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Headsweats Expands Customization Options and Introduces New Reflective Headwear

March 18, 2014 – Cincinnati, OH – Athletic Performance headwear manufacturer, Headsweats, has been customizing hats, visors and more for customers in the running, cycling, and endurance sports industries for over 15 years. For 2014, the brand has expanded their custom options as well as introduced 2 new products that offer up high visibility for athletes during dusk and dawn workouts.

Previously only available with the Headsweats logo, the elastic band on the new Grid Supervisor can be sublimated in-house with a brand or event's logo or design. In addition, all factory Custom Visor's elastic has the option to be sublimated or screen printed, offering more options for those wanting a fully-branded visor. Headsweats has also introduced new designs to its semi-custom line, which include the Grid Race Hat and Supervisor with sublimated bills and the Tri Supervisor.



High Visibility Ultra Reflective Race Hat

“The new semi-custom designs and the elastic custom sublimation or screen printing options are perfect for events or shops wanting exclusively branded headwear for their customers,” state Mike McQueeney, President of Headsweats. “We are constantly working on creating more custom options for our users so that they can express the brand that they love in a more personalized manner.”

Additionally, Headsweats has introduced a high visibility version of its two most popular styles, the Race Hat and Supervisor. Made with highly reflective fabric and reflective piping around the brim, the high visibility styles are specifically designed to help keep runners visible and safe during early morning or evening training sessions.

For more information about Headsweats and its line of technical headwear, please visit www.headsweats.com or contact Darby Communications at angie@darbycommunications.com.

About Headsweats

The Headsweats line includes ultra-light, supremely wicking performance headwear that dominates the triathlon, cycling, running and endurance markets. A spirit of innovation and well-developed partnerships such as the official headwear of Ironman globally and the official product of the Tour de France, along with unsurpassed customer service, has established Headsweats as a market leader for more than a decade. With a dedication and commitment to cutting-edge materials, innovative designs and the most comfortable, best fitting headwear in the industry, the Headsweats team is constantly looking towards the future of performance headwear. Keep a cool head. www.headsweats.com