



THE AIRBLADE HOCKEY STICK

Background

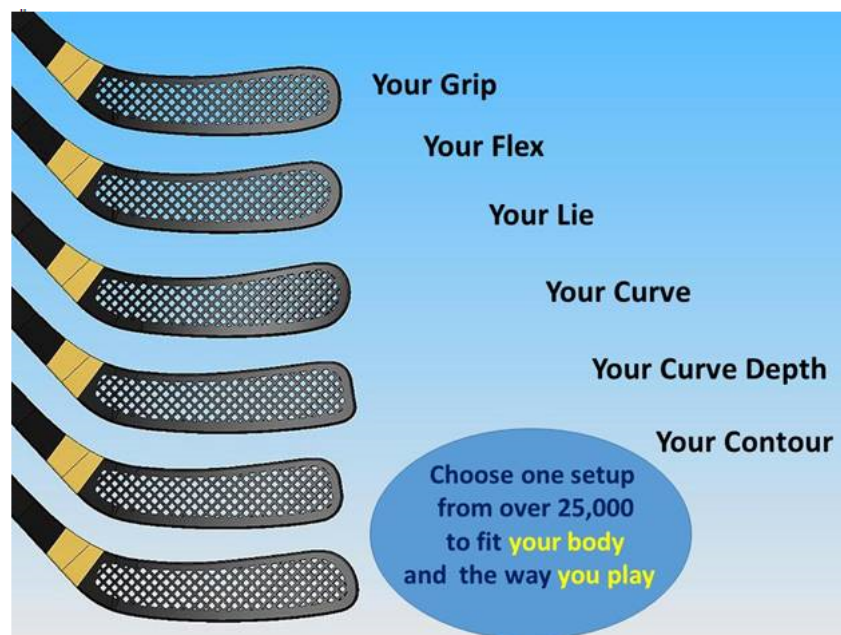
Carbon Sports LLC was founded by Boston-area residents Tovi Avnery and Scott Heitmann. Tovi is an engineer and inventor, and Scott is a material scientist, expert in carbon fiber and composites, and hockey player/enthusiast. When these two put their heads together, they came up with the most innovative new hockey stick since the arrival of carbon fiber sticks two decades ago – the AirBlade.



Benefits of the AirBlade Design

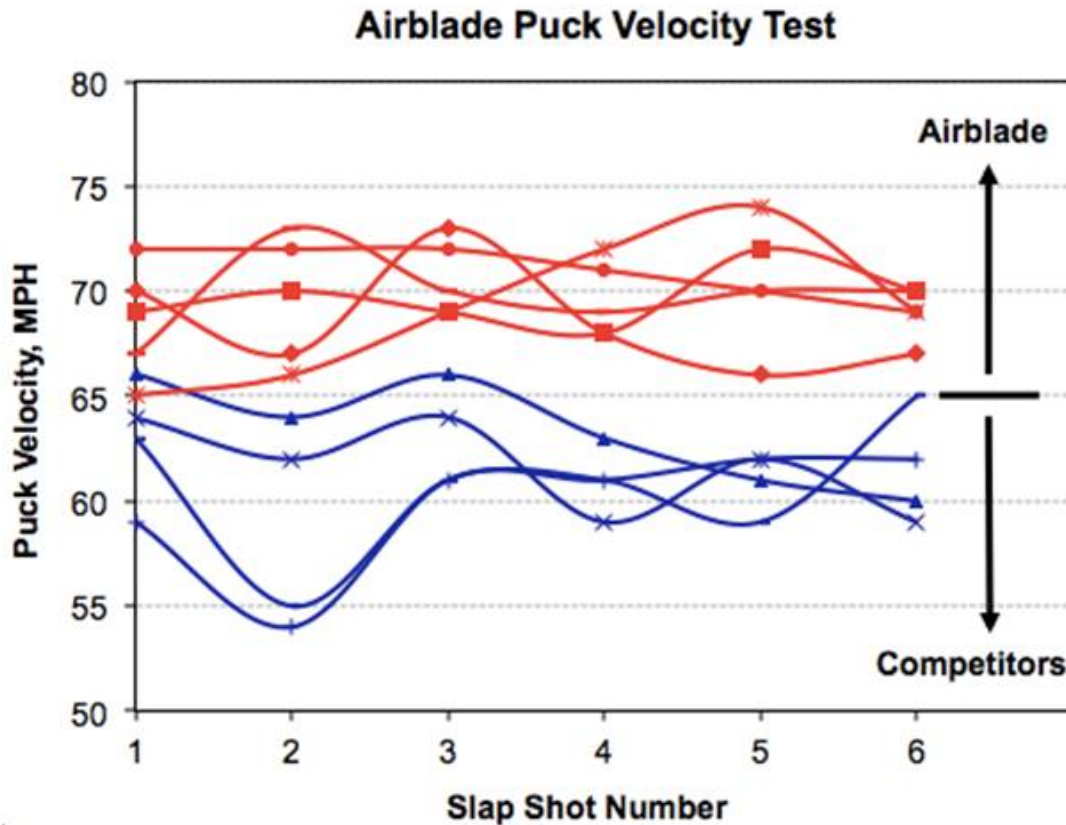
The patented AirBlade has eliminated the foam core found in all other carbon fiber hockey sticks on the market; it has a unique crisscross design that enables air to pass through the blade. It gives players faster shot speeds, more accurate shots, and less wind resistance. It also gives them back the feel of the puck, which was lost when wood sticks were replaced by carbon fiber sticks. Importantly, because the blade of the AirBlade is made of solid carbon fiber composite, it is resistant to wearing down and delaminating, which is a huge problem with current carbon fiber sticks. Because of this durable construction, the AirBlade will last significantly longer, saving players money and time by not having to purchase new sticks regularly.

Additionally, players will be able to custom-order their AirBlade to fit their body and their unique style of play. While the pros have been able to do this for years, recreational players are stuck with the models sold in stores by the hockey stick giants. In contrast, players who purchase the AirBlade will be able to customize their sticks to suit their orientation (left or right), blade length, shaft flex, lie, curve depth, curve type, face angle, and grip coating. There is also a choice of six different blade models. This is an incredible option that has never been available to most players before.



Carbon Sports has tested the AirBlade for more than two years and has received feedback from NHL pros, NCAA Div 1 and 3 players, as well as countless recreational players. They were pleased to offer their testimonials on video (link below). You will see the famous “Miracle on Ice” Olympic champion Michael Eruzione, and three NHL pros. (Additional video testimonials will be posted.)

After extensive lab testing, field testing, and long-term player usage, we regard the AirBlade to be the gold standard of hockey sticks. A player will experience: faster puck speed (due to reduced air resistance), much better feel of the puck (better traction due to criss-cross design), higher accuracy and aiming (due to a large sweet spot), practically no puck bounce (no foam core), and much better durability (new material and patented design).



Carbon Sports is launching a Kickstarter campaign on **Sept. 29, 2014**, to raise the funds necessary to purchase the machinery needed to begin production of the AirBlade. The product will be manufactured at the Carbon Sports facility in Massachusetts. Individuals who invest through Kickstarter will receive rewards, depending on investment amount, including a customized AirBlade at a discounted rate.

Please feel free to check out Carbon Sports:

Website: www.carbonsportsllc.com

Video Testimonials: www.carbonsportsllc.com/#!/testimonials/c1viv

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