



Company History

Shred Optics | Cersal Srl
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Shred Optics is based around our love for shredding, in whatever form that may be. Shredding is about the feeling you get when pushing your limits and having fun. It's a positive movement. There are no haters here.

Shred Optics: The Meteoric Rise of a Cult Brand

November 2006 in Levi, Finland, Ted Ligety and engineer Carlo Salmini called a press conference to order and announced the launch of a new goggle brand focused on providing snowboard and freeski style and attitude with the exacting alpine race high performance standard.

Ligety, off the heels of a triumphant 2006 Olympic Gold Medal victory in Torino, Italy had long since been looking for an opportunity to inject more style into ski racing. He wanted to transcend the freeride and snowboard realm with the race performance required in his sport of alpine ski racing.

The 100% athlete designed and inspired initial four-goggle line-up at the launch was the realization of that dream. Hot 80's retro neon colors fused with Italian manufacturing technology in a striking goggle with a huge, uninhibited field of view.

Copycat brands started recreating the bright and loud neon colors – ever prevalent today – as they scrambled to catch up with the trend-setting athlete-inspired designs. Shred continued on its path unintimidated by the bloated budget big boys. It soon became an official supplier of the US Ski Team and began making inroads into the freeski and snowboard worlds with athletes identifying with the Shred philosophy of inclusion and love of shredding.

Since 2006, the Shred catalog has grown from just four goggles to over 34 and has added equally loud and impressive certified race and freeride helmets to the lineup as a perfect compliment to the popular goggles. Shred style and eye protection is now furthermore witnessed in the complete array of fashion sunglasses, again melding athlete inspired style and Italian manufacturing into a transcending phenomenon.

From the modest beginnings in Levi, Finland to an internationally recognized and respected brand of athlete-designed and inspired products, Shred is experiencing a feverish following and solid growth in winter snow sports communities all over the world.

[more]

For high res download press photos of Shred Products, logos and action , go to:

<http://www.shredoptics.com/press/pressresources2010-2011>

For a list of Shred Optics Distributors and Retailers: <http://www.shredoptics.com/dealers>

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