

## KIRSH Helmets Debuts CHM-1, A Low-Profile, DOT Certified Half-Shell Helmet

KIRSH Helmets is offering the next generation of helmet technology with its CHM-1. The low profile, half-shell helmet replaces foam and features Kirsh's patented fluid-displacement-liner, measuring just a half an inch thick. It's DOT certified and entirely made in the U.S.A.



SCHENECTADY, NY – October 11, 2017 – KIRSH Helmets a member of the Impact Technologies family, both founded by Jason E. Kirshon, are poised to effect a sea of change in the motorsports and other helmet industries. For decades, legacy compression polystyrene technology (aka foam) has been the standard in helmets, from motorsports to football to snowboarding and any number of other impact sports and activities. No longer. “Has been” is the right way to frame it, because KIRSH Helmets, with its patented fluid-displacement-liner (FDL), is about to make foam to helmets what rotary phones are to cellular technology—obsolete.

“We see Kirsh’s fluid displacement liner as a game changer,” said Donnie DeVito, President and Chief Operating Officer of KIRSH Helmets. “It works better than foam, it’s safer and it’s adaptable to any number of sports and high-speed activities.” KIRSH Helmets, Inc., a member of the Impact Technologies family, was formed in late January 2017 to take up the challenge of commercializing the innovative, patented

technology invented by Jason Kirshon. Focusing first on solving the problem of unsafe—but popular—novelty half-shell motorcycle helmets, Kirsh’s CHM-1 outperforms “competing” helmets by orders of magnitude in independent testing.

At one half of an inch thick, the CHM-1 is the lowest-profile half-shell helmet on the market. Made from the highest-quality materials, coupled with the most-advanced impact technology available, it is also Department of Transportation–certified and entirely manufactured in the U.S.A.

Since their inception, the thinking on helmet design has been “more is better.” More foam equals more protection for the head in the event of impact trauma. The independent testing conducted on the KIRSH CHM-1 proves this is not the case. Foam does little to slow down or prevent the brain from slamming into the skull after impact. And the bulk necessary for foam helmets requires more mass, which, in turn,

translates into more torque exerted upon the head and neck in the event of a crash.

The KIRSH FDL’s silicone and fluid construct mimics the body’s natural protective functions. The brain sits in fluid in the skull. With the FDL, the skull sits in fluid within the helmet. This allows for less mass, reducing impact torque, and a fluid buffer that more effectively protects the skull and brain. And the malleability of the liner ensures that it conforms uniquely to each user’s head, insuring better protection and a custom fit, which means much greater comfort.

Size and style are key components that influence consumers. Despite overwhelming evidence that helmet use reduces the likelihood of injury for motorcycle riders, many go without. KIRSH is looking to help change that and reduce traumatic brain injury across the board by offering stylish, low-profile helmets that are safer and work better than their larger, bulkier predecessors. Another compelling feature separating the CHM-1 from all other helmets on the market is its ability to sustain multiple impacts without compromising the helmet’s integrity. And the versatility of the FDL allows for application in half-shell and full-shell helmet designs for any sport or activity that requires the use of head protection, meaning its potential goes far beyond motorsports.

So, a question: What do rotary phones, the Ford Edsel, the answering machine, and the foam helmet have in common? Answer: They’re all obsolete relics. KIRSH Helmets is offering the next generation of helmet technology, today, and, for the motorcycle rider, the world is a safer place because of it.

### ABOUT KIRSH HELMETS

KIRSH Helmets, a member of the Impact Technologies family of companies, is an All-American-Made Helmet Company. Our unique technology brings together style, safety, comfort, and improved performance.