



Fiorano Modenese, 31/01/2019

To the attention of the whole
ATK BINDINGS® Sales Force, Resellers and Customers

OBJECT: OUTDOOR CONTENT HUB BINDINGS TEST

Dear Partners,

In the last days, an article regarding a Bindings test was released on some magazines. The test and the article have been produced by a Company called Outdoor Content Hub.

First of all, we firmly disagree and take distance from this test/articles, which present several inaccuracies.

We will pretend an **immediate denial and Errata Corrige publication**, especially on some aspects of the test which are completely wrong.

On a second level, we can proudly state that the whole ATK BINDINGS® products have imposed themselves on the market thanks to a huge development carried out with endless on-field and laboratory tests.

The aim of ATK BINDINGS® R&D, Product Testing and Design has always been clear to everyone and always firmly claimed by ATK® as a Brand: **develop the lightest bindings with the best performance/safety ratio available on the tech bindings market!**

The success of our development and strategy is daily shown by thousands of Customers that are greeting with ATK® for the on-field performance, functionality and solidity grant by our bindings compared to the Competitors ones, especially in difficult/extreme conditions where tech bindings are supposed to be challenged.

We wait for you at the ISPO Show (HALL 3, BOOTH 108).

ATK BINDINGS® will present the greatest tech bindings collection ever!

As usual, we stay at your disposal for further information and support.

DAVIDE INDULTI
ATK BINDINGS® PRODUCT MANAGER

 **ATK BINDINGS**

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