



THE HUNDRED



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MASURI TO BECOME OFFICIAL HELMET AND NECK PROTECTION SUPPLIER FOR THE HUNDRED

The Hundred has today announced that Masuri will be the Official Helmet Supplier ahead of the exciting new competition launching in 2021.

The action-packed 100-ball competition will be sporting a brand-new look in the way of a painted helmet range that compliments each of the eight men's and women's teams' playing kits and branding.

James Brown, Senior Commercial Manager for The Hundred, said: “In Masuri, we are partnering with a market leader who shares our ambition to throw cricket’s doors open to all. Together, we have designed bespoke, painted helmets which show off the team’s colours and we will continue to collaborate as we build towards the competition launch in 2021, bringing the excitement of 100-ball cricket to fans.”

Masuri who will manufacture helmets for The Hundred in the UK, has been making cricket helmets since 1991 and has continued to innovate and push the standard of safety and protective products ever since. In addition to the range of customised painted helmets, the partnership will also include the supply of Masuri StemGuards, ensuring players have access to the highest level of head and neck protection available on the market.

Sam Miller, CEO of The Masuri Group, said: “The Hundred promises to be brilliant entertainment in 2021, and we’re delighted to be part of it. The painted helmets we’ve designed together will give players the very best protection while ensuring they’re kitted out in team colours. We can’t wait to see them in action helping showcase cricket to a whole new audience.”

The Hundred is an action-packed, unmissable new 100 ball cricket competition that will put fans on the edge of their seats. Launching in 2021, the competition aims to grow the game and everyone is invited. Featuring world-class players and homegrown talent, in eight brand new women's and men's teams based in Manchester, Leeds, Nottingham, Birmingham, Cardiff, Southampton and London.

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