

Intelligent shock absorption from d3o lab – the next revolution in integrated body protection

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d3o™ Lab - inventors and makers of the revolutionary intelligent shock absorbing material of the same name - have revamped their set of body components for integration into sports apparel in twofold, 3D shapes that contour to the body, and a new enhanced performance material.

Next Generation Protection

d3o™ lab have revolutionised the design of their pads from knees, elbows & shoulder by making them 3D so they completely conform to the body shape, fitting almost invisibly into both an outerwear or base layer product. d3o™ T5 pads are very thin and flexible, tapering out to the edges for seamless integration. Each part has been specifically designed to fit each part of the body maximising comfort, meaning you are always protected, without actually feeling like you are wearing protection! The pads are also certified to the EN1621-1 standard which is the standard for motorcycle protectors.

In the laboratory

d3o™'s chemists have been working day and night in the lab to develop the next generation of d3o™ material – d3o™ flo. The fruits of their labour have resulted in a material that is much softer, lighter, and has even better impact performance. This means that d3o™ components are now even more comfortable, they completely mould to your body but lock together on impact to protect you when you need it.

Back protector

A new product in the d3o™ armoury is d3o™'s super-flex back protector. The back protector is also curved to contour the body in the same way as d3o™'s new T5 components, it is made from d3o™'s new improved material, so is extremely soft and comfortable, and only 11mm thick. You can see this product in use this year with the Scott d3o™ back protector and the d3o™ vest, as well as Booster's d3o™ protector.

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Notes to Editors:

d3o™ is based in the UK out of Brighton where the d3o™ team combines engineering, chemistry and design to produce cutting edge intelligent shock absorption systems for all manner of applications from body protection to tennis racquets. For more information on d3o™ see <http://www.d3o.com>. Contact Lisa Fucassi for interviews and images on +44 (0) 1273 716472 – lisa@d3olab.com or Ruth Gough on +44 (0) 1273 716465.