

**TruBlue Technologies**  
1699 Cherry Street, Suite C  
Louisville, CO 80027

**TruBlue Technologies Media Contact:**  
Marketing@TruBlueTech.com



January 20, 2026

**FOR IMMEDIATE RELEASE**

**HEAD RUSH TECHNOLOGIES REBRANDS TO TRUBLUE TECHNOLOGIES,  
MARKING A NEW ERA IN ADVENTURE & PROFESSIONAL SAFETY**

*New Name Reflects Company's Global Growth and Broader Focus on Safety-at-Height.*

**Louisville, CO – January 20, 2026** – Head Rush Technologies, the global leader in adventure safety products, is proud to announce its rebrand as **TruBlue Technologies**. The new name reflects the evolution of the company over the past 5-10 years, with new product lines, new geographies, and the expansion of its flagship product, the TruBlue Auto Belay, into new safety-at-height applications.

Over the past year, TruBlue Technologies has strengthened its service capabilities in the UK, established its presence in China, broadened its safety product portfolio, and advanced key initiatives such as its annual service subscription, the No Delay Belay program, all designed to deliver greater reliability, consistency, and value for customers globally. These developments reflect the company's continued growth and its focus on supporting customers with scalable, dependable safety solutions as their needs evolve across both adventure and professional work-at-height environments.

Building on its patented magnetic braking technology, TruBlue Technologies is advancing solutions for firefighter and line worker training, as well as professional work-at-height use cases worldwide, with its newest product, the TruBlue SafeLine. The company will continue delivering industry-leading products for climbing, ziplining, and free fall.

**“This change isn’t just cosmetic. It reflects a natural evolution of who we are and where we’re heading,”** said Lea Ann Zuellig, CEO of TruBlue Technologies. **“The TruBlue name represents our most recognized and trusted product, known for safety, reliability, and performance. Driven by continuous innovation, we remain deeply committed to the adventure industry. As we build on this foundation, we’re expanding into new frontiers – including new product lines, new local support capabilities around the world, as well as professional training and at-height work. These worlds will inform and strengthen one another, helping to push our safety products even further.”**

Since introducing the TruBlue Auto Belay in 2010, the company has significantly expanded its product line and global footprint. TruBlue Technologies is headquartered in Louisville, Colorado, with offices in the UK, France, and China. The company partners with more than 120 distributors and over 30 service centers worldwide, supporting safer and more accessible climbs for users across six continents and 60 countries. With more than 67,000 devices in the field and continued growth in new professional markets, TruBlue Technologies is positioned for a strong next chapter.

The rebrand will bring no disruption to existing customers or partners. The company's mission, team, and product quality remain unchanged, and the new name better reflects its future scope. TruBlue Technologies will implement the transition in phases, beginning with logo and website updates in the coming weeks and extending to new product branding over the next several months.

###

**About TruBlue Technologies:**

At TruBlue Technologies, we engineer industry-leading solutions that empower both adventure seekers and professionals to perform confidently at height. Our cutting-edge magnetic braking technology and precision-engineered products redefine safety-at-height, ensuring seamless, repeatable performance in even the most demanding environments. From climbing gyms and adventure parks to training facilities and dropped-object prevention, TruBlue Technologies provides reliable, innovative safety solutions that empower users to push limits while trusting in the highest safety standards.