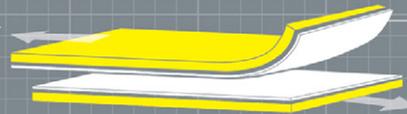


Dual layer fabric with low friction surface on the inside



Low Friction Surface

## MIPS WINS PRESTIGIOUS AWARD FOR HI-TECH TEXTILE SOLUTION

STOCKHOLM, SWEDEN - OCTOBER 18 2018

**TOGETHER WITH TAMARACK MIPS WINS THE AWARD FOR ITS GLIDEWEAR BRAIN PROTECTION SYSTEM**

**MIPS, THE WORLD LEADING BRAIN SAFETY TECHNOLOGY COMPANY, IS PROUD TO ANNOUNCE THAT THE MIPS-E3 GLIDEWEAR LINER HAS WON THE END PRODUCTS CATEGORY OF THE SHOW STOPPER PROGRAM FOR IFAI IN DALLAS.**

Established in the world of neuroscience with over 20 years of research, the first MIPS-equipped helmet was released on the market in 2007. MIPS now works with over 60 helmet brands across numerous categories. Up to and including 2017, the company has sold more than 5.4 million MIPS BPS units, which have been implemented in as many helmets in the snow, bike, equestrian and motorcycle segments.

Well known with the characteristic yellow low friction layer inside helmets, MIPS has now developed a solution with focus on new innovative materials.

The MIPS - E system is a fabric based low-friction solution positioned between the helmets comfort padding and the energy-absorbing liner. The fabric's properties allow for a local relative motion of 10-15mm, which can reduce the rotational motion transferred to the brain in an accident.

*"We at MIPS see this as great honour and are very pleased that this solution will come in to the spotlight. Fabric based low friction layers are probably something we will see more of in the future, because of GlideWears great sliding ability's and that it is an easy material to work with",* says Johan Thiel, CEO of MIPS.

### **MEDIA CONTACT:**

Marcus Lindgren, MIPS, [marcus.lindgren@mipsprotection.com](mailto:marcus.lindgren@mipsprotection.com), +46 70 111 21 21 (EU)

### **ABOUT MIPS**

MIPS is a world-leader in helmet-based safety and the protection of the human brain. Based on an ingredient brand business-model, MIPS Brain Protection System (BPS) is found in helmets around the world and across multiple market categories. The BPS solution, which is patented in all relevant markets, is based on 20 years of research and development together with the Royal Institute of Technology and the Karolinska Institute, both located in Stockholm, Sweden.

MIPS headquarters is in Stockholm with 25 employees engaged in research and development, sales, marketing and administration. Its product and technology test facility is also in the same location. Production and manufacturing operations take place at sub-contractor facilities.