



Head Rush Technologies Announces New Rental/Purchase Options for TRUBLUE Auto Belays

FOR IMMEDIATE RELEASE

Boulder, CO – June 3, 2020 – Head Rush Technologies, the manufacturer of the TRUBLUE Auto Belay has announced two new programs to help gyms, camps, fitness centers, schools, and other facilities with climbing elements in their efforts to re-open post COVID shutdowns. The options will allow businesses to take advantage of the lowest upfront costs of any auto belay on the market. These options include the Climb On! rental program, starting at \$99.95 per month, and the Safe-Start program, an add-on to the Climb On! program that defers the decision to rent or purchase for six months.

The idea of the program came from discussing reopening strategies with climbing gyms all over the world. “Climbing facilities are planning their opening strategies, with many including physical distancing considerations,” said Bill Carlson, Vice President of Sales and Marketing. “TRUBLUE’s can offer assistance with physical distancing, but we know that gyms are more capital constrained than ever before. We decided to get creative and build a plan that would be beneficial to our customers and the climbers looking to get back on the walls.”

With the Climb On! rental program, we listened to customer feedback telling us they’d like to eliminate downtime for service or that they didn’t have the cash to purchase a number of auto belays up front. Starting at \$99.95 per month and agreeing to a two year program, the customer will now have the ability to get more auto belays up front that let them help drive revenue in their facilities while paying the low monthly

fee. There will be no ongoing fees for service, shipping and the devices will have a lifetime warranty on all parts.

The Safe-Start Rental Program was built specifically to help businesses opening back up and is the most flexible option. Customers will simply sign up for the full rental program, but after six months will have the option to buy the device, applying the first six months rental fees to the purchase price. This essentially gives customers a six-month interest free option if they choose to purchase the devices.

“With so many businesses struggling financially, we knew we needed to do something to help make the purchase process easier. We’ve already seen several large gym chains, that traditionally haven’t used auto belays in their facilities, see the value that TRUBLUEs can bring in their new standard operations,” said Chris Koske, Vice President of Marketing. “We’ve always had an internal mantra of ‘No Partner, No Problem’ and while we’d love to see climbing get back to normal, we also see the opportunity to introduce our technology to a whole new group of climbers and help businesses succeed long into the future.”

For additional information on these programs, visit us at www.trubluclimbing.com or email us at info@headrustech.com to speak to a company representative about getting started.

About Head Rush Technologies

Based in Boulder, Colorado, Head Rush Technologies is an engineering company that is on a mission to make adventure experiences more enjoyable for the user 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 #1 Auto Belay in the world), zipSTOP Zip Line Brake, QuickFlight and FlightLine Free Fall Devices. More information is available at www.headrushtech.com.

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