

# HEAD

## 360°

The HEAD 360° concept is the integrated approach ensuring our apparel is designed to respond to skiers' needs. Comfort Management, Ergonomics and Pro Engineering form the pillars of our research, design and development process.

**COMFORT  
MANAGEMENT**

**PRO  
ENGINEERING**

**ERGONOMICS**



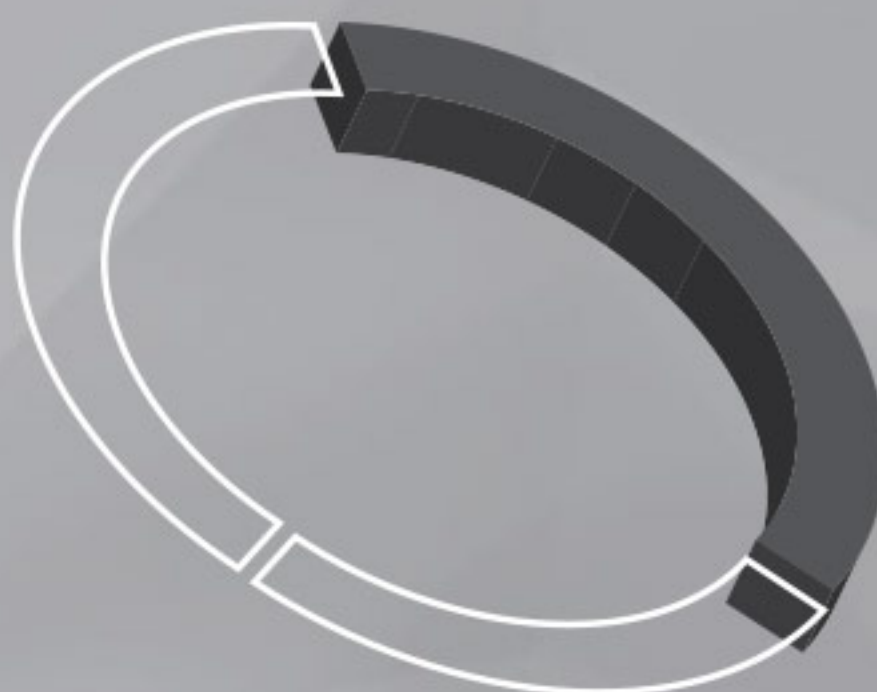
## COMFORT MANAGEMENT

Intelligent combination of the EXOPRO fully stretchable and breathable membrane, adaptable layering and insulation systems for maximum comfort under any skiing condition.



## ERGONOMICS

Ergo - Is our philosophy and design for apparel that performs and fits better, interacting seamlessly with hardgoods.



## PRO ENGINEERING

Performance boosting engineering through construction and material partnership innovation.



# COMFORT MANAGEMENT



## LAYERING

The layering system is the most advanced way of combining technical apparel products in order to respond best to changing outside conditions or activity level.

Waterproofness, breathability, thermal regulation and moisture management play an integral part in keeping warm and dry during ski practice. Intense activity is followed by periods of inactivity and conditions are changeable - wet, windy on the lift, hot and humid in the gondola.

In the Winter 14/15 development process HEAD R&D and testers researched the optimum multi layering approach by jacket and by outfit.

## WATERPROOF & BREATHABLE

HEAD R&D identified the following performance ratio as the best for all skiing activities.

**EXOPRO®** membrane is made of 100% PES and delivers a water column of 20.000mm and 20.000 g/m<sup>2</sup>/24h breathability (MVTR).

**EXOactiv®** membrane is made of 100% PES and delivers a water column of 10.000mm and 10.000 g/m<sup>2</sup>/24h breathability (MVTR).

## INSULATION

HEAD has chosen different insulation materials for their Shell & Midlayer products providing always the best comfort and climate zone in regards to end use and performance.



**PrimaLoft®**  
PrimaLoft® is the leader in fiber

research and development for high performance insulations and yarns. PrimaLoft® insulation solutions implemented for winter 2014:

### PrimaLoft® Gold Insulation

The benchmark in performance of all synthetic insulations, maintains 96% of warmth when wet, breathable, packable with outstanding softness. (Used in the Rebel Men & Women Jacket).

### PrimaLoft® Silver Insulation Down Blend

The ultimate hybrid of 40% PrimaLoft® ultra-fine fibers and 60% water-repellent down - with warmth equivalent to 650 fill down, and permanent water-resistant technology that maintains 94% of its warmth when wet. (Used in the LFT Men & Women Jacket).

### PrimaLoft® Black Insulation

PrimaLoft® Black Insulation features all the necessities for a thermally efficient insulation and adds the benefits of softness, packability, and loft. (Used in the Fusion and Ruck Jackets).

### PrimaLoft® Silver Insulation with 4Flex

A unique flexible fine fiber blend of insulation that provides incredible 4-way stretch and recovery ideal for performance activewear. (Used in the Master Cup 3D Jacket and Master Cup Pant).

### ENDOtherm®

The HEAD ENDOtherm® polyester insulation traps heat within air pockets to maintain warmth. 100% PES insulation Body 100gr / Sleeve 80gr.

### ENDOtherm MIX®

A strategic mix of PES and down feathers using the best performance out of both materials.



### 3D Ventilation

The new 3D Vent concept with diagonal line vents increases efficiency with less layering under upper arm. Active ventilation by construction.

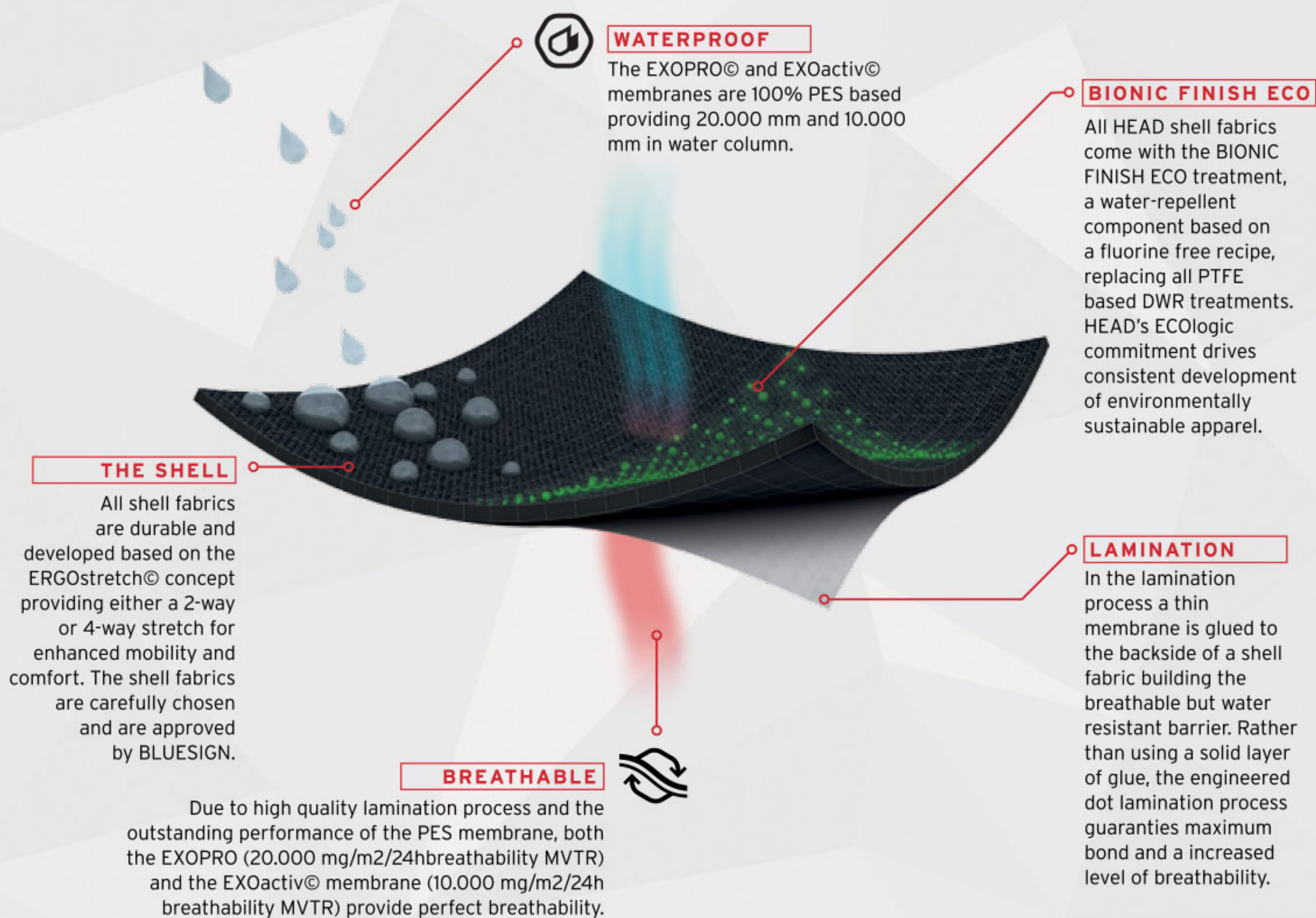


# FABRIC STORY

Performance and commitment

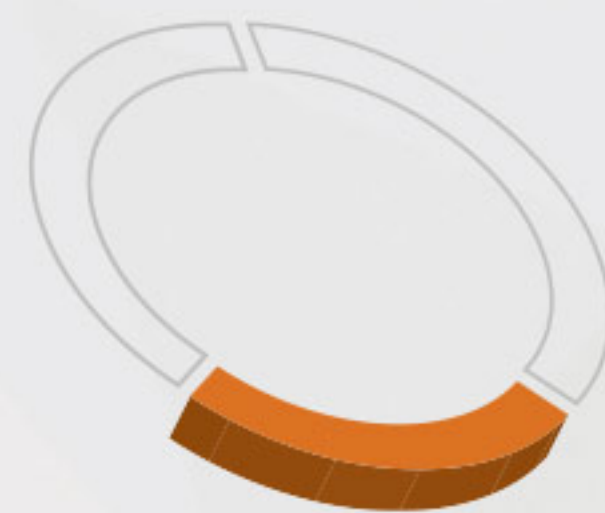


All HEAD Shell Materials & EXO- Membranes are developed to meet the skier's needs





# ERGONOMICS



## ERGO fit

The ERGOfit© strategy provides ergonomically engineered & tailored patterns, providing perfect fit and look.

HEAD In collaboration with pattern specialists has diversified the men's jacket with 3 fits:



### Athletic

This is a fit for the on the go consumer; short, slim with shoulder padding.



### Regular

Classic fit for the classic skier.



### Slim

Modern, high collar, with a city look.

Responding to the female skier's needs we have engineered and implemented 3 pant fits:



### Slim

Regular, feminine, adapted to every skier.



### Relaxed

Wider leg, elastic waist for comfort and relaxed style.

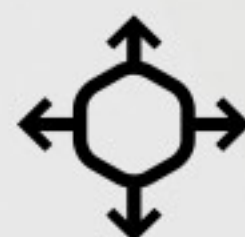


### Sporty

With a smoking pant feel, for an urban yet classy look.

## ERGO stretch

For its winter collection HEAD is using only durable ERGOstretch© fabrics (2 way / 4 way ) to support perfect fit and maximum mobility.



### 4 way stretch



### 2 way stretch

## 3D ERGO features



### 3D Plug in Hood System

3D Plug In Hood System, which is reducing weight and material layers in the chin / front neck area for all detachable hoods.

## ERGO link

**ERGOlink©** provides the perfect interaction with extended products like helmets, gloves and boots, enhancing ease of use.



### 3D Collar

The 3D Comfort collar allows tight fit when worn with helmet.



### 3D Cuff

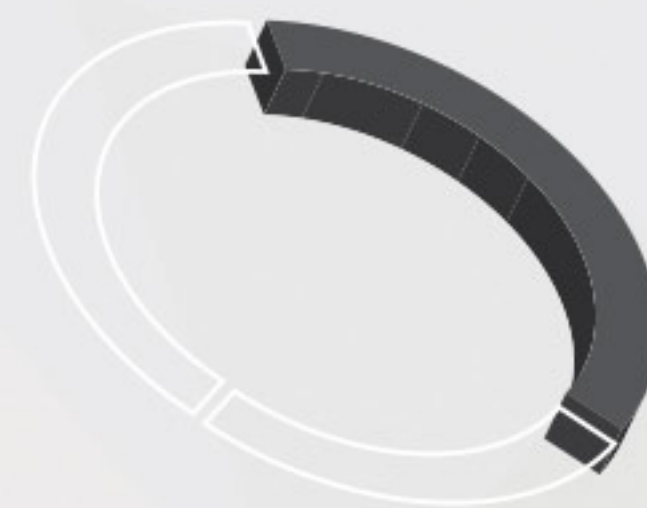
The creates the perfect link with any glove.







# PRO ENGINEERING

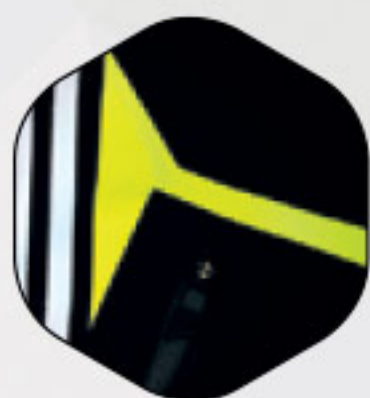


## CONSTRUCTION

HEAD apparel R&D continuously explores performance enhancing construction methods:

Modern and new assembling processes include:

- Glueing
- Welding
- Laser cutting
- Bonding
- 3D Moulding



GLUEING



WELDING



3D MOULDING

## MATERIALS

Performance enhancing materials & developments

### **GOLD Reflectline / HTC**

This technology consists of the formulation of a compound based on a combination of metallic oxides incorporated into a polyurethane binder. The ceramic process coming from 2 simultaneous actions:

- Catch positive effect from the sun "IRL" for muscle reinforcement and tonicity.
- Recover one part of energy lost from the body by sweat and warmth and to return.

Consequence:

- Improve performance
- Accelerate salvage
- Allow thermo-regulation
- Produce well being

