

# FASE Fast Entry System Brand Copy

## Tag Lines

**Primary Tagline:** “The next generation two-strap binding.” or “The next generation two-strap snowboard binding system.”

**Secondary Tagline:** “The future of two-strap bindings.”

**Tongue in cheek, not for catalogs:** “The revolution has straps.”

## Short Form Brand Text

A revolutionary Fast Entry System, featuring the rider-trusted performance and comfort of two-strap bindings, compatible with any boots.

## Longer Form Brand Text

After seven years of rider-driven development, the FASE™ Fast Entry System enhances the locked-in feel of traditional two-strap bindings, combined with an ultra-fast strapping-in process, while delivering unmatched high performance, all-day comfort, and a natural board feel. FASE is redefining the future of modern bindings and is compatible with all boots.

## Six Key benefits, Advantages of the FASE Fast Entry System.

**Fast Entry:** An effortless and intuitive system that allows you to strap-in smoothly with one hand and optimize binding fit on-the-fly.

**Premium Performance:** Experience the locked-in comfort and response of a two-strap binding with the convenience of a Fast Entry System that excels in all-conditions

**Universal Interface:** Compatible with any boot model, board model, insert hole pattern and every riding style.

**Rider Trusted Design:** Engineered by snowboarders, tested by snowboarders, backed by snowboarders.

**Durability:** Seven years of testing resulted in a ‘mountain-proof’ design, engineered for any terrain and all conditions. FASE Fast Entry Systems offers a lifetime warranty on system specific parts.

**User Friendly:** An intuitive design with a familiar two-strap interaction method. The AutoBack functionality, combined with the convenience of the Locked-In Toe Strap, enables easy one-handed strapping in whether stationary or on the go.

## FASE Fast Entry System Components

The bindings are built with these three key features: The AutoBack, which closes automatically around the boot. The Locked-in Toe Straps, built to stay in the desired position. The rider proven FastStrap, for smooth one-handed strapping-in.

**AutoBack:** The key to the revolutionary FASE Fast Entry System, the AutoBack, allows for hands-free entry into the binding. This intuitive design automatically closes as the boot enters the binding and opens when you lift your boot out. The AutoBack also folds flat for skating, chairlifts, and storage.

**FastStrap:** An innovative long ankle ladder that remains connected for ultra-fast, one-handed strapping-in. With a classic ratchet design to fine tune ankle strap tension, the FastStrap compliments the AutoBack's automatic closure system so riders can strap-in faster than ever before.

**Locked-In Toe Strap:** Simply set it and forget it. Designed to remain in position to complement the Fast Entry System. The Locking System Ratchet 2.0 and unique tri-toothed ladders keep the strap in position for fast entry and exit, with easy on-the-fly adjustments.

## First Prototypes date

The first prototypes were created during the winter of 2018/2019

- By the winter season of 2024/2025, it will have been 6 years
- By the winter season of 2025/2026, it will have been 7 years.
- Since then, hundreds of prototypes have been made.

## We do not say

- Semi-automatic
- Rear-entry
- Dual-entry
- Dual-exit
- Step-On
- Step-In
- First ever
- Flow
- Supermatic
- Quick, speed, lightening or rapid
- No brand is to claim 'the best'

## We do say

-**Featuring or Designed With**, when referring to FASE Fast Entry System interacting with a product or brand

-**Fast Entry System**, when in doubt, use this phrase in catalogs, product pages and conversation.

-**Fast Entry**, when describing how it works, how it's different and what the benefits are to the rider

-**Intuitive**, when speaking in general or describing how the Fast Entry System is different

-**Universal**, when describing what boots and bindings the Fast Entry System works with

-**Rider Trusted**, when referring to the testing, and validation of the FASE Fast Entry System

-**Innovative**, when speaking in general about attributes of the Fast Entry System

-**System**, when referring to the sum of the parts or how FASE integrates with a product

-**Performance**, when referring to how the FASE Fast Entry System changes a product's function

-**FAST**