

For Immediate Release

Head Rush Technologies Announces Impending Launch of Two New Safety Products

Louisville, CO – October 17, 2024 – Head Rush Technologies (Head Rush), a global leader in the engineering, manufacturing, and distribution of climbing and adventure equipment, is launching two new safety products designed to maximize safety while climbing on an auto belay device.

Each new safety product utilizes patented technology to address a specific safety concern in the climbing industry. The TRU-CLIP Connector helps to prevent clipping errors when an auto belay is in use, while the TRU-ALERT Height Sensor addresses the issue of users failing to clip into the auto belay device (the leading cause of injury while climbing on an auto belay).

Both products can be used independently; however, for optimal safety, they can also be combined into a more comprehensive safety system.

The TRU-CLIP Connector takes the place of a carabiner or other attachment point. Unlike a carabiner, the new TRU-CLIP Connector uses a sequenced connection point that removes the possibility of attaching impartially or incorrectly to a climbing harness. Better yet, while the TRU-CLIP is in use, that connection can't be unlocked until the climber returns to the ground and inserts a Key Link.

"Our main goal with the TRU-CLIP Connector was to increase user safety by preventing clipping errors," said Owen Richards, Technical Product Manager at Head Rush.

"Once the safety components were in place, the next step was to ask ourselves, 'How can we make this device as easy as possible for climbers to use?' What we ended up with was a streamlined design that's extremely lightweight and user friendly."

The connector comes sewn directly into TRUBLUE webbing, meaning that there is no installation, service, or recertification fees associated with using the device. A remote swivel attachment point ensures that the webbing line does not get twisted or tangled inside the device.

The second safety product to launch is the harness-mounted TRU-ALERT Height Sensor. If a climber reaches a dangerous height without clipping in, TRU-ALERT sends out visual and audio warnings, notifying staff of the situation.

When a user climbs higher than 1.5m without first clipping into a connector, an initial warning sound goes off. If they continue to climb above 2.5m, a continuous alarm activates and does not stop until the device is reset by a staff member. TRU-ALERT is also able to warn about improper use, such as pulling out extra slack or when the webbing line is caught on a climbing hold, impeding proper retraction.

TRU-ALERT Height Sensor can be used with any sequenced connector (including TRU-CLIP, Self Belay, and BelayMate), meaning that there is no need for any climbing wall alterations or complex installation processes. Its compact design is built for hard climbing, while still being light enough that users hardly notice it's there.

To learn more and join the product waitlist visit <https://headrushtech.com/climb/new-safety-products/>

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About Head Rush Technologies

Head Rush Technologies is an engineering company and manufacturer of climbing, zip line, and free fall equipment that is on a mission to make adventure experiences more enjoyable for users and to increase ROI for operators. Their patented magnetic braking system has led to the development of best-in-class recreational devices found in facilities worldwide, including the TRUBLUE Auto Belay (the Official Auto Belay of Team USA Climbing), zipSTOP Zip Line Brake, and QuickFlight Free Fall devices. More information is available at www.headrushtech.com.