



Headkayse



Headkayse introduces world first in helmet technology

British start-up Headkayse has developed the world's first flexible, foldable helmet that passes safety standards after multiple impacts. Made from new material Enkayse, the helmet is flexible and incredibly tough. The helmet is flexible to fit the shape of your head for comfort and security. Durability of the helmet is unparalleled, shrugging off the knocks of everyday use that damage conventional helmets. Using quality British manufacture, Headkayse One is understood to be the only cycle helmet made in the UK.

Originally conceived as a smart way to carry a helmet for hire bike schemes and when on the move, three years of intensive research and development by the team led to the development of Enkayse, an entirely new material for bike helmets which is both flexible and tough. Financed by a successful crowdfunding campaign, the Headkayse One will go into production for availability mid 2017.

Co-founder, Tony Walker said: "The ethos of Headkayse is quite simple: 'Do it the right way!' That includes sourcing top quality materials and production close to home."

Technical Director, George Fox, said: "Headkayse One is incredibly tough. Even after driving over it with my car, it still went on to pass the safety tests. Of course most riders won't be doing that, but Headkayse provides riders with peace of mind, knowing they can rely on it for protection after the knocks of everyday use that damage ordinary helmets."

In answer to the original brief, the innovative flexible construction means you can simply fold the Headkayse flat like a book, to less than 10cm thick. This makes Headkayse the simplest compact folding helmet, and it's very easy to slip into a bag when travelling. Riders are at the forefront of the design effort, and the helmet includes a host of user-friendly features. No pads are used in fitting the helmet, allowing for easy-adjustment for a good fit. Fitting adapts quickly to accommodate a hat for the cold or a headband in hot conditions.

Design Director Andrew Redman adds, "We studied the full range of head shapes not only to achieve a good fit for all, but to finesse styling. Using a flexible material means the helmet can sit much closer to your head and create a more flattering look on you."

The team has chosen to manufacture the Headkayse One in the UK. Developing the new material Enkayse also meant developing new production processes, which Headkayse did by forming good relationships with suppliers close to home. With one supplier over 220 years old, Headkayse is a new technology that draws on a long history of innovation and quality in British manufacturing.

Headkayse One is available in 8 different colours to pre-order now at www.Headkayse.com.

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For more information contact info@headkayse.com

<https://twitter.com/Headkayse>

<https://www.facebook.com/Headkayse/>

Meet Headkayse and the team:

Headkayse aims to challenge the status quo and define a new product segment. We continuously strive to improve - exhaustively testing materials, exploring new opportunities and embracing new techniques and procedures. We are passionate about defining and producing a product that we can be proud of.

Headkayse was founded in 2013 with the intention of creating a soft foldable cycle helmet. Our journey to explore materials that provide expected performance was challenging, but the results are exciting. We have developed Enkayse, an entirely new and flexible material for cycle helmets that is capable of protecting against repeated impacts, both large and small.

Of course this is the beginning of the journey - the Headkayse team are saddled up to create the Headkayse family of products to bring more innovative kit to your ride.

Tony Walker, Director and founder

Since first meeting Andy at University they always said they should work together. They are both overly enthusiastic and have a drive to succeed. It has taken over 20 years to realise that opportunity, and find something they are both passionate about. The path was less than obvious as Tony spent 10 years as a military pilot and over 10 years in investment banking. Neither of which led directly to the formation of Headkayse, a brand utilising science to bring innovative solutions to problems (old or new).

Andy Creak, Director and founder

Andy spent years installing large IT systems – chances are, you have used a system he has installed. In the last 10 years Andy has been involved in a number of financial and investment companies. He and Tony sparked an idea that went through countless names, approaches and products to become Headkayse - a creative team and an idea he is proud of. The team will be the first customers of the products they create – the Headkayse name goes on only if the team loves them.

Andrew Redman, Design Director

Tony and Andy approached Andrew with their brilliant and simple idea. With years of experience running a product design consultancy helping inventors and businesses launch products, he probably should have known better! But he couldn't help asking questions... Luckily he has tackled some fairly demanding projects, so he wasn't too fazed by the idea of creating a revolutionary cycle helmet. Today, he is happy to be part of an entrepreneurial team, laser focused on good practical design innovation and turbocharged by a rare can-do enthusiasm. He can't wait for the next 'simple' idea to tackle next.

George Fox, Technical Director

Working in posh fashion in France and Asia for 10 years was great fun, but George is into extreme sport and likes to make his own protective equipment to support his habit (and clumsiness when falling off things). In fact he is known in the world of cricket for body armour, winning awards for best protection on the market and kitting up over 250 professionals including 5 out of the top 10 players in the world. When interviewing for Headkayse, George put a sample of his kit on his head and hit himself with a hammer - very hard - to show his skills. The job was his!

York Deavers, Distribution Director

York is the newest member of the team, joining for the launch of Headkayse One. His background is in maths and financial services. It doesn't take much to turn a person's attention from spreadsheets to cycling, but what really attracted him to Headkayse is the ingenuity that the team has brought to reconceiving the bike helmet – something he had previously taken for granted. He enjoys the energy and enthusiasm that comes from creating something innovative, and it makes a fun working environment at Headkayse. He is from the US and relocated to the UK more than 20 years ago, but his kids still correct his pronunciation. When he is not busy with Headkayse, you will likely find him running, usually through woods and up hills. He's a keen cyclist too.