

**SHRED.**



**SNOW 2023-2024**

# Media Highlights | Contrast Boosting Lens™ 2.0

## THE WALL STREET JOURNAL

U.S. Politics Economy Business Tech Markets Opinion Books & Arts Real Estate



PHOTO: F. MARTIN RAMIN/THE WALL STREET JOURNAL

### Cut Through the Noise

Shred—a brand that was founded by Ted Ligety, an American Olympic giant slalom gold medalist, and materials engineer Carlo Salmini—brings ski-racer tech to the masses. Mr. Salmini ran research projects in collaboration with the MIT Sports Lab to develop a specific combination of lens dye and semi-polarizing filter. Result: improved depth and terrain perception in a white world. The contrast

boosting lens (CBL) functions like noise-canceling headphones for the eye by absorbing light rays which emphasize contrast on snow, and reflecting all others to mute optical noise.

NEWSLETTER SIGN-UP

### Tech Things With Joanna Stern

Everything is now a tech thing. Columnist Joanna Stern is your guide, giving analysis and

Several athletes put Shred's CBL 2.0 lens to the test after receiving them for last winter's Beijing Olympics. Mr. Salmini said they were well-received enough for the athletes to immediately adopt them and compete in them, a huge show of faith on the world's biggest stage. Rarify+ CBL 2.0, \$250, [ShredOptics.com](https://www.shredoptics.com)

# Media Highlights | Notion NoShock

Shred Notion NoShock (\$200)



(Photo: Courtesy Shred)

**Weight:** 495 grams

**Sizing:** S-L

[BUY NOW](#)

Ski racers have known about Shred helmets for years. But now the rest of us are discovering what World Cuppers have known for quite some time: These helmets don't mess around. Shred's Notion NoShock is designed for backcountry or resort skiers and riders who want protection against crashes without sacrificing comfort. "Though it's got robust construction, this helmet

# Outside SKI

## What is MIPS?

MIPS stands for Multi-Directional Impact Protection System. It is a thin layer of plastic on the inside of a ski helmet that allows the helmet to rotate on impact, reduces rotational forces on the brain in the event of a hard crash? in the event of a hard impact. Many brands, including SHRED. and POC have developed similar proprietary technologies that provide the same protection. SKI recommends this type of protection in ski helmets.

**\*Outside publication group now owns SKI magazine and the Buyer's Guide is the same**

# Media Highlights | Contrast Boosting Lens™ 2.0

Best for reducing glare, 9/10

We like: the contrast boosting lens solution



The Telegraph

- ◆ Large fit
- ◆ Spherical lens - not quick change
- ◆ Colour enhancement tech
- ◆ OTG ready

[Shred](#) is another company that's turned to high-tech computing to develop their lens solutions. Working with the MIT Sports Lab, Shred used AI to analyse millions of colour combos to see which works best in challenging skiing conditions. I was really impressed with their Contrast Boosting Lens solution and it really does help in nulling



# Media Highlights | Boosting our Huge Momentum

Best value full-on protection, 8/10



**The Telegraph**

- ◆ Outer - Hardshell
- ◆ Adjustable venting - No
- ◆ Magnetic buckle - No
- ◆ Removable earpads - Yes
- ◆ Size ranges 51-63cm

Co-founded by ski legend Ted Ligety, [Shred](#) is focussed on safety and a no-nonsense approach to helmet and goggle design. The clean lines, uncluttered features and enhanced safety of the Totality No-Shock has won it many fans in the full-on-send skiing community. I loved skiing in this. and it reminds you that you don't need a ton

# We are Innovators

In 16 years we amassed an amount of innovation that is unique in our space. Technology developed to deliver **performance that matters.**



100%  
Plastic Free  
Packaging

2006

2011

2012

2015

2016

2021



**First** to introduce **flexible and soft protection** in snow and mountain bike gear to enhance comfort and protection



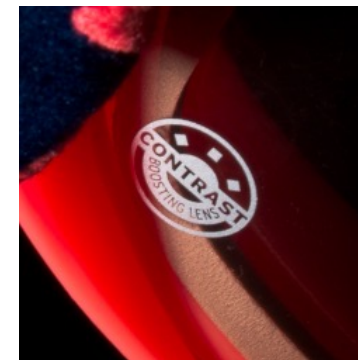
**First** to focus on **maximizing peripheral vision**, now 7 of our goggles models feature **SHRED.wide™** frames



**First** to integrate **Slytech™** slow recovery foams into helmets to address **linear impacts**



**First** to develop an **alternative to MIPS** with **SHRED. Rotational Energy System™**



**First** in our space to work with **MIT** and develop **SHRED. Contrast Boosting Lens™** technology to defeat flat light



**First** in the category to **remove all plastic components** from the **packaging** of Goggles (in 2020) and Helmets (in 2021)



# Contrast Boosting Lens™ 2.0 | Olympic Success



The Winter Olympic & Paralympic Games provided us with the best global test opportunity of the lens technology. Over 90% of our 50+ athletes, despite being very resistant to change, decided to adopt it just a couple of days before the race and stuck with it. "This has to be the best lens ever made!" was a shared comment among them.



# Contrast Boosting Lens™ 2.0 | Unlike Anything Else

**“These goggle’s lens has to be the best ever made”**

**“I wore them for the first time on a snowy and wet day and I said to myself ‘S&@t did someone just turn the lights on?’”**

**“It was a flat day when I first tried them and as soon as I put them on I felt like the sun came out”**

**“The vision with these is insane! I don’t think I could ever go back to the goggles I bought last year. There is simply no going back here!”**

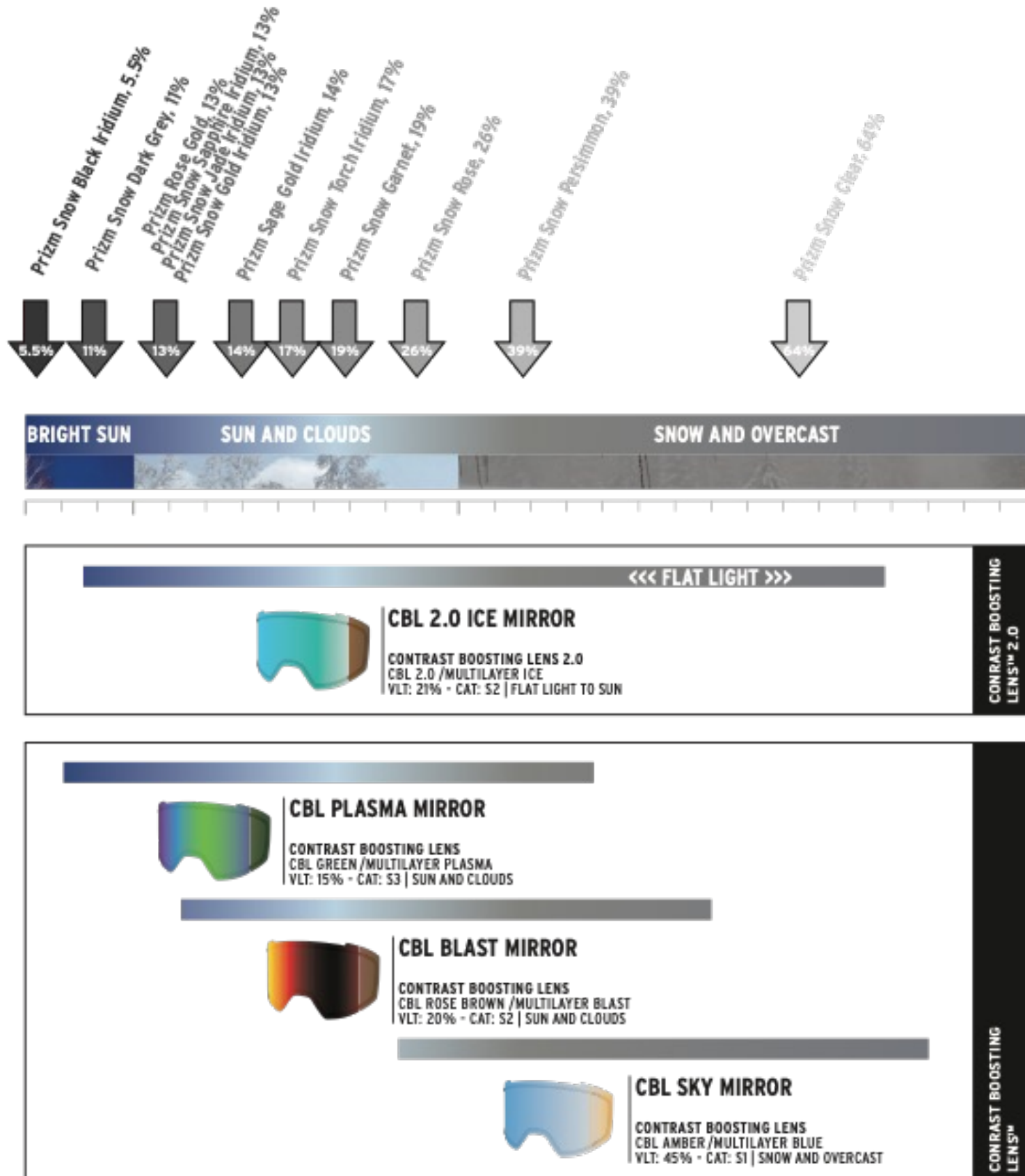


## **Contrast Boosting Lens™ 2.0 | “It’s f\$\$\$\$ing amazing”**

**Here's what the hardgoods buyer of Cole Sport, one of the best specialty key retailers in North America that owns 5 retail locations in Park City, Utah, said about our Contrast Boosting Lens™ 2.0 technology:**

**"I will also say, Ted was kind enough to give me a pair of next year's gogs with that CBL 2.0 lens and I'm sold. It's f\$\$\$\$ing amazing and I put it through the test against the many goggles I've acquired over the years. Oakley, Smith, Sweet Protection and Giro. The last few days of skiing have proven it's the best low light lens I've ever had on my face. I'm being serious when I say I'm giving all my Oakley Prizm and Sweet Protection RIG goggles away. I have no use for them anymore. They are dead to me. The CBL 2.0 has killed them."**

# Contrast Boosting Lens™ 2.0 | Expanding the Range of VLT%



Comparison chart between SHRED. CBL/CBL 2.0 with Oakley Prizm's range of lenses.

**SHRED. Contrast Boosting Lens™ 2.0 greatly expands the VLT% range of light conditions** compared with traditional lenses because the CBL formulation enhances the vision in low light conditions and the polarizing filter takes away the glare coming from the snow in bright sun conditions.

# New Goggle Model | Gratify



## BRAND NEW MODEL MSRP 180-220

- UNIVERSAL FIT
- Frameless design
- 50mm Strap (very hot right now)
- Fit derived from Amazify
- Expanded field of vision
- The model/design we were missing

- ✓ SHRED. CONTRAST BOOSTING LENS™ 2.0 / SHRED. CONTRAST BOOSTING LENS™ | Enhances image contrast and definition for all weather and light conditions.
- ✓ SHRED.wide™ | Goggles designed and engineered to maximize your field of view.
- ✓ SHRED. OTG | Designed to provide compatibility and comfort with prescription glasses.
- ✓ SHRED. NODISTORTION™ | Pressure regulation valve technology to provide crystal clear vision during altitude change.
- ✓ SHRED. NOCLOG™ | Hydrophobic treatment on vents to reduce clogging from snow or water and help prevent fogging.



# New Protective Glove Model | All Mtn Lite



**ALL MTN PROTECTIVE GLOVES/MITTENS LITE**

# Recycled Line | Keeps Expanding

## SHRED. RECYCLED GOGGLE STRAP LINE.

In 2020 we were the first to eliminate all plastic components from the packaging of all of our goggles.

In 2021 we were the first to introduce polyester from recycled plastic bottles to make goggles straps.

We are now expanding the line by adding new models and new colors, including the first recycled strap goggles to ever compete in the Olympics.

84

% of SHRED. recycled goggle line's straps are made of recycled plastic bottles.



BigShow Grey/Rust



BigShow Recycled



Lightning



Fog Flash



BigShow Black/Pink



# Packaging | Innovation



- ✓ **SHRED. was the first to eliminate plastic COMPLETELY from goggles' packaging in 2020**
- ✓ **SHRED. was the first to eliminate plastic COMPLETELY from helmets' packaging in 2021**
- ✓ **Committed to Eliminating Plastic from Packaging Everywhere Else**
- ✓ **Member of the Responsible Packaging Movement to further boost our efforts**



# Summary | What's Key for 23-24



Contrast Boosting Lens™ 2.0 - The "wow" experience that wins everyone



Gratisfy - The frameless design/style with 50mm wide strap



The innovative nature of SHRED.



All Mountain Lite Protective Gloves and Mittens



**Thank You Very Much. Come SHRED. With Us**

**SHRED.**