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FOR IMMEDIATE RELEASE

Riddell® Introduces RipKord™ Shoulder Pad Technology

New Emergency Management Technology Allows Safer, Quicker Access to Injured Players

Rosemont, Ill. – June 20, 2011 – Riddell today unveiled a new shoulder pad technology that could significantly improve the way in which spine and head injuries can be treated on the football field. The Riddell RipKord is being featured at the National Athletic Trainer’s Association (NATA) 62nd Annual Meeting & Clinical Symposia this week in New Orleans. RipKord will be offered in [Riddell CPX](#) (Custom Power Extreme) shoulder pads this season and will soon be available to players at all levels of football.

“Riddell has a history of maintaining the highest levels of protection in its football equipment,” said Dan Arment, Riddell President. “RipKord’s emergency management technology allows athletic trainers and medical professionals to treat severe injuries during a critical window of time by allowing immediate access to the chest and airways.”

Removal of the shoulder pads and helmet continues to be challenging when treating injuries. Doctors and athletic trainers are often hindered in their efforts to access the injury for x-rays and MRIs or when placing a cervical collar on an injured player.

When dealing with apparent spinal injuries, the removal of shoulder pads with RipKord can be accomplished by no more than two trained professionals without removing the player from a spinal board. Current procedures require six to 10 individuals to lift a player off a spinal board even before they can remove equipment for treatment or evaluation procedures. By pulling a single cord, shoulder pads outfitted with [RipKord](#) can be quickly and easily removed by two trained professionals without elevating a player.

“The RipKord system is designed to provide a number of distinct advantages to athletic trainers and medical professionals when treating players on the field who have encountered head and spinal injuries,” said Mike Kordecki, former Physical Therapist and Certified Athletic Trainer for the Chicago Bears and inventor of RipKord. “This new shoulder pad removal system allows improved access to an athlete’s chest and airway in the event of a suspected head or neck injury. We believe that shoulder pads manufactured with RipKord can significantly improve the ability to evaluate and treat severe injuries during the critical window of time.”

For more information on Riddell RipKord visit www.riddell.com/innovation/ripkord.

ABOUT RIDDELL

Founded in 1929, Riddell is a premier designer and developer of protective sports equipment and a recognized leader in helmet technology and innovation. One of Easton-Bell Sports, Inc.’s most well-known brands and the Official Helmet of the [NFL®](#), Riddell is the leading manufacturer of [football helmets](#), [shoulder pads](#) and [reconditioning services](#) (cleaning, repairing, repainting and recertifying existing equipment).



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ABOUT EASTON-BELL SPORTS, INC.

Easton-Bell Sports, Inc. is a leading designer, developer and marketer of branded sports equipment, protective products and related accessories. The company markets and licenses products under such well-known brands as [Easton](#), [Bell](#), [Giro](#), [Riddell](#), and [Blackburn](#). Easton-Bell Sports' products incorporate leading technology and designs and are used by professional athletes and enthusiasts alike. Headquartered in Van Nuys, Calif., the company has 30 facilities worldwide.

ABOUT MICHAEL KORDECKI, D.P.T., S.C.S., A.T.C.

Michael Kordecki served as Physical Therapist and Athletic Trainer for the Chicago Bears for nine seasons. Today, he works with dozens of younger players from the high school and collegiate ranks, helping shape their futures through thoughtful and progressive rehabilitation techniques. Through his clinic, Praxis Physical Therapy and Human Performance, hundreds of patients have come to depend on his experienced analysis, straightforward counsel, and motivational guidance to successfully complete their courses of therapy or improve skills through his customized human performance programs. He holds a Doctorate of Physical Therapy, from Finch University, The Chicago Medical School and is Board Certified as a Clinical Sports Medicine Specialist by the American Physical Therapy Association (APTA). He is also a Certified Athletic Trainer and member of APTA and NATA (National Athletic Trainers Association).