplace dynamics to identify growth opportunities and inform strategic decisions.
- **Regional Business Planning** - Translate the global category strategy into an actionable business plan, including positioning and marketing strategies tailored to your region.
- **Product Assortment & Planning** - Fine-tune the global product line to meet local consumer needs across DTC and wholesale channels, including planning pricing, promotions, and Special Make-Ups (SMUs).
- **Forecasting & Sales Performance** - Collaborate with Category Planners to build item-level forecasts for sales and inventory, ensuring alignment with financial targets and market trends.
- **Training & Market Activation** - Train marketplace teams for pre-season line showings and sell-through clinics while supporting key account presentations and feedback loops.

What You'll Bring to the Team

- 5+ years of category management expertise in merchandising, planning or a related field.
- Strong market knowledge of the European outdoor accessory & protection market, key competitors, and trends.
- Superior analytical and decision-making skills with a proven ability to translate data into executable strategic plans.
- Proven experience working cross-functionally and internationally.
- Demonstrated ability to grow a business by setting and achieving revenue targets and KPIs.

What We Would Love to Offer You

- A front row position at the global market leader in the snowboard lifestyle industry, with a strong team spirit, flat hierarchies, shared outdoor activities and space to learn & develop.
- In accordance with Austrian law, we are obliged to disclose that the minimum salary is € 2.691,- gross/month based on the collective bargaining agreement. Our actual salaries are market competitive and take individual qualifications and experience into consideration.
- Many other additional benefits such as flexible working hours, product discounts, season pass contribution & gym membership.

We look forward to receiving your application.

EVENTS #126

surf/kite snow street/outdoor SUP/wake

surf	TUDOR NAZARE PRO	Nazare, Portugal 1 Nov - 31 Mar	worldsurfleague.com
surf	SURF PARK SUMMIT	Virginia Beach, USA 5-7 Nov	thesurfparksummit.com
outdoor	THE PILL BASE CAMP EXPO	Milan, Italy 24-25 Nov	thepilloutdoor.com
snow	ROCK & RAIL	Innsbruck, Austria 1-23 Nov	rockarail.tv
outdoor	KENDAL MOUNTAIN FESTIVAL	Kendal, UK 20-23 Nov	kendalmountainfestival.com
skate	PARIS SURF & SKATEBOARD FILM FESTIVAL	Paris, France 24 Nov	pssff.fr
snow	ROCK & RAIL	Riga, Latvia 28-30 Nov	rockarail.tv
snow	ISPO	Munich, Germany 30 Nov - 2 Dec	ispo.com
snow	DIYX	Krakow, Poland 5-6 Dec	@diyx_strt_jam
kite	QATAR GKA FREESTYLE KITE WORLD CUP	Qatar 10-14 Dec	gkakiteworldtour.com
snow	ROCK & RAIL	The Hague, Netherlands 19-21 Dec	rockarail.tv
water	SURF EXPO AFRICA	Cape Town, South Africa 28-30 Dec	surfexpoafrika.com
snow	SLIDE AND OTS	Telford, UK 6-8 Jan	slideotswinter.co.uk
surf	SURF EXPO	Orlando, USA 7-9 Jan	surfexpo.com
snow	FUTURE TRY	Saanenmöser, Switzerland 11-12 Jan	snowboardbox.ch
snow	PROWINTER	Bolzano, Italy 11-13 Jan	fierabolzano.it
snow	WINTERPRO	Tignes, France 11-13 Jan	actsnowboarding.com
street	PITTI IMMAGINE UOMO	Milan, Italy 13-16 Jan	uomo.pittimmagine.com
snow	LAAX OPEN	Laax, Switzerland 15-18 Jan	open.laax.com
snow	BAQUEIRA BERET PRO	Baqueira Beret, Spain 16-21 Jan	freerideworldtour.com
street	WHOS NEXT	Paris, France 17-19 Jan	whosnext.com
snow	SHOPS 1ST TRY	Hochfügen, Austria 18-20 Jan	shops-1st-try.com
snow	FIS SNOWBOARD EUROPEAN CUP	Madonna di Campiglio, Italy 23-24 Jan	worldsnowboardfederation.org
snow	X GAMES	Aspen, USA 23-25 Jan	xgames.com
snow	VAL THORENS PRO	Val Thorens, France 24-29 Jan	freerideworldtour.com
snow	IF BASE CAMP	Pila, Italy 26-27 Jan	ifbasecamp.com
snow	SPORT ACHAT HIVER	Grenoble, France 26-28 Jan	sportair.fr
snow	INTERLUDE	Salt Lake City, Utah 26-28 Jan	interludesnowshow.com
snow	SIGB SNOW TEST	Champoluc, Italy 26-30 Jan	sigb.org.uk
street	BERLIN FASHION WEEK	Berlin, Germany 30 Jan - 2 Feb	fashionweek.berlin
snow	IF BASE CAMP	Folgaria, Italy 2 Feb	ifbasecamp.com
snow	SNOWBOARD OLYMPICS WINTER GAMES	Milano-Cortina, Italy 3-22 Feb	worldsnowboardfederation.org
snow	FIS SNOWBOARD EUROPEAN CUP	Davos, Switzerland 13-14 Feb	worldsnowboardfederation.org
snow	GEORGIA PRO	Georgia 22-28 Feb	freerideworldtour.com
snow	FIEBERBRUNN PRO	Fieberbrunn, Austria 5-10 Mar	freerideworldtour.com
textiles	PERFORMANCE DAYS	Munich, Germany 18-19 Mar	performancedays.com
snow	SNOW LEAGUE	Laax, Switzerland 19-21 Mar	thesnowleague.com
snow	YETI XTREME VERBIER	Verbier, Switzerland 28 Mar - 5 Apr	freerideworldtour.com
surf	WSL BELLS BEACH	Victoria, Australia 1-11 Apr	worldsurfleague.com

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