

Step In, Step Up: Rottefella offers rebate to promote the NTN

Contributed by Madison Gilmore
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On October 1, 2010, Norwegian ski-binding company Rottefella launched a rebate program in an effort to boost sales and encourage free-heelers to transition to the New Telemark Norm. Customers who purchase Rottefella NTN bindings and a pair of NTN-compatible boots by Garmont, Scarpa, or Crispi are eligible to receive a \$100 Visa gift card via mail-in rebate. The promotion will run through January 31, 2011.

"This offer will allow Rottefella the opportunity to gain market share in the tele marketplace by giving the customer an added incentive to purchase the NTN system," said Aaron Provine, Senior Ski Buyer for Backcountry.com.

Like most rebate deals, the process of obtaining the rebate requires a lot of work on the buyer's end, for a relatively small return. The consumer must mail a completed form along with the original receipt and UPC codes from product packaging in order to receive the \$100 gift card.

"With the NTN system, you have to invest in a whole new set-up, rather than just some new springs," added Provine. When you consider that you end up spending over \$1000 on the whole set-up, dropping \$400 on NTN bindings and another \$700 for NTN compatible boots, \$100 might not hold much sway for the frugal tele skier.

Those on the lookout for new tele gear should, however, consider the NTN system. The New Telemark Norm boasts versatility, as many NTN compatible boots, such as the Scarpa Terminator X Pro (\$700), are also compatible with AT bindings.

NTN has also received accolades for its control. Provine praises NTN as one of the best options available to tele skiers, despite the fact that it's had a hard time gaining market share. "It's a better alternative for driving bigger, fatter skis," he said.

Not convinced? See for yourself this winter when Rottefella teams up with Telemark Skier Magazine for the 2010/2011 NTN Demo Tour, giving interested buyers a chance to step in to the New Telemark Norm.

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