



Press Release

## **All-in-one ski helmets: Safe, comfortable, stylish**

**Once again this year, CP is setting new standards in terms of safety, comfort and design in the manufacture of ultra high quality ALL-IN-ONE ski helmets made in Europe.**

**September 2017.** For over 10 years the Swiss helmet manufacturer has been producing exclusive winter sports helmets to meet the most demanding requirements. CP has become established itself as the leader for high-end all-in-one helmets, delivering impressive developments year over year and optimising the unique interaction between innovation and design.

### **Maximum protection and comfort with exclusive design**

CP recognised the trend towards the all-in-one helmet at an early stage, becoming a top provider of visor helmets for snow sports in this highly competitive market, by achieving the optimal combination of the latest technologies and unparalleled aesthetic appeal. The Swiss helmet manufacturer makes no compromises of any sort – all the helmets are innovative masterpieces in terms of functionality, safety and style. Developed in Switzerland, produced in Italy.

The advantages of the CP all-in-one helmets lie primarily in their unique design and the use of exclusive materials, which ensure optimal protection and comfort to the wearer and at the same time guaranteeing fantastic visibility in any weather and snow conditions.

### **Product highlights 2017/18**

#### **Exclusive wearer comfort to perfection: The CUMA CASHMERE**

Cosily soft and warm: The first helmet is the new CUMA CASHMERE, with a lining made of 100% cashmere. Together with the revolutionary CUMA climate system, with its easily adjustable air supply and its wind- and waterproof CP-TEX membrane, the CUMA CASHMERE boasts previously unattained ventilation features and sets new standards in wearing comfort. The unique, optimised visor fixing system allows precise fastening to the helmet and makes it easy to operate, even with the gloves on. The CP-specific design of the visor provides ideal protection against powder snow and wind.





The photochromic CP VARIO LENS darkens as the brightness increases and offers the unique, panoramic field of view which is typical of CP.

### **Even sturdier and lighter**

#### **The CAMURAI CARBON**

The top model of the successful CP Camurai line: The carbon outer shell makes the helmet even sturdier, more scratch- and impact-resistant. It is also extremely light and elegant, despite its highly protective properties. The adjustable ventilation system allows fresh air in, while retaining adequate warmth in extremely cold conditions.



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### **Cool looks and maximum safety:**

#### **The CAMULINO for style-conscious kids and youngsters**

The cool all-in-one helmet makes no compromises in terms of safety and style. The new impact protection on the back of the helmet offers optimal protection, while the soft ear pads made of EVA material and the CP ventilation system ensure a perfect climate at all times and guarantee excellent wearing comfort.



The CP all-in-one helmets with visor are the best solution also for winter sport fans who wear glasses. All the models and the visors to fit them are available in a variety of versions and colours. For more information, please visit us here: <http://www.cp-fashionatsports.com/en/>



## CP-FASHIONATSPORTS – Swiss brand made in Europe

Swiss quality meets Italian fashion flair. In its ALL-IN-ONE ski helmets, the Swiss manufacturer based in Ebmatingen, Zurich, combines sophisticated materials, comfort and elegance. So “Excellence in Elegance” is not just a catchword but a credo that CP has remained true to for years. The head and heart of CP is Claudius Pfister, who established the brand over 10 years ago. The production location in Italy is particularly suitable for close cooperation between developer, manufacturer and experienced testers. In this way, any ideas or suggested improvements find their way directly into ongoing production processes. With strategic vision and boldness, Pfister pursues the objective of ensuring that his products remain state-of-the-art, now and in future.