GEAR UP.
SELL SMART.

New Adaptix™ Safety Helmet

Training Session

INTRODUCING
Bullard Adaptix™ Safety Helmet
QUITE POSSIBLY THE MOST COMFORTABLE HELMET YOU'VE EVER WORN.

Find out why…

Bullard

Agenda

01 Why Customers Love This Helmet

02 The Details: Price, Specs, Certs

03 The Science Behind the Design

04 How to Demo and Sell This Helmet

05 Ordering Info

06 Questions & Answers

Top 6 Benefits: Adaptix

Why Adaptix

Adaptix is built to adapt to:

- Head shape
- Head size
- Brim options
- Job type (with accessories)
- Climate (with the cooling nature of the design)
- Branding needs (with our Bullard logo customization capabilities)

Brim off. Brim on.

1

FlexBrim™. Converts in seconds.

PRO TIP

Mix and Match
10 Helmet Colors
10 Brim Colors

Easy on-site identification.
Converts for multi-use.
Customize your workforce.

Clean. Click. Go.

2

Low-cost replaceable parts.

PRO TIP

Maximize Helmet Life
Easy field-replacement of:

- Mesh crown support
- Headband + suspension
- FlexBrim removable brim
- Accessory clips
- 4-point chinstrap

Flexes and Fits.

3

Interior design fits large and small.

PRO TIP

Customizable Comfort
Sizes 6 ¼ - 8

Self-adjusting nape support swivels and flexes to conform.

Feels locked-in below the back of the head.

Jobsite Ready.

4

Accessories. Integrated Options

PRO TIP

Accessories available Sept.

- Integrated eye protection (clear or tinted)
- Ear muffs

Compatible with most sunshades, neck shades, and lighting.

Ships Quick.

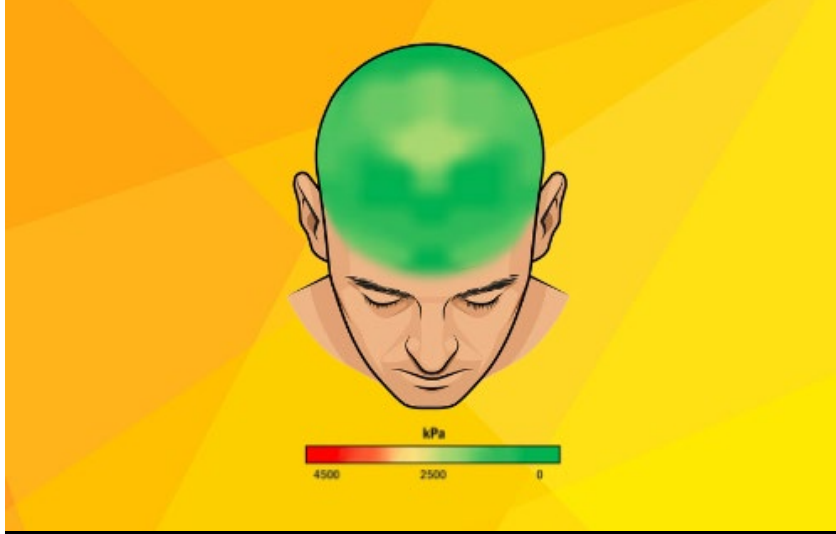
5

Ships in a week. Customize online.

PRO TIP

Use BuildYourBullard.com
Adaptix helmet orders ship in about a week.

24/7 online design available in real-time at
www.BuildYourBullard.com



Science-Built Comfort

6

Engineered to address the key elements of helmet comfort.

PRO TIP

Educate yourself.
Read about the details in Bullard's Science of Comfort distributor briefing document.

Adaptix

DIVE INTO THE SPECS

List Pricing:

- Adaptix without brim: $134.99
- Adaptix with FlexBrim: $149.99

SUMMARY

- Safety helmet style
- Vented and non-vented models

FEATURES

- Optional FlexBrim removable brim
- 10 helmet colors; 10 brim colors
- Ratchet suspension, sizes 6 ¼-8
- Mesh crown support
- Adjustable nape support
- Adjustable chinstrap, 4 connection points
- Integrated slots for select accessories

ADDITIONAL FEATURES, COMING SOON

- Mips® Safety System
- TwiceMe® Smart Technology

CUSTOMIZATION - LOGOS

- 4 logo locations
- Custom striping
- Mix & match brim/helmet colors

CERTIFICATIONS

- ANSI/ISEA Z89.1 Type II, Class E & G (Non-Vented)
- ANSI/ISEA Z89.1 Type II, Class C (Vented)
- Declaration of Conformity – Level 3, Third Party Testing
- HT - Higher temperature and LT - Lower temperature certified

WARRANTY

- 3-year limited warranty

The Science Behind the Design

We believe helmet comfort is based on 4 things:

01 Pressure Distribution

02 Balance

03 Fit

04 Ventilation

PRESSURE DISTRIBUTION

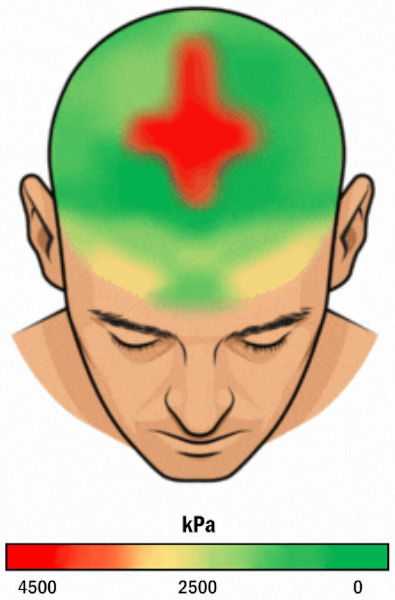
All about ***where*** the wearer feels the weight of the helmet.

Suspensions and helmet design can create points of increased pressure on the crown and sides of the head.

Pressure is measured by kilopascals (kPa).

Bullard tracks this important measurement when designing helmets.

The weight of Adaptix is diffused by the mesh crown support to reduce any concentrated points of high pressure.



BALANCE

Customized balance.
Adjust crown support straps for customized stability and balance.

Stable, low center of gravity.
The helmet moves with the wearer, reducing shifting and sliding, thanks to the low-profile design.

TIP:
A well-balanced helmet can feel lighter and more comfortable than a helmet of the same weight that’s top-heavy.

TIP:
A poorly balanced helmet can shift during movement, forcing the wearer to over-compensate with neck muscles.

FIT

Fit is about how a helmet suspension and shell accommodates your head size and head shape.

Adaptix fits head sizes 6 ¼ - 8 (50 cm - 64 cm) and various hairstyles.

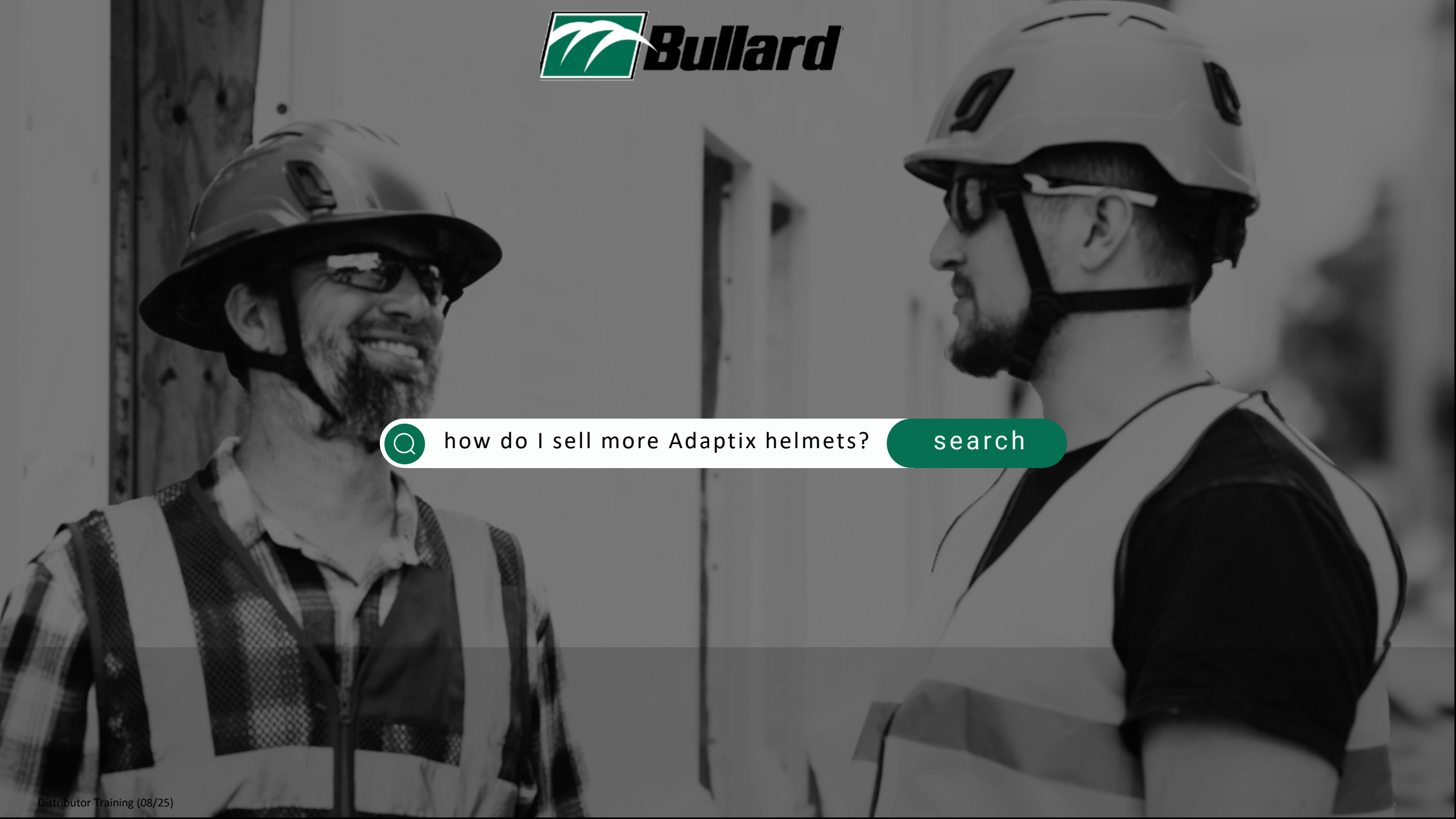
The self-adjusting nape support automatically conforms to head shape and movement.

VENTILATION

Increasing airflow and reducing heat build-up are the primary drivers for several key features of the Adaptix Helmet.

- Breathable mesh crown support
- Spacious shell sizing
- Optional vented shell design

Most impactful: Built-in air gap between helmet and head, opening up more airflow and helping release heat. Adjustable to ¾”


Bullard
how do I sell more Adaptix helmets?
search

Top sales tips:

01 Lead with What's Different

Removable FlexBrim. *Mix & Match Colors.*
Rigorous 3rd Party Certification. *Certificates available online.*
Low-Cost Replacement Parts. *Clean. Click. Go.*
Customization: Logos + Striping. *Quick and Vivid.*

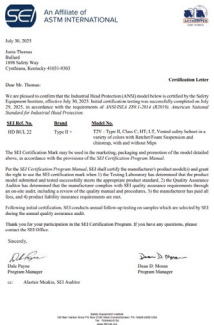
02 Try it On!

03 Use Your Sales Tools

TOP SALES TOOLS: www. Bullard.com

Sales Sheet

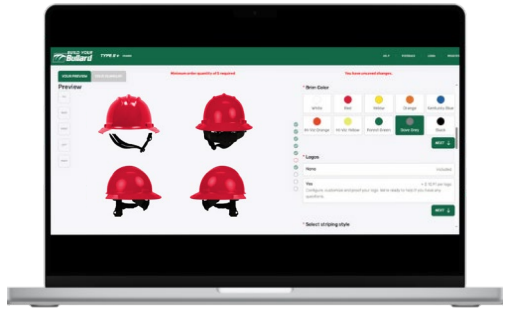
Tech Specs



3rd Party Certification

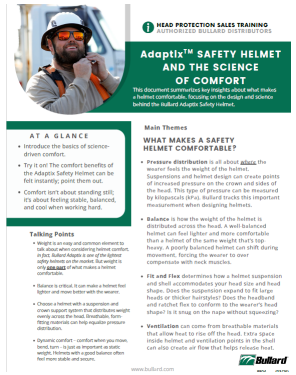
Product Video

Science of Comfort Video

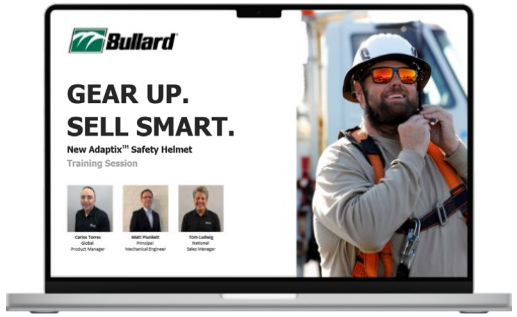


BuildYourBullard.com

TRAINING INFO FOR YOU: Bullard Distributor Portal



Distributor Briefing Document: Comfort



This Training Presentation

Price File + Part Numbers

ONLY AVAILABLE ON PORTAL

Adaptix
Shipping Now.

Ordering Info

- Part numbers/pricing available.
- 5-unit Minimum Order Quantity:
  can mix and match colors.
- Don’t forget to include BYB# with orders.

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