

## NICHESNOWBOARDS AWARD WINNING 'ECO' BOARD FEATURING ZELFO OPTIMIZED 'HEMPHOP™' CONSTRUCTION.

April 2012



Niche Snowboards has been awarded the ISPO Eco Award for Sustainable Innovation and Eco-Responsibility in the snow sports hardware category for their 2012-13 all-mountain freestyle snowboard model; *the Story*.

<http://www.nichesnowboards.com/collections/hardgoods/products/story>

“ISPO, based out of Munich, Germany, is considered the leading international sports business network. The Award represents a seal of approval for innovators in the sports business market and will serve as a trend indicator to media, retailers, and consumers.”

Niche are not your average snowboard company and are engaged in changing relationships between our materials, our environment, and ourselves. Their ambition is that success in the snow-sports market will change the industry and improve the planet we all share.

“The biggest force shaping our boards is our mission to create the most eco-friendly, high-quality snowboards on the market. We went through over a year of prototype testing to make sure we found the best performing materials and construction techniques.”

### **Zelfo Optimized Construction:-**

The Zelfo component is in the stringers. Stringers are strips of material that change the personality of a board (i.e. giving a board more pop or more stiffness), and are typically made of carbon fibre or another type of wood. Niche has developed a totally new stringer technology they call HempHop™ made with Zelfo®.

Zelfo is in good company as it is part of a host of ‘Eco-Focused’ solutions used for the construction of the board. The award winning combination uses:- ‘Snappy Sap’ a bio resin that replaces traditional resins with a flexible and impact resistant blend of bio materials, ‘Magmafiber’ basalt, or volcanic rock to replace fibreglass and a Bamboo wood top-sheet replaces

the plastic top sheet used on most competitors' snowboards. Further eco driven choices are FSC wood cores, recycled materials and a special graphic system named Digiprint. The combination of these new eco materials results in a lighter, more elastic and durable snowboard.'

<http://www.nichsnowboards.com/pages/hemphop-tm-stringers>

<http://www.nichsnowboards.com/pages/videos-photos>

### **What the Critics Think:-**

"This deck is a blast to ride and will guarantee you continue to progress your skills."

*Mountain Weekly News*

"Overall on the Aether, it is an awesome, light, stable, eco-friendly, all-mountain dominator! "

*Mountainenthusiast.com*

(Images courtesy of Nichsnowboards, and

<http://snowboarding.transworld.net>")