

# Helm **Glow Up**

**Innovative Nordic leather**





**LUMINESCENCE IS  
NATURE'S WAY OF  
ABSORBING  
ULTRAVIOLET RAYS**  
either from sunlight  
or artificial light  
**AND EMITTING IT  
AS LIGHT FOR A  
PERIOD OF TIME**

# The breakthrough in high visibility

Helm  
**Glow Up**

*Innovative and exclusive luminescent technology.*

## **Extended duration**

Up to 8 hours of  
non-stop glow\*

\*\*The time may vary with  
different colors and backgrounds

## **Textures and colors**

A number of different appli-  
cations for the fashion and  
technical industry

## **Wide range of leather**

Stretch and stiff leather,  
of any thickness





Helm  
**Glow Up**

# How does it work?

Helm Glow Up emits light, making the material **visible also in total darkness**.

**Lasts up to 8 hours** and the technical features of the material do not change.

All the products can be used the same way in darkness and in normal light, without

any additional adjustment.

**Helm Glow Up leather has the same technical features as the standard product.** We have managed to add photoluminescence to our consolidated products, without any effect on their reliability or performance.

## In the daylight

**Glow Up inserts used for casual, trendy or technical footwear have the same technical and aesthetic features as non-luminescent products.**



## In the darkness

**Glow Up inserts emit light for about 8 hours. The material preserves all of its features.**



Helm  
**Glow Up**

# Applications

Helm Glow products are made for people who are looking for long-lasting high luminosity for security and aesthetic reasons.

**They can replace standard products without any adjustment.**

- ❌ No forbidden substances, it is **phosphorous and flourine-free**
- ❌ **In daylight Glow Up colors looks like an ordinary color, but in the dark they start to glow**
- ❌ **No special treatment will be required** from either the producers or end users
- ❌ Immediately available and reliable technology **for diversifying your product range with new fashion and safety effects**
- ❌ **The technical features of the products remain unchanged**
- ❌ **A wide range of versions:** stiffer or more elastic, varied thickness, customizable textures with fashionable and technical elements, infinite colors to meet your needs.

## Some examples of usage:

- ❌ Casual fashion and children's shoes
- ❌ Bags and accessories
- ❌ Upholstery and interior design
- ❌ Trendy apparel and sportswear
- ❌ Technical and safety footwear

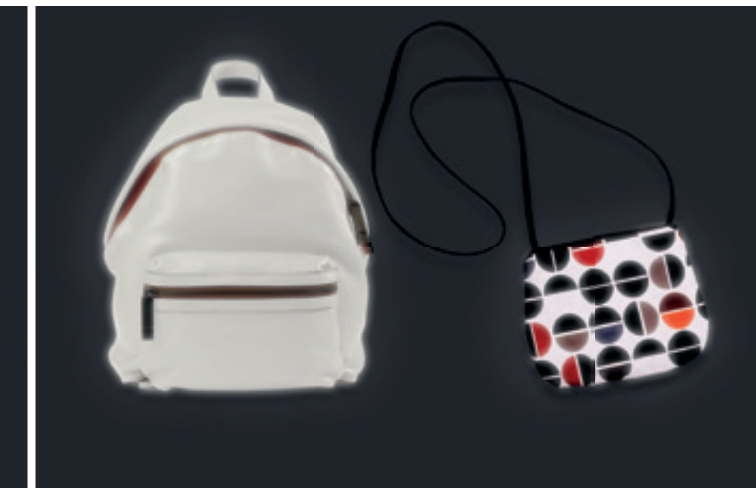
**1**

Casual, trendy, technical & children's footwear



**2**

Bags and accessories



**3**

Upholstery, sofa beds & chairs, special interior design

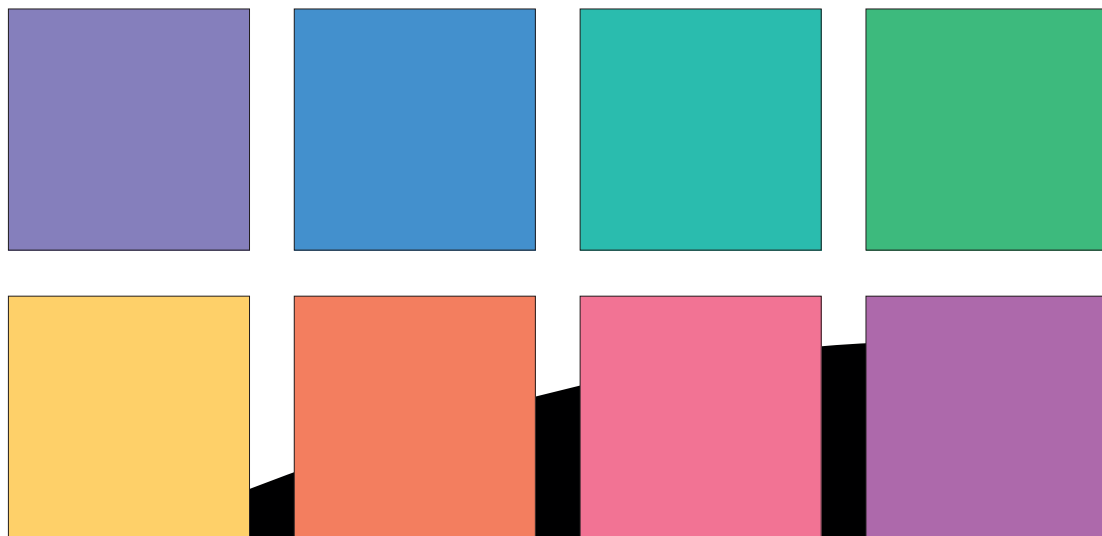




# Available colors

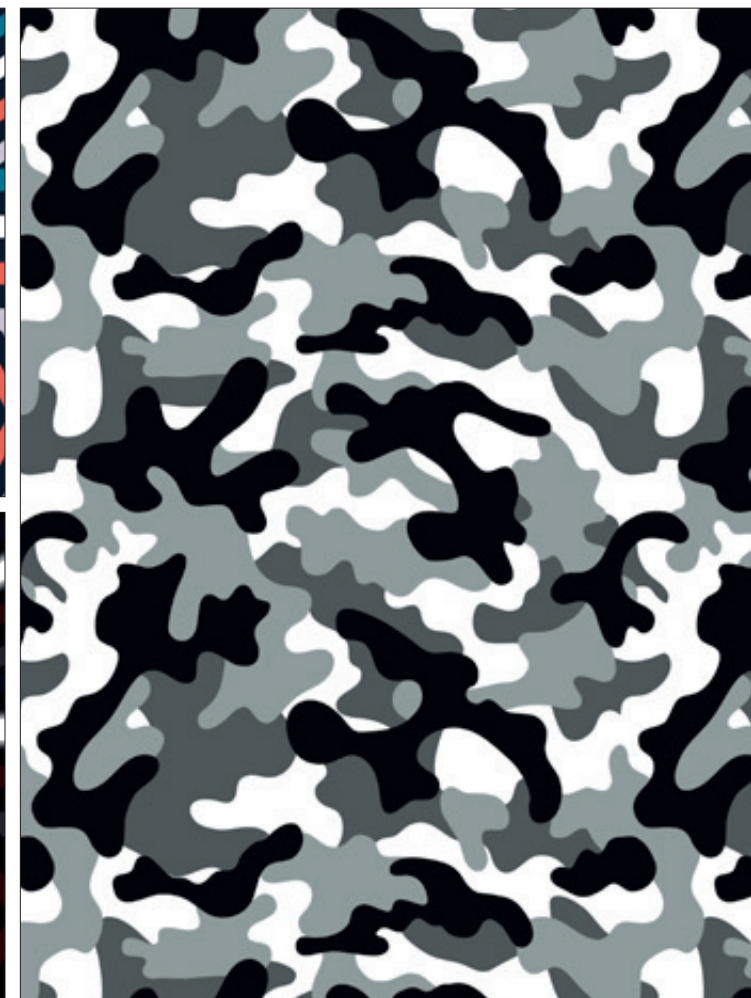
Helm Glow Up can use  
**any color and grain.**

Some examples:

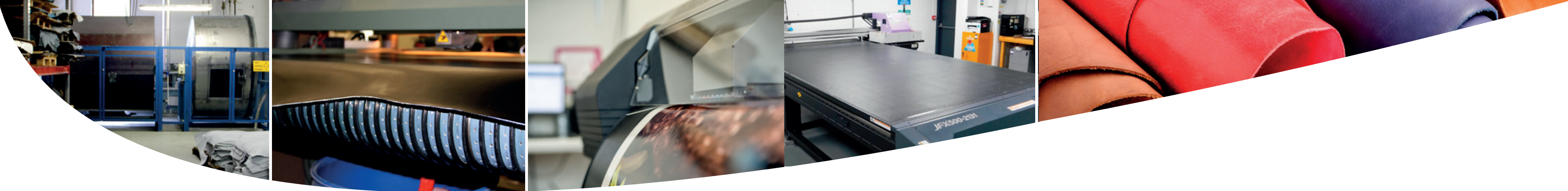


Helm Glow Up is also available for digital printing:  
offering an exclusive opportunity for designers to  
create unique designs.

# Digiprint







# Helm Grupp

Helm Grupp is the leading supplier and exporter of PU split leather in the Nordic area since 1991.

Helm Grupp runs the only factory in Northern Europe with the licence to produce Permair Porvair PU coated natural leather. This leather is used to produce safety footwear in line with EN ISO 20345 requirements.

Our clients are the biggest footwear factories in Nordic countries like Sievin Jalkine Oy, Ejendals AB, Sika Footwear A/S, Kavat AB etc.

The entire production of Helm Grupp takes place in its factories in Finland, while research and development is handled in Estonia.

For a number of years, Helm Grupp has been focusing on the development and production of cutting-edge high-tech materials.

Our customers rely on us for special projects combining technology and style.







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