

Safe on snow

On the occasion of its twelfth anniversary last year, the Swiss company CP-FASHION/AT/SPORTS AG launched cp camurai, an innovative winter sports helmet with integrated visor. Coming with all the advanced features of CP helmets, the new cp camurai opens up new dimensions in comfort and safety with perfect vision for all, including spectacle wearers. The new helmet is another top result of the creative designers at CP-FASHION/AT/SPORTS AG and their commitment to safety and comfort in winter sports combined with trendy design.



CP-FASHION/AT/ SPORTS AG

Lohwisstrasse 42
8123 Ebmatingen-Zurich
Switzerland

info@cp-fashionatsports.com
www.cp-fashionatsports.com

Phone: +41 43 3662080
Fax: +41 44 9801916

“ We develop and manufacture high-tech sunglasses, goggles and winter sports helmets made exclusively for the premium sector. ”



“We are a helmet company and a eye-wear company,” says Managing Director Claudius Pfister, who founded the company in 2000. “We develop and manufacture high-tech sunglasses, goggles and winter sports helmets made exclusively for the premium sector.” Today, CP offers a rich assortment of helmets in different shapes and materials with harmoniously adapted goggles, all of which are genuinely premium products available in a variety of colours and designs. “Our helmets are the result of intensive studies of markets and trends, ongoing innovations and an uncompromising premium strategy,” explains Mr. Pfister. “The helmets are developed and continually optimized by our own development team in close cooperation with top winter sports athletes, so they all fully meet the most demanding requirements of practice, and they are tried and tested under the harshest conditions. Fully in line with our premium strategy, our products are Swiss brand made in Europe. We manufacture them

exclusively in Europe to ensure high quality and safety. All the helmets comply with the strictest standard, EN 1077. Moreover, the European production enables the flexible reaction to changing requirements.” Made from top-quality materials such as pure carbon,



polycarbonate and abs, CP helmets are lightweight and yet extremely resistant, and they come with a variety of advanced features that greatly enhance their safety, functio-

nality and comfort for users. For example, CP helmets feature a highly efficient controllable air system, ensuring an optimal climate; a 4plus foil integrated into the interior lining, enhancing wearer comfort; removable ear pads and an easy-to-use size adapting system. Last but not least, CP helmets excel in their attractive design.

“In line with our premium strategy, we market our products exclusively via high-end specialist retailers, initially in Switzerland alone,” underlines Mr. Pfister. “Four years ago, we started export activities, and today we export 25% of products mainly to Austria, the Czech Republic, Turkey, Romania and Germany, and we are well on the way to opening up the US market by the end of this year. There is enormous growth potential in the export markets, and we are looking forward to making use of this potential with our proven premium strategy and new developments, such as new varieties of the camurai helmet. This year we launched a new version with an outer shell of pure carbon, the non plus ultra in safety and wearer comfort thanks to the extremely low weight. Other versions of the camurai are in the pipeline and will be launched later this year.” Since this spring there has been another novelty, the first riding helmet by cp: cavalito, made from pure carbon or polycarbonate.