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## **NUTCASE HELMETS LAUNCHING NEW SPRING/SUMMER STYLES IN AUSTRALASIA**

SYDNEY, AUSTRALIA – 20 July 2010 – Nucase Helmets of Portland, Oregon USA will launch new helmet styles in Sydney in time for Australasian Spring/Summer 2010.

Nucase Helmets - founded in 2005 by former NIKE Creative Director Michael Morrow - designs Street, Water, Snow and Toddler helmets with unique designs and street appeal.

The Nucase Street range includes over 20 designs that are specifically designed for bike riders and comply with Australasian, European and US helmet safety standards. They are also popular among skate, foot scooter and inline enthusiasts. In addition, Little Nutty - one of the smallest, most comfortable helmets for under 5 year olds - features 8 designs. All helmets are characterised by fun, easy to remember names such as "Fly Boy" and "Drippy".

In October 2010, Nucase Australasia will release three new designs in the Little Nutty range, including "Love", "Watermelon" and "Antique Union Jack".

The new "Love" helmet was developed in Nucase's Sydney office by Kathryn Franco in conjunction with the Nucase USA team.

In November 2010, they will follow up the release by adding the same three styles to the Street range for teens and adults to enjoy.

Sales of these are expected to be strong in the lead up to Christmas as new designs of Nucase are hotly followed by customers, fans and stores worldwide.

Nucase is sold throughout the United States, Canada, Europe, the United Kingdom, Japan and Australasia.

After first being introduced to Australia in late 2008, a growing number of Certified Nucase Dealers have been selected and appointed within the bicycle and children's speciality segments.

"Nucase which does very well all year in the right store, it is always fresh and is experiencing strong brand growth locally and overseas. It helps drive people to the product and into good stores," says Co-founder and MD Alexei Mazin.

"Nucase have been well received by bicycle stores who recognise the need to provide for customers beyond the sport/racing scene, are committed to good merchandising, and like well designed, fun products," says Co-founder and marketing chief Kathryn Franco.

**Nucase Street and Little Nutty helmets RRP \$99.00**

[www.nucasehelmets.com.au](http://www.nucasehelmets.com.au)

[www.facebook.com/nucasehelmets](http://www.facebook.com/nucasehelmets)

**Nucase helmets are distributed in Australia/New Zealand by Eureka Brands.**

[www.eurekabrands.com.au](http://www.eurekabrands.com.au)

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