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Niche Snowboards

Holladay, Utah

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About the business:

Female-founded and operated, Niche Snowboards is the world's first and only 100% environmentally-focused, zero-waste snowboard brand. Since day 1 our goal has been to make snowboards in a more eco-conscious manner, provide transparency and education in manufacturing, case studies for other businesses to follow, and inspire other manufacturers to do better for both the planet and people who build these products. We believe that small businesses are the key to showcasing new technologies and pushing innovation, and have the capacity to inspire global change. We create quality snowboards using environmentally conscious materials and manufacturing practices.

Niche created the world's first zero-waste, fully recyclable snowboards. Our unique technology enables our snowboards and manufacturing waste to be fully reclaimed, recycled, and upcycled into new products. Landfill waste is a massive global problem; our end goal is to ensure that nothing we produce ever ends up in a landfill.

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