



## For Immediate Release

### Head Rush Technologies Partners with Granite Insurance

**Louisville, CO – March 13th, 2025 – Head Rush Technologies is expanding its partnership with Granite Insurance to provide** insurance incentives for clients who invest in risk management products and practices. Following the successful rollout of a similar program for zip line operators and adventure parks, the expanded partnership seeks to incentivize safety best-practices across the climbing industry. Incentivized rates will be available for qualifying climbing gyms, family entertainment centers, and other facilities that offer climbing walls and attractions.

Head Rush Technologies is best-known as the makers of the TRUBLUE Auto Belay. With over 50,000 units sold globally, TRUBLUE is the top-selling climbing auto belay in the world today. By partnering with Granite Insurance, the manufacturer aims to provide incentives for new and existing TRUBLUE customers to make investing in safety more affordable.

“With everything we do, safety is always the top priority,” said Head Rush’s Vice President of Sales, Kraig Corbin. “We’ve worked with Granite Insurance in the past and we’ve always been impressed by their commitment to promoting safety throughout the adventure industry. In the same way that safe drivers get incentives for their car insurance, it only seems right that safe climbing facilities should be rewarded for their efforts.”

The new program is expected to reward qualifying climbing facilities with reductions on their insurance premiums. Implementing safety products such as belay gates, sequenced connectors, and height sensors will help to increase potential savings for qualifying clients.

Particular emphasis is being put on the early adoption of new safety technologies because of their potential to reduce clipping errors, statistically the most common source of reported auto belay injuries. Sequenced connectors such as the TRU-CLIP Connector are designed to reduce human errors like clipping into the wrong harness loop or catching the carabiner gate on the belay loop.

For climbers who have forgotten or neglected to clip in entirely, height sensors provide an automated warning system. The goal of a height sensor is to alert staff that an unprotected climber has reached an unsafe height, initiating a rescue process if necessary. Head Rush Technologies plans to begin taking pre-orders on a new harness-based height sensor on March 25, 2025, with orders shipping in early May.

Other considerations for premium reductions may include adherence to auto belay best practices, such as required orientations, annual service compliance, auto belay signage, and device registration. The number of auto belays used in a given facility may also be taken into consideration.

Prospective facilities are invited to contact a Head Rush Technologies representative to help determine if they qualify for an incentivized insurance premium with Granite Insurance.