Prior announces new 3 year manufacturers warranty

WHISTLER, Canada – December, 2012 – Whistler based Prior Snowboard Manufactory Ltd, known throughout the world as manufacturers of premium, snowboards, splitboards and skis now offers an extended 3 year manufacturing warranty on all their handcrafted snowboards, skis and splitboards.
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Since 1990 Prior has been dedicated to locally handcrafting high performance and durable snowboards, splitboards and skis. During this time they have built a reputation based on these two product characteristics. Until recently all boards and skis came with a 12 month manufacturing warranty which covered any defects in craftsmanship. “Given our experience with board building and the confidence we have in the quality of products that are coming out of the factory, we felt it was time that we shared our confidence to potential customers by upping the warranty period” said Gus Cormack Prior’s Sales and Marketing manager.

All Prior snowboards, splitboards and skis are handcrafted using a sandwich sidewall construction, fully vertically laminated aspen & maple wood cores, either the new proprietary XTC Carbon woven fabric or fiberglass, sintered graphite diecut base, UHMW sidewalls and full wrap Rockwell 48 hardness steel edges.

Prior combines this tried and tested construction method with small production runs carried out by factory employees that all ride upward of 70 days per year who understand the demand for durability. These ingredients all lead to products that stand the test of time and are worthy of an extended 3 year warranty.

All Prior boards & skis are available in a variety of topsheet and base graphics and are hand built Prior’s own custom factory in Whistler, BC. For more information on the new 3 year warranty visit their website.
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