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Schutt F7 VTD Professional Football Helmet



I. Executive Summary

“We manufacture equipment for players”, at Schutt Sports, those five words are everything. Schutt Sports are focused on players, from the manufacturing line to the sales agents on the road to top management keeping the machine going. The dedicated leaders who give everything they have to the game, every game, practice, and moment. Schutt Sports is the leading manufacturer of football helmets and faceguards in the world. Three out of every four professional football players wear Schutt gear on the pitch. Our Vengeance, AiR XP Pro, and DNA helmets are the only ones in the world with TPU Cushioning, which is the same material used by the US military for fighter pilots and paratrooper helmets. In terms of both form and function, our faceguards are the greatest in the world. The most important person in our world - the player - determines the standards by which we construct our gear for maximum performance. We share the player's passion, energy, and dedication to the game. Players know what they want, why they want it, and that if they achieve it, they'll be successful. We've been making their gear for nearly a century, with the sole objective of allowing players to focus and perform at their best. Schutt Professional Football Helmets are used by most players because of our world-class TPU Cushioning, face masks, and head protection.



II. Industry Overview

There are 160 employees at Schutt Sports with an estimated revenue of \$36.5M, with a 7% rate in employee growth. We are the #1 manufacturer of football helmets and faceguards in the world with approximately 60% market share at all levels of the game (youth, high school, college, and pro). In addition, it is the country's largest batters helmet manufacturer. Schutt Sports now tests over twice as many helmets as industry regulations demand, making Schutt Sports the leading reconditioner in the sporting goods business.

III. Trends

Some new trends at Schutt Sports specifically for football would be the new F7 helmet which has taken the football helmet market by storm, becoming one of the most used helmets in professional, collegiate, high-school, and youth. There are two different versions of the F7, there is the VTD and the LTD, but the LTD is not available on the market yet. An upcoming market disruptor is the Schutt F7 series, which is now a competitor with Riddell's Speed Flex series along with the Vicis helmets. The Schutt F7 LTD is an upcoming helmet that will soon be able to be purchased and will push Schutt helmets to the very top of the football helmet market. The VTD posted eighth out of twenty-six helmets tested in the Virginia Tech STAR Rating System. If you are unfamiliar with the Virginia Tech STAR Rating System, the system tests every aspect of the helmet from weight to protection and the lowest score is the best rated. This new helmet will have a newly re-engineered shell design, an enhanced fitting system, and new anti-friction, low-profile faceguards with all new attachment points. Exhibit 1 below shows a comparison of different helmet weights from the Virginia Tech Study. With a titanium faceguard, the F7 VTD

weighs just under 4.1 lbs.

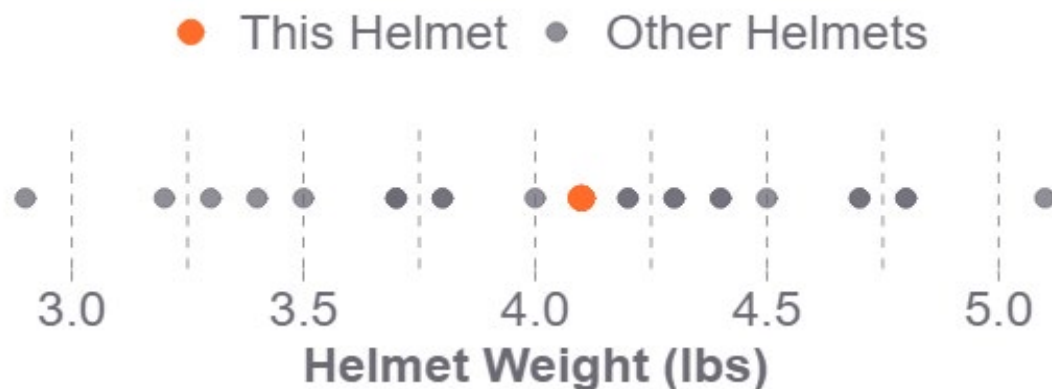


Exhibit 1

A challenge to Schutt's future growth will be to continue putting out the safest and most comfortable helmets that can keep up with or surpass other football helmet companies in the market while keeping an affordable cost on each of their helmets. The Riddell football helmet company is Schutt's biggest competition in the football market, although Vicis has put out the safest helmets it is quite difficult to put your faith in a helmet company that has gone bankrupt before, so Riddell is Schutt's biggest competition in the football helmet market.

IV. Key Players/ Competitive Analysis

Schutt is competing with Riddell, Vicis, Xenith & Light in the football helmet market. With Riddell having the Speed Flex series, they are the top manufacturer/ key player in the American football helmet market right now. Schutt is ranked second, Xenith third, Vicis fourth, and Light at a fifth place according to this Fox40 website which talks about American Football helmets global industry, and market trends. Vicis's advantage in the football helmet market is that they make the highest-rated helmet in protection according to the Virginia Tech football helmet rating system. Vicis is also the first company to come out with a position-specific helmet which is the

Vicis Zero2 Trench, which is made specifically for the offensive and defensive lines. The Zero2 Trench costs \$875 and is the top-rated helmet according to the Virginia Tech study. The Vicis Zero2 costs \$775 and is the second highest rated per the Virginia Tech study. Riddell's Speed Flex Diamond is the fourth highest-ranked helmet with an affordable cost of \$499. Xenith's Shadow XR is the fifth highest-ranking helmet at a less affordable cost of \$679. Schutt's F7 VTD is the seventh-highest ranked helmet behind the Vicis helmets and the Riddell Speed Flex, it sits at a decent price at \$749. The Virginia Tech study has the VTD listed at \$975, which is a contradiction to the Schutt Football Helmet website. Light's LS1-CV is the thirteenth ranked helmet out of twenty-six that Virginia Tech tested and received a five star rating and, the cost of this helmet is \$550. Below in Exhibit 2, is a summary of the pricing and rating for each manufacture.

| <u>Manufacturer</u> | <u>Cost</u> | <u>Rating</u> |
|----------------------------|-------------|---------------|
| Vicis Zero 2 Trench | \$875.00 | 1st |
| Vicis Zero 2 | \$775.00 | 2nd |
| Riddell Speed Flex Diamond | \$499.00 | 4th |
| Xenith Shadow XR | \$679.00 | 5th |
| Schutt F7 VTD | \$749.00 | 7th |
| Light LS1-CV | \$550.00 | 13th |

Exhibit 2

The strength of Riddell's football helmets is that it is the most well-known football helmet on the market with a very good cost to their Speed Flexes, it is known for their signature chinstrap which is very convenient in the way that it works. Instead of bucking and unbuckling the chinstrap, all you must do is pull it at the top to make it tighter and loosen the bottom part by pushing a button and pulling the strap downwards. The weakness of the Riddell Speed Flexes is that you have to order it online and you don't have the opportunity to try one on in person to see

if it is comfortable for you or if it is the right size or not. The strengths of the Schutt F7 VTD is that it has 3DM tectonic plate technology, TPU cushioning and the helmet stability system while the helmet only weighs 4.1lbs. The biggest disadvantage of this helmet is that the helmet has a very high impact rating from low, medium, and high impact hits which means the user of the Schutt F7 VTD helmet will feel the hit more in the head rather than the helmet absorbing the hit. This is shown in Exhibit 3 below giving the rating of the impact that the helmet can absorb.

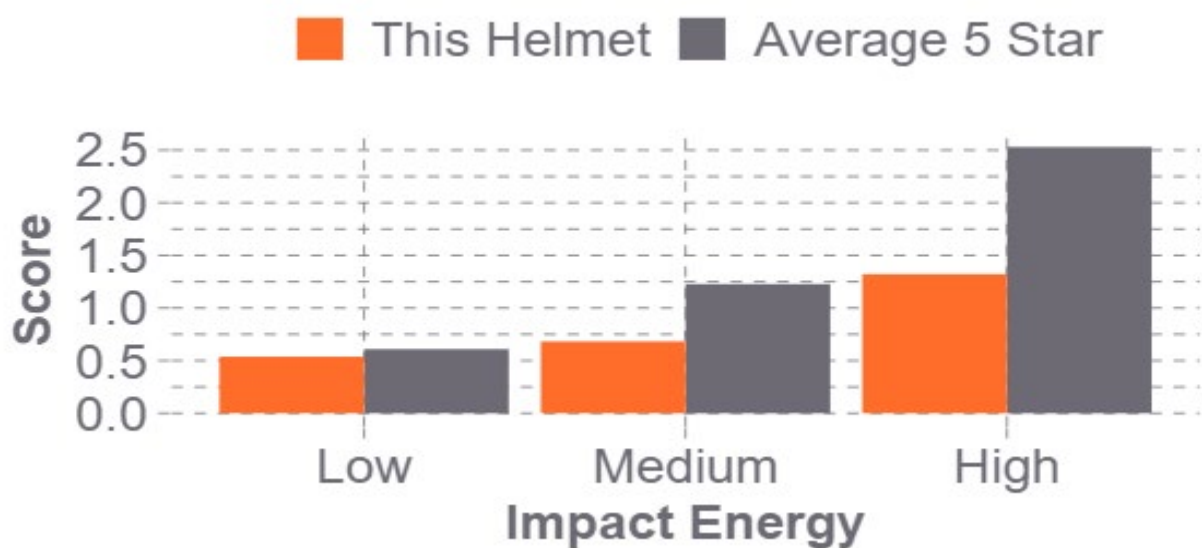


Exhibit 3

The biggest strength of the Vicis helmets is that they are ranked the highest in protection and comfortability. Vicis is also the first company to come out with a position-specific helmet which is for linemen on offense and defense. The biggest weakness with Vicis is that they have gone bankrupt before because of financial problems, but they were bought from an investment firm Innovatus Capital Partners back in April of 2020. The biggest strength of Xenith football helmets is that they are designed to maintain the athlete's natural center of gravity by evenly distributing weight and pressure across the entire head making them the most balanced helmets

on the market. Xenith's biggest weakness is that they are not the most well-known football helmets on the market which results in few reviews and ratings. The benefits in Light's helmets starts with its light weight of less than 3 lbs., has an advanced composite shell, armor form liner transitioned from the military, and are resizable within any shell size. Just like Xenith, Light is not a very well-known football helmet brand, and the company is very new to the market which is its biggest weakness.

V. Recommendations

Although there are many strengths and weaknesses to every football helmet in the market, the biggest reason to pick one helmet over another is the look, feel, and safety of the helmet. Some helmets may fit some players better than others, and some players may like one helmet over another just because of the look. Both the Vicis Trench and Vicis Zero2 have the highest safety rating out of all other helmets and have been known to be the most comfortable helmets on the market which make them great helmets. The Riddell Speed Flex Diamond is a very safe helmet as well as very affordable, the Speed Flexes also have their signature pull to tighten chin strap technology which is why so many people love the helmet and why I used the helmet for five years. Personally, my favorite helmet brand I have worn is the Schutt F7. This is because I love the way it looks and feels on my head, it is a very comfortable helmet, and it has less impact on my head than any other helmets I have worn. Although helmet testing websites say that some helmets absorb hits better than the VTD, I don't feel as much pain in my head compared to when I wore the Riddell Speed Flex. Even though my paper is written about the Schutt F7 VTD, all the other helmets I have talked about are top-tier helmets. Just because I prefer the VTD over any other helmet, does not mean that I am trying to deter the reader from taking a look at all helmets and making their decision on what feels right to them and what they like most.

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