

TRU-FIT™

Riddell® TRU-FIT™

The fit and feel of Precision-Fit - without dedicating the helmet to an individual player. The liner system can be reconfigured to fit a different player as a program's roster evolves.

Personalized fit is achieved by analyzing a 3D image of an athlete's head collected with Riddell's Head Scanning app powered by Verifit™.

Each helmet is built with a custom combination of interior liner pads that work together to create a personalized fit and protection system.

No Fitting Foams. No Air Adjustments.

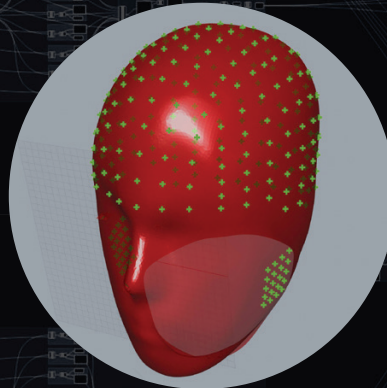


HOW IT'S DONE



ACQUIRE HEAD SCAN

The 3D scanning technology developed for Precision-Fit helmets captures surfaces accurate up to 0.5 mm. The Riddell Head Scanning app powered by Verifit™ is easy to download and use for iOS and Android devices from your app store.



FIT ANALYSIS

Riddell's proprietary fit algorithm analyzes thousands of data points from the head scan to select shell size and energy management components to generate a unique, individualized build configuration.



INDIVIDUALIZED BUILD

In Riddell's facility in North Ridgeville, Ohio, each helmet is built by combining the team's design specifications, individual player preferences, and unique build configuration. The helmet is labeled with the player's name to complete the personalization process.