

**“Burton stopped making alpine boards, which was good and bad.**

Good – less competition and more room for the little guys to step up. Bad – it pulled all of the market with it, and before long no one even knew what hard boot snowboarding was”. There was no mention of alpine in any of the magazines or the media. Fin knew that there was too much interest to let it die, and there was many more possibilities to grow the industry. The SES event each year proved that there was a slight increase in new people becoming involved, but the sport needed something bigger and with bling to really give it a push.

Fast forward 5 years to 2008, and the TD3 Step in and Standard was born. All of the greatness of the TD2 plus some beneficial upgrades made everyone happy. There was a lot of testing, trial and error, and late night brainstorming before it hit production, but luckily the best of all of those shined.

The Fin Tec Heel also emerged on the scene this year, and the BTS kit had already been out for 2 years creating a lot of stir in the industry. “I had all these ideas running around in my head, and knew that I could create products that would help people get on a carving board, and have fun!” With everyone enjoying the new equipment, they were making better turns and other people on the slopes were noticing. Board manufacturers

were thinking about new technologies on their end. Hard boot snowboarding had just gotten the well needed boost that would keep it alive. There had been a lot of talk about developing a race binding for the World Cup athletes. Binding companies were making a fortune supplying them with equipment because athletes were breaking everything. “I teased that I was going to put a vending machine outside the Bomber front door so they could get these bindings (that were breaking) 24-7 – it was getting that bad” says Fin. Ideas were tossed about and finally a serious talk with the Steamboat Winter Sports Club team happened. “I got a list of what they liked, what they didn’t like, and what they hoped for in a binding. It was about time they had a binding they could trust in the race course”. In 2008 it was in testing phase and only available to athletes. “It was a rudimentary prototype, but it worked. We got a lot of great feedback from them, and from there I was able to make a production model” says Fin. In January 2010, the SideWinder binding hit the public market and was greeted with overwhelming response! “Honestly, we made this binding because the racers wanted more flexibility for on course. We figured some people in the public would accept it, but we had no idea how popular it would become. Both the first and second year we sold out of every single one, Fin

says. The SW gives the rider a bit of movement in the interaction between the boot and binding, making the binding have some flexibility without giving up control of that movement that is created on the pivot point under the toe and heel of the boot. This product, as well as the TD3, continues to be a huge hit in the industry and the leading product for Bomber Industries. Since 2009 the board manufacturers are also improving their technology with a metal construction. Companies like Donek, Coiler, and Prior are really making an effort to improve the hard boot experience on snow. But Fin’s brain was still churning, and a new product was in the works. “The racers wanted something that would isolate them from what was going on underneath the bindings - the board and snow. The idea had been tossed around a bit, but no one could nail the design” December 2010, prototypes were in the hands of racers and other testers, and the Bomber Boiler Plate was born. The production model was completed and ready for shipment January 2011. “It went so well, we had to make another run of product!” explains Fin. The product continues to evolve. Look for 2 new models coming out in 2012.



Currently Bomber sponsors 2 riders on the World Cup and works with many teams around the nation and the world to continue to make the products better. We have become the distributor for a few European companies, and now have distributors for Bomber Products around the globe. Things have come a long way since the few bindings Fin first crafted in the garage!

Of course, it’s not all about work. Everyone at Bomber is passionate about carving and snowboarding. We get out and ride too, although not as much as people think. “We’re lucky to live in an environment in which we are surrounded by 4 world class mountains, but someone’s got to make the products” sighs Fin. “I would love to ride every day, but the reality is about once a week”. Bomber also likes to have fun with both their retail customers and racers. “It’s all about the customers, no matter who they are”.

With the overwhelming response of all these new products from Bomber, and the new technology in the board making world, there is definitely an increase in growth in the industry. “Hard boot snowboarding, carving, is not dying. It’s actually quite the opposite, and we want to keep developing new products to make it fun and exciting for everyone – including us!” says Fin. There are still ideas running around in his head, to be extracted at a later date.

The future of our sport, is yet to be seen.



Fin-Tec Heel Assembly

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