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PRESS KIT

ISPO 2019

julbo.com

The Julbo logo consists of a stylized white 'J' symbol above the brand name 'Julbo' in a white, sans-serif font, with a registered trademark symbol (®) to the right.

Julbo®



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PRESS KIT

WINTER 2019-2020

JULBO - A COMMITMENT TO THE OUTDOORS THAT'S MADE TO LAST

Julbo, a family-owned and independent company based in the Jura, has been designing sunglasses, goggles and helmets since 1888. A brand inspired by the wilderness and extreme outdoor sports, through regular contact with the most demanding of athletes, Julbo creates ever better levels of vision and protection and invites everyone to live and share the ultimate in outdoor experiences. Julbo will continue to innovate and amaze by unveiling its latest collections at the ISPO trade fair taking place in Munich from February 3 to 6.

Known and recognized for its expertise in sun protection, JULBO is now focusing on its REACTIV® Photochromic technology. Its range of lenses for sunglasses and goggles has been restructured to engage users more effectively and facilitate the work of resellers. With new names and new communication, Julbo is strengthening its message around photochromic technology with a simple slogan: « **No matter the weather** ». Whatever the weather, Julbo offers the best possible vision so that every fan of the great outdoors can enjoy their sport.

In terms of sunglasses, the brand offers a complete range with sunglasses designed for elite athletes featuring the best frame and lens technologies, more versatile models for amateur sportspeople and an updated sunglasses offer for children with no fewer than 4 new models designed specifically for them;

The Julbo Winter 2019/20 collection has been expanded and strengthened. Julbo is using technical innovation to serve skiers and riders with its «2+2» promise: protection and ergonomics combined with ventilation and vision. The new CYRIUS goggle comes with a cylindrical lens and replicates the frameless construction featured in the SKYDOME launched in 2018. The helmet range has been enhanced with 3 models which include HAL, an in-mold all-mountain model and GLOBE, the latest helmet with a photochromic visor. Last but not least, Julbo gets into the family spirit with a Caroline Gleich by Simon ELARA model, the result of a collaborative venture between two athletes on the team: Simon Charrière and Caroline Gleich.



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Julbo®

REACTIV
PHOTOCHROMIC

NO MATTER
THE WEATHER*

PRESS KIT

WINTER 2019-2020

REACTIV LENSES FOR SUNGLASSES AND GOGGLES - THE BEST OF PHOTOCHROMIC TECHNOLOGY FOR ALL OUTDOOR SPORTS

Julbo has been developing photochromic lenses for over 12 years and has established a leadership position in the field. The Jura brand has chosen the best lens materials and the most advanced technical concepts to give practitioners of outdoor sports the very best available.

To reassert its leadership in photochromic technology for sports eyewear, in 2016 Julbo created the REACTIV® label with a clear promise: NO MATTER THE WEATHER. Whatever the weather, sport or season, Julbo makes sure that end users have the best possible vision.

For its sun and Winter 2019 collections, REACTIV® is the brand's unique message to promote the different Julbo photochromic lenses in its sunglasses, ski goggles and visor helmets. The new lens classification is now based on lens categories and will allow each user to find the best solution adapted to their sport and practice from a range of 6 sunlenses, 5 goggle lenses and 2 helmet visors.

This means that the Zebra, Cameleon and Octopus labels previously applied to lenses for sunglasses and goggles are gradually being replaced in 2019 with new names corresponding to the lens categories. These are known as Performance, Nautic, High Mountain and All Around. A new REACTIV® Performance 0-3 sunlens completes the range.

To reinforce the effect of this change in lens-related communication, in 2019 Julbo is running an impactful campaign both for consumers (print and digital advertising, promotion on social media) and its resellers (POP materials, POP information, training). A new chart has been developed introducing the new lenses for sunglasses and goggles, matching them against the old labels to facilitate the transition from one to the other.

ADVANCED TECHNOLOGY

Julbo REACTIV® Photochromic sun and goggle lenses are made from organic material. This combines the optical qualities of mineral lenses with lightness and strength that's superior to polycarbonate lenses. A cast production process at moderate temperatures over a long cycle, unlike polycarbonates injected at very high temperatures, confers optimal qualities on the lens. The transparency and stability of REACTIV lenses are exceptional. The pigments are cast throughout the body of the lens and it comes with a photochromic lifetime warranty. The best of sun technology for the best of outdoor visual experiences.

REACTIV
PHOTOCHROMIC



PRESS KIT

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REACTIV SUNLENSES - A COMPLETE OFFERING TO COVER ALL SPORTS

The REACTIV® lens range has been developed to satisfy all outdoor sports enthusiasts, regardless of what the elements are up to. It is divided into 3 categories corresponding to 3 different worlds: Performance, Nautic and High Mountain. In 2019, Julbo is offering a comprehensive line of 6 photochromic sunlenses with the launch of the new REACTIV® Performance 0-3 lens featuring a wide photochromic range.

REACTIV PERFORMANCE

Four lenses dedicated to the performance and visual comfort of runners, skiers, cyclists and other endurance and multisport fans. Fast activation, antifog coating, wide photochromic range between light and dark states and available in a varied range of colors.

NEW - REACTIV PERFORMANCE 0-3

CLEAR AND PROTECTED VISION EVEN IN THE POOREST LIGHT

With the new REACTIV Performance 0-3 lens, the brand offers THE photochromic solution by JULBO for cyclists and runners. From darkness to full sun: a photochromic range for every light condition, whether in training or competition.



REACTIV **PERFORMANCE**

TOTAL PERFORMANCE FROM DARKNESS TO BRIGHT SUNLIGHT

- > Photochromic (cat. 0 à 3)
 - > Photochromic (cat. 0 to 3) recommended for endurance sports in any light conditions, from night to bright sun.
 - > Clear Base
 - > Antifog inside / Oleophobic outside
 - > VLT 85% to 8%. NTS (Non temperature sensitive)
- Nouveauté*



REACTIV **PERFORMANCE**

CLEAR VISION ALL DAY LONG

- > Photochromic (cat. 1 to 3).
 - > Recommended for trail running and mountain biking.
 - > **YELLOW BASE** - Light amplifier
 - > Coatings: Antifog inside / Oleophobic outside
 - > VLT - 75% to 17%. NTS (Non temperature sensitive)
- Replaces Zebra Light*



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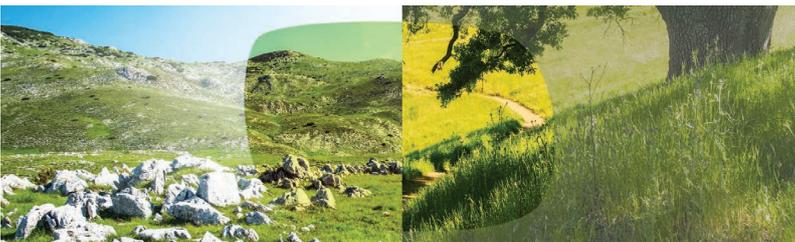
WINTER 2019-2020



REACTIV PERFORMANCE 3
▲
1

CLEAR VISION AND GOOD CONTRAST ALL DAY LONG

- > Photochromic (cat. 1 à 3).
 - > Adapts to changing lights and intensifies contrast of terrain for mountain biking, Nordic skiing and trail running.
 - > RED BASE - Contrast enhancement
 - > Coatings: Antifog inside / Oleophobic outside
 - > VLT - 72% to 13%. NTS (Non temperature sensitive).
- Replaces Zebra Light red*



REACTIV PERFORMANCE 4
▲
2

ALL TERRAIN VISION FROM SHADE TO LIGHT

- > Photochromic (cat. 2 to 4) with fast activation speed, ideal for the mountains sports mountaineering, skiing, biking, trail running and climbing.
 - > GOLD BASE - SUPER HIGH REACTIVE (SHR)
 - > Coatings: Antifog inside / Oleophobic /
 - > VLT - 35% to 7%. SHR (Super High Reactive).
- Replaces Zebra*

REACTIV HIGH MOUNTAIN

Excellent protection and contrast are key at high altitude. Matched with wraparound frames, these lenses have won the approval of mountaineers, trekkers and climbers on all mountains of the planet.



REACTIV ALL AROUND 3
▲
2

FROM ONE EXTREME TO ANOTHER

- > Photochromic (cat. 2 to 4) and polarized. Adapts to changing light levels, ideal for mountaineering, trekking and skiing.
 - > BROWN BASE - POLARIZED
 - > Coatings: Antifog inside / Oleophobic outside
 - > VLT - 26% to 6%. NTS (Non temperature sensitive)
- Replaces Cameleon*

REACTIV NAUTIC

Photochromic, water-repellent and polarized lenses that are unfazed by spray, wind and changes in the light. Developed for sailing and water sports but also extremely comfortable for everyday use.



REACTIV NAUTIC 3
▲
2

CLEAR VIEW IN EVERY WEATHER

- > Photochromic (cat. 2 to 3) and polarized. Suitable for all watersports whether conditions are cloudy or bright.
 - > BLUE BASE - POLARIZED - WATER REPELLENT
 - > Coatings: Antifog inside / Oleophobic outside
 - > VLT - 32% to 9%. NTS (Non temperature sensitive)
- Replaces Octopus*

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REACTIV GOGGLE LENSES

Julbo has developed a photochromic goggle lens offering. The collection combines different photochromic ranges and lens tints as well as different degrees of polarization to offer each skier and rider the vision most suited to their practice and the conditions they encounter. The 5 lenses of the 2019 range are divided into 3 categories: Performance, All Around and High Mountain.

REACTIV PERFORMANCE

Three lenses for downhill skiing, freeriding and ski touring. Different base colors, a wide photochromic range and fast activation are the best allies for adapting to variations in weather, light and visibility.



REACTIV PERFORMANCE 3
▲
1

ALL WEATHERS, ALL CONDITIONS

- > Photochromic (category 1 to 3)
- > LIGHT AMPLIFIER - YELLOW BASE
- > Antifog / NTS (non temperature sensitive)
- > VLT - 75 % to 17 %
- Replaces Zebra Light*

HIGH CONTRAST ALL DAY LONG

- > Photochromic (category 1 to 3)
- > CONTRAST ENHANCEMENT - RED BASE
- > Antifog / NTS (non temperature sensitive)
- > VLT - 75 % to 17 %
- Replaces Zebra light red*



REACTIV PERFORMANCE 4
▲
2

FROM SHADE TO LIGHT

- Photochromic (category 2 to 4)
- > FAST REACTIVITY (SHR) - GOLD BASE
- > Antifog / NTS (non temperature sensitive)
- > VLT - 40 % to 7 %
- Replaces Zebra*

REACTIV ALL AROUND

The benchmark for optimum comfort. The «All Around» category offers clear vision, good contrast and protection for the eyes both on and off-piste.



REACTIV ALL AROUND 3
▲
2

COMFORT ON ANY TERRAIN

- > Photochromic (category 2 to 3)
- > GLARE CONTROL - RED BASE
- > Antifog / Low polarization / NTS (non temperature sensitive)
- > VLT - 30 % to 15 %
- Replaces Snowtiger*

REACTIV HIGH MOUNTAIN

Protection and polarization for dedicated skiers. The perfect combo for going out in any weather at any altitude, from the slopes to the highest peaks.



REACTIV 4
HIGH MOUNTAIN 2

FROM ONE EXTREME TO THE OTHER

- > Photochromic (category 2 to 4)
 - > POLARIZED - BROWN BASE
 - > Flash argent ou bleu
 - > Antifog / NTS (non temperature sensitive) / High protection
 - > VLT - 20 % to 5 %
- Replaces Cameleon*

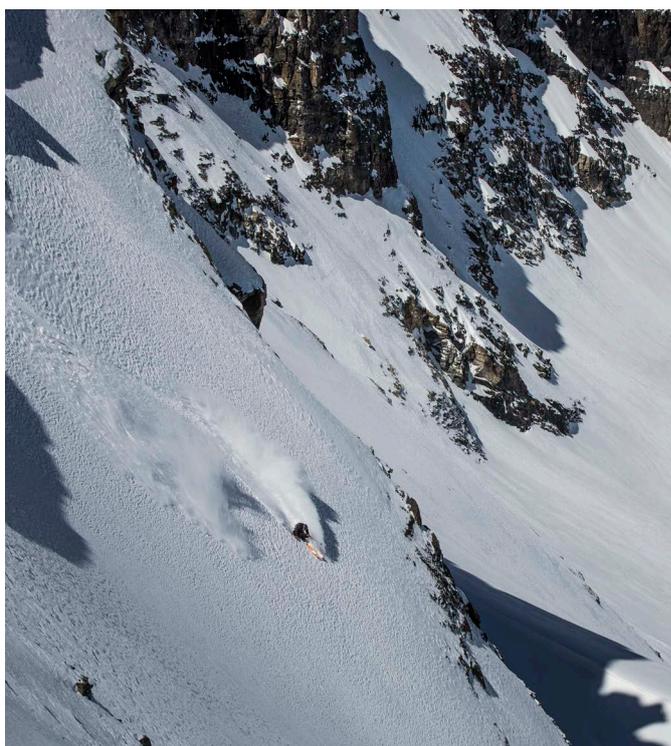
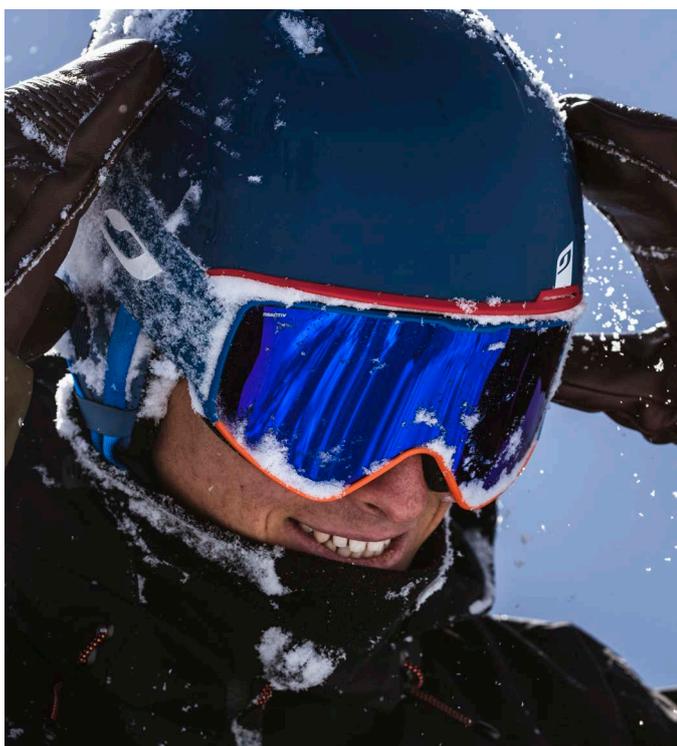


JULBO WINTER 2018-2019 COLLECTION: ALWAYS GOING THE EXTRA MILE.

Since the launch of its first collection of goggles and helmets, each year Julbo has continued to work hard for skiers and riders, making innovative products and daring technical choices to give them a better experience. A brand located in the heart of the mountains, Julbo follows, observes and analyzes winter sports to create products that stand out from the crowd.

For this Winter 2019/20 season Julbo is fully embracing its new «2+2» slogan. Each product provides protection and ergonomics combined with optimum vision and ventilation. This promise has already materialized in its goggle technologies in the form of REACTIV Photochromic lenses and the Superflow System ventilation concept, as well as now featuring in the collection's new releases. In terms of goggles, attention to detail and performance are outstanding in CYRIUS which replicates the frameless construction introduced with SKYDOME for a wider field of vision. And we haven't forgotten the little ones with our SPOT model featuring a spherical lens just like the grown-ups get. In terms of helmets, the collection has been radically updated with PROMETHEE, a hybrid helmet, and a new in-mold technology concept available in an all-mountain version known as HAL, or featuring a photochromic visor in our GLOBE model.

Last but not least, for a dash of style, Julbo gets into the family spirit with a Caroline Gleich by Simon ELARA goggle, the result of a collaborative venture between two athletes on the team. Caroline Gleich, a young American rider, spent time exploring the mountains of the Alps with illustrator Simon Charrière who then designed a pair of goggles telling the story of their encounter. A story of passion for snow and outstanding experiences, which is exactly what Julbo invites everyone to enjoy in the mountains for this 2019/20 season.



2+2: PROTECTION AND ERGONOMICS + VISION AND VENTILATION

Since its creation, Julbo has been committed to uncompromising protection of vision for mountain sports, making technological innovation central to its goggles and helmets. 2+2 label symbolizes this commitment. Tried and tested by its team of pro riders, Julbo solutions offer two essentials: flawless ergonomics and protection, while providing two stand-out features: ventilation and visual performance so you can ride or carve your lines in total freedom.

> **PROTECTION** : our goggles and lenses provide protection against intense sunlight on snow and at high altitudes. Julbo in-mold and hybrid helmets offer outstanding impact protection in the strictest compliance with current standards.

> **ERGONOMICS** : anatomical goggle frames, helmet trims and adjustment systems - all the essential elements you need for hassle-free skiing in comfort.

> **VENTILATION** : passive or active ventilation in helmets and air circulation for goggles. Protection against the cold in winter sports is key, but heat management is also essential to avoid problems such as fogging. Today, the Superflow System is the benchmark technology for efficient venting.

> **VISION** : a field of view widened by the shape of our helmets and the construction of our goggles (frameless design), alongside a guarantee of perfect vision with our lenses and visors, and adaptation to all terrains and light conditions with REACTIV photochromic technology.

PROTECTION
ERGONOMIE

2+2

VENTILATION
VISION





PRESS KIT

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GOGGLES

Julbo expands its expertise and capitalizes on the concepts that make it different: two exclusive technologies, Reactiv Photochromic and the Superflow System, are benchmarks in adapting to changing light conditions and combatting fogging, while our frameless construction creates a wider field of vision. In 2019, Julbo is enhancing the frameless range with 3 new goggles, CYRIUS, ALPHA and SPACELAB. REACTIV Photochromic technology is now even more affordable with FUSION, while the Superflow System offering has been expanded with AIRFLUX OTG, and SPOT completes the junior collection.

REACTIV - NO MATTER THE WEATHER



When the light changes, the lens adjusts!

With REACTIV, Julbo has developed a photochromic goggle lens offering that features the very best technology. When the light changes, our lenses automatically adapt to guarantee the best vision, whatever the weather. The collection combines different photochromic ranges and lens tints as well as different degrees of polarization to offer each skier and rider the vision most suited to their practice and the conditions they encounter. The 5 lenses of the 2019 range are divided into 3 categories: Performance, All Around and High Mountain.

In 2019, in order to make REACTIV technology accessible to a wider audience, Julbo is launching the FUSION model, a goggle with Minimalist Frame construction and a REACTIV Performance 1-3 lens at an affordable price.

FUSION - HIGH PERFORMANCE AND AFFORDABILITY.



The FUSION ski goggle is the most affordable model in our FIRST CLASS range. Combining a REACTIV photochromic lens and frame with a wide field of vision and premium comfort, FUSION gives demanding skiers and snowboarders a high-end experience while offering great value for money.

SUPERFLOW SYSTEM - 0% BUEE 100% VENTILATION

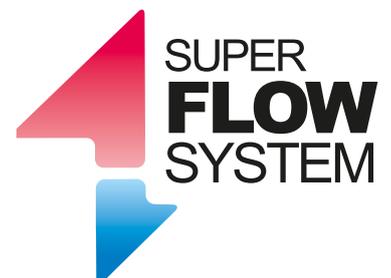
Welcome to ultra-ventilation!

When you want to avoid fogging in the cable car, on a café terrace or climbing uphill, you can count on the SuperFlow System! This patented ultra-ventilation system allows you to easily move the lens forward from the frame while staying perfectly protected from the effects of the sun. Originally developed for intensive ski practices such as freetouring, the Superflow System has been adopted by skiers everywhere, who all have to deal with the risk of fogging, especially in damp conditions that encourage condensation.

An extended range

After Aerospace and Airflux, Julbo has made the Superflow System concept available in goggles designed for medium to small faces with the models Starwind and Ventilate. Julbo now also offers the Aerospace models and an OTG version for glasses wearers, with the added bonus of this additional ventilation preventing fogging of eyeglasses.

From freeriders to recreational skiers, everyone will be able to ski with 100% ventilation and 0% condensation!



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FRAMELESS CONSTRUCTION FOR AN EXPANDED PLAYGROUND

After the launch of the SKYDOME model in 2018, Julbo continues to develop its frameless offering. This type of construction provides a very wide field of vision and is a feature of the new CYRIUS model with its cylindrical REACTIV® Photochromic lens offering stylish good looks.

Alongside its flagship models SKYDOME and CYRIUS, Julbo completes its frameless collection with two other frameless goggles featuring a polycarbonate lens: ATLAS in a cylindrical version and SPACELAB in a spherical one. Four great models to expand the horizons of skiers and riders.

CYRIUS - EXPAND YOUR FIELD OF VISION.



Cyrius is built around a cylindrical photochromic lens that benefits from Frameless construction and REACTIV technology to offer a high-end visual experience when skiing or snowboarding. Whether in the park, on the slopes or freeriding, it allows riders to forget about their goggles and concentrate on their line thanks to a super-wide and unobstructed field of vision. The REACTIV lens range adapts to the prevailing conditions in real time for clear vision and total protection. Like its wide and perfectly integrated strap, CYRIUS offers premium finishes and comfort combined with a sleek and totally on-trend design.

SPACELAB - RIDING XXL STYLE



This cousin of SKYDOME also offers an unobstructed field of vision and premium comfort, combined with a Spectron lens range of superior optical quality. For skiers and snowboarders looking for a superb visual experience and a modern, striking style, SPACELAB features the most advanced Frameless construction on the market. Designed to fit perfectly with a helmet, it will suit both downhill skiers and freeriders looking for goggles with unlimited performance.

ALPHA - WIDE AND FREE



Our new ALPHA goggles feature JULBO's Frameless construction to give a wide and unobstructed field of vision when skiing or snowboarding. The modern design highlights the large cylindrical lens, and perfect integration of a 45mm strap. Whether on the powder, piste or park, these goggles fit perfectly with a helmet and offer optimal comfort so you can forget about them on your run. The Spectron lens range is of superior optical quality, guaranteeing clear and protected vision.



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LITTLE HEROES - GOGGLES LIKE GROWN-UPS

A recognized leader in vision protection from an early age, Julbo accompanies Little Heroes right from their first turns, offering them a complete and high-performance range. From games to competition, every Little Hero will have the protection they need!

SPOT - A SPHERICAL LENS LIKE THE GROWN-UPS!



For children aged 3 to 6 who like to go for it on the slopes, JULBO offers light and comfortable spherical goggles so they can follow in the footsteps of adults while enjoying a wide and unobstructed field of vision. Category 3 sun protection and an efficient anti-fog double lens complete the benefits on offer, so you can take little skiers and snowboarders from one end of the resort to the other!





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HELMETS

When it comes to helmets, Julbo is sticking firmly to its «2+2» commitment. Our 2019 new releases are designed to meet the needs of all skiers who share the need for protection, comfort and ventilation adapted to their sport, combined with the best possible field of vision. Julbo offers two distinct helmet ranges: all-mountain helmets for demanding riders on every type of terrain, and visor helmets for recreational and performance skiers looking for comfort and style.

Check out HAL in our all-mountain range, a new lightweight and compact in-mold helmet, while PROMETHEE will look after dedicated freeriders with its hybrid and perfectly ventilated construction. The new GLOBE visor helmet is a must-have for skiers looking for a solution that combines the lightness of in-mold construction, flexible ventilation and superb visual quality thanks to its REACTIV® photochromic lens.

HAL - THE COMPACT AND LIGHTWEIGHT ALL-TERRAIN HELMET.



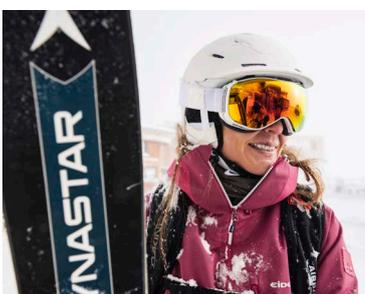
Hal is the result of JULBO's mission to optimize the comfort and compactness of ski helmets. The two-color finish underlines a modern design combining active ventilation with a precise fit. The shape of the peak allows perfect integration with goggles. From freetouring to the slopes, it offers superb protection for male and female skiers looking for a lightweight, stylish and high-performance helmet.

GLOBE - PERFORMANCE AND STYLE, WITH THE ADDED BONUS OF A REACTIV VISOR!



The ergonomics and protection of JULBO helmets is combined with the best of active ventilation and vision thanks to a REACTIV photochromic visor. Like the 4D ear pads and magnetic closure, the finishes here are high-end and sophisticated. With Globe, JULBO offers skiers who like the advantages of a visor (field of vision, protection and comfort), a light and compact helmet that doesn't compromise on style or performance.

PROMETHEE - FREERIDE WITHOUT COMPROMISE!



In deep and cold snow conditions, or during the long days of spring, the protection, ventilation and comfort of the new Promethee take care of the heads of skiers and snowboarders who wish to concentrate on their run, and nothing else. Promethee also features high-end finishes (3D ear pads and magnetic closures) and good looks, as well as lines designed to allow a perfect fit with goggles. Ride on!



©Louis Aravello

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FAMILY SERIES CAROLINE GLEICH BY SIMON - COMMITTED AND CREATIVE VISION

This winter, the Family Series illustrates the dazzling talents of American skier and mountaineer Caroline Gleich. The Julbo athlete is one of the few to have skied all 90 chutes in the Wasatch Mountains in her home state of Utah. For 2018/2019 she has given the thumbs up to a model with a very wide field of vision whose Reactive Performance 1-3 lens combines comfort with protection. These goggles perfectly reflect her fun yet driven approach to skiing. Her co-designer was Julbo freerider and artist Simon Charrière. His illustrations for the head strap depict the epic rides that inspired the design, from Caroline's favorite Utah peaks to their adventures together exploring the Vallée Blanche in Simon's home town of Chamonix. As luck would have it, they reached the top of their final ascent just as the sun rose. It was a magical moment for Caroline and an unforgettable experience captured forever by Simon. Both are committed to protecting the mountains, and part of the profits from sales of these goggles will be donated to POW (Protect Our Winters).

ELARA CAROLINE GLEICH - SUN RISES FROM THE TOP

The Family Series model designed by American skier and mountaineer Caroline Gleich illustrates her fun yet driven approach to skiing. It features a wide field of vision, comfort and protection thanks to the Reactive Performance 1-3 lens, and was designed on location in the Vallée Blanche with Chamonix local Simon Charrière, the freerider and artist behind the illustrations. Part of the profits from sales of these goggles will be donated to POW (Protect Our Winters).





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CAROLINE GLEICH (USA)

Born in the Midwest into a family passionate about snow sports and the great outdoors, they moved to Utah to be closer to her brother's family. Here she devotes all her free time to skiing and the mountains she adores. Caroline was able to pursue her dream of becoming a professional skier. She loves steep slopes and has revisited the 90 lines in the iconic Wasatch Range in her own inimitable style.

Caroline Gleich was 15 years old when she lost her half-brother in an avalanche. With an active presence on social media, she publishes daily images of her outings, whether ski touring, mountaineering, trail running or mountain biking. Through her adventures, Caroline wants to encourage people to go explore the world, and most importantly to protect the environment. She's currently based in Salt Lake City and is involved with several non-profit organizations that work to protect the environment and prevent avalanches.



SIMON CHARRIÈRE (SWITZERLAND)

Originally from Fribourg in Switzerland, a country of mountain dwellers and great travelers, Simon studied architecture and now devotes himself to his two passions: skiing and illustration. He enjoys sharing his passion for the world of riding through both of these activities.

Simon illustrated our Caroline Gleich Elara goggles. «It was exciting for me to make goggles for a woman skier, to live her story with her and to tell it live. The goggles really took shape in the mountains as we shared our passion for the white stuff.» Neither of us is from Chamonix, but this place is like a magnet for both of us. It felt completely natural to meet here. The world of Chamonix and Mont Blanc is so inspiring. It was a really productive and interesting encounter.»



Julbo



Founded in 1888 and based in the Jura (France), Julbo is a benchmark sports eyewear brand. Famous for its technical expertise, Julbo is following its own values and creative drive to become a global sunglasses and eyewear player. Julbo's mission: finding the best solutions to protect our eyes and allowing all of us to see the world better.

For more information on Julbo: www.julbo.com 