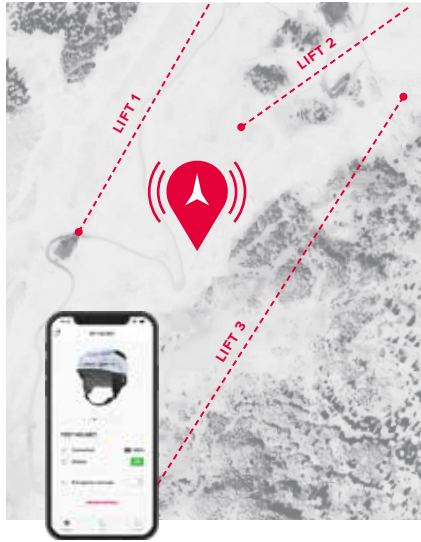


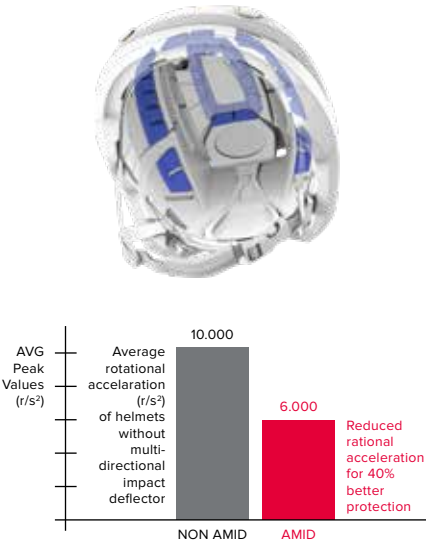
TOURING HELMET TECHNOLOGY

SUPREME PROTECTION

SHOCKSENSE
Shocksense is our new smart helmet technology: a sensor inside your helmet combines with the Atomic Shocksense App to measure impacts and transmit an SOS alert if needed.



AMID
AMID (Atomic Multi-directional Impact Deflector) is our revolutionary dual-density foam system that provides up to 40% higher impact protection than industry safety standards require.



MULTI-NORM

MULTI-NORM CERTIFIED
Multi-Norm certified means that the Backland helmet meets safety requirements for skiing (EN1077:2007), climbing (EN 12492:2012), and cycling (EN 1078:2012, CPSC 1203). No more swapping helmets on multi-sport days! Take the Backland helmet on any adventure, all year round.

HYBRID EPP IN-MOLD CONSTRUCTION
The Hybrid EPP In-Mold Construction is our unique construction for the Backland helmet. It is super durable thanks to the EPP Edge Protection in the lower section. In addition, the upper in-mold construction means the EPS foam is molded directly into the PC shell. This makes the helmet super lightweight while also supremely safe.

PC MICROSHELLS
PC Microshells are added to a helmet shell to provide additional stability. This is a great way of adding structural reinforcement without adding bulk – keeping the helmet lightweight but super protective. (Only in Backland, Backland CTD and Backland UL CTD)



INSTANT FIT

360° FIT SYSTEM + LIVE FIT
Live Fit pads form a wide band of memory foam that adapts precisely to your head for an instant individual fit. The progressive height-adjustable 360° Fit System lets you finetune the helmet to your head size – and also your headshape. It's 100% personalized comfort guaranteed for every skier.



REMOVABLE AND WASHABLE FULL CAP SKI LINING
Our comfortable, lightweight Full Cap Ski lining is all about keeping you warm on cold days and cool on warm days. The highly technical material absorbs sweat and moisture to keep your head dry. It also features 3D-molded ear pads integrated into the liner. Plus it's removable and washable so it stays fresh for long-term wear.



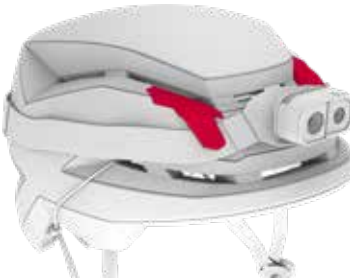
REMOVABLE AND WASHABLE SKIMO LINING
This minimalistic construction optimizes padding for comfort and protection while remaining really well ventilated and light. The material used is a highly technical material that also absorbs sweat and keeps your head cool. It's ideal for winter touring or long summer bike rides. Plus it's removable and washable so it stays fresh for long-term wear.



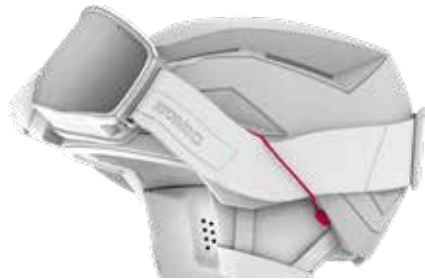
3D MOLDED EARPADS
3D Molded Earpads are shaped especially for comfort and fit, surrounding your ears to keep them warm and protected in all conditions

EXTRAS

HEADLAMP FIXATION
Backland Helmets feature a special headlamp fixation at the front so you can quickly and easily mount your headlamp and it won't jiggle around. You can then fix your headlamp at the back using the goggle fixation, where there is also enough space for the battery pack.



REMOVABLE STRAP STATION
Our innovative Removable Strap Station sits tight against your helmet and keeps your goggles twist-free, easy to put on and ready to race at all times. And when you don't need the station, it can be easily removed to save weight.



REFLECTIVE ELEMENT
The Backland Helmet features a special Reflective Element at the back that delivers high visibility protection. Great for late-night bike rides or night tours.



RECYCLED LINER FABRIC
Our liners use a recycled material certified by the Global Recycled Standard (GRS). GRS is the international standard for responsible recycling chains and aims to increase the use of recycled materials, decrease the use of chemicals and improve materials' social and environmental impact.

