



Press Release

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CONTACT: Jurgen Schulz P: 760. 683. 8328 E: Jurgen@sheltahats.com

JURGEN SCHULZ FOUNDER OF K-5 LAUNCHES VISIONARY SUN PROTECTION HAT BRAND *SHELTA is Reinventing the Sunhat with performance-driven hats that Shelta Your Head!*

CARLSBAD, CA – January 12, 2016 – SHELTA, a new high-performance sunhat brand, is excited to announce the spring '16 launch that offers innovative designs built with patent pending brim technology that reduces exposure to harmful UV rays offering sun protection for all outdoor enthusiasts.

“We are creating a new niche in the sun protection market that caters to an untapped demographic of younger and more active outdoor participants,” said Jurgen Schulz, founder and president of Shelta. “It’s not your dad’s sunhat.”

As an avid stand-up paddler who is on the water daily with constant exposure to the sun, Schulz was inspired to create hats that would not only have the technology to protect, but also be progressive and innovative from a fit and design perspective and not get in the way.

After many years of assiduous testing, Schulz was able to design performance-driven innovations to include the patent-pending, **Winged Vision Visor**, and **Convertible Cord System**, resulting in premium headwear that finally blends performance with UV protection for all outdoor adventurers and athletes.

“We are passionate about convincing fellow athletes and adventurers to reduce their exposure to harmful UV rays,” said Schulz.

The end result is a variety of high performance designs that offer different levels of sun protection for active outdoor enthusiasts. All of SHELTA’s hats feature their exclusive **Winged Vision Visor** technology, which keeps the brim from flopping in your face, even in wet or windy conditions.

Over the past two years, SHELTA hats have been field tested and given rave reviews by scores of athletes, adventurers, industry media, and even the Hawaiian Water Patrol.

- *“The brim stays in place, so awesome if you are a water person. A great design” – **Hawaiian Water Patrol***
- *“These hats stay on in the water and the stylish look is completely functional” – **Standup Paddle Magazine***
- *This is the best hat for wakeboarding and boating activities. Couldn't live without it, especially on those Lake Powell trips. - **Austin Ganz - Test Pilot***
- *“The only SUP hat that you should own.” **SUP California Blog***

- more -

- *“I've been wearing a variety of different hats for over 20 years now, having dealt with a round of skin cancer, on my nose. None of them compare to your product. The magic is in the rigid visor! Totally functional, sopping wet or dry. Fit and styling are right on point as well. A superior product to anything I've worn before it.” – **Steve Morris- Fly Fisherman***

The Shelta hat collection is presented on premium display fixtures and can be purchased now at Hansen's, Surfside, Infinity, South Coast, Blue Line Surf & Paddle, Surf Station, Boca Surf & Sail, Saltwater Angler and www.sheltahats.com. The entire collection will be available at other exceptional outdoor and action sports retailers this spring / summer.

For more information visit www.sheltahats.com. Connect @sheltahats, <https://www.facebook.com/Shelta-Hats>.

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About SHELTA:

SHELTA was founded in 2015 by action sports industry veterans Jurgen and Tom Schulz and is headquartered in Carlsbad California. SHELTA's mission to reduce the exposure of harmful UV rays to outdoor enthusiasts is spurred on by the fact that one in five Americans will develop skin cancer in the course of a lifetime. Their product is designed for function, comfort and durability, and is acknowledged as being the best and most innovative in its class. They can be reached at www.sheltahats.com or 760.683.8328*

About the Founders:

Jurgen and Tom Schulz founded and ran K-5 Boardshop for 27 years, which was nominated as “retailer of the year” three times by the Surf Industry Manufacturers Association (SIMA). From pioneering the snowboard market in the 80's to stand up paddling in 2009, K-5 was always a leader in the industry and was one of the original action sports retailers to embrace the online platform. Very active in the industry, Jurgen was one of the founding members of the Board Retailer Association (BRA).