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Burton Snowboards New Extra Sensory Technology (EST) Channel Binding System Drawing Enthusiasts to Buckman's Ski & Snowboard Shops

Pottstown, PA – (November 08) [Burton snowboards new Extra Sensory Technology \(EST\)](#) channel binding system is drawing a throng of enthusiasts to [Buckman's Ski & Snowboard Shops](#) who are looking for the extra edge on the slopes this season.

Buckman's Ski and Snowboard Shop is proud to be one of the first shops in the nation to embrace what was known in the 80's as the 'passing fad' of snowboarding. Today, Buckman's Boardroom is one of the largest on the east coast, carrying a wide selection of top brands like Burton Snowboards, Ride Snowboards, and Salomon Snowboards, as well as DC Shoes, Rome, K2, Gnu, Grenade Gloves, Volcom clothing, Oakley goggles, anon goggles and RED helmets.

Buckman's online store (<http://www.buckmans.com>) and Buckman's retail store boardrooms also carry the latest innovations in snowboarding technology, including [Burton Snowboards' new EST binding technology](#) the new Burton Channel System for select 2009 Burton snowboards.

Buckman's snowboard clothing and equipment buyer and employee of over 10 years, Joe Palaia, has been snowboarding most of his life and is excited about the new Burton technology. "Burton's EST system has been in development for about five years. It has been about two years now that this system has been available to the public. Burton's Extra Sensory Technology (EST) gives the rider the opportunity to be closer to the snow and feel the snow, no matter what their riding needs are. EST allows the rider the flexibility, adjustability, and feel of the board that they are looking for."

According to Palaia, the EST system allows the rider to change the stance of their Burton bindings on the fly with simple, on-the-hill adjustments to the EST bindings. EST bindings such as the [Burton Triad EST bindings](#) improve your ride by absorbing impact, amplifying board feel, and allowing your board to flex more naturally. This results in the ability to command your board with next-level clarity while staying comfortably connected to the terrain beneath your feet.

Palaia went on to say, "The EST bindings only work with The Channel System, which Burton developed for their boards only. This Channel System is designed to work with any EST binding.

So, at the end of the day, if you are worried about your exact stance, angle, and feel of the snowboard, the EST/Channel setup is your best option to customize your ride.”

One of the best Channel System boards is the 09 [Burton Custom X Snowboard](#). Precise, fast, and nimble on all terrain, the upgrade of the unlimited adjustability of the Channel System makes the Custom X the planet’s premier wood-core board. Never before has the rider had such control and flexibility over their ride.

Buckmans.com is an authorized online and in-store dealer of Burton, [including the bindings and board that feature the new EST/Channel technology](#).

About Buckman’s

Buckman's Ski and Snowboard Shops began in 1971 with their first ski shop opening in Perkiomenville, PA. Known for great customer service and quality products, they quickly became one of the area's leading ski shops. Today, Buckman's employees more than 200 people in its five retail stores across suburban Philadelphia and carries the largest inventory of ski & snowboard merchandise and rental equipment in the state of PA. Its state-of-the-art workshop is the finest on the east coast, covering 3200 sq. ft with over \$450,000 worth of tuning equipment.

Buckman’s is proud to be known as one of the first ski shops in the nation to embrace the *'passing fad'* of snowboarding. Today, Buckman's Boardroom is Pennsylvania's premiere retail outlet for snowboarding equipment. Additional information can be found by visiting www.buckmans.com or calling (866) 550.1455.

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