

## Advanced Ballistic Head Protection Helmets and Accessories for the Military and Law Enforcement



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- Yoav Kapah

CEOCFO: **Mr. Kapah, what is ArmorSource?**

Mr. Kapah: ArmorSource is a company that manufactures advanced ballistic head protection products for law enforcement and military applications worldwide. We take tremendous pride in supporting the US military and various law enforcement agencies here at home.

CEOCFO: **Would you tell us a little bit about head protection – some of the basics of what is involved in creating something that really does the job.**

Mr. Kapah: Head protection in our segment of the market is best described as a helmet. It protects you in two different ways. First, it provides protection against ballistic threats. This refers to protection against blast fragments, such as those produced from a grenade, as well as bullets, typically handgun bullets. The second type of protection offered is against blunt impact. For example, if a law enforcement officer or a soldier is in the field and someone throws a large stone, brick, or any heavy object at his head, the helmet should protect him against the G-Force that the impact of the object creates with the helmet.

CEOCFO: **What is special about an ArmorSource helmet? Why would we want an ArmorSource helmet as opposed to one from another company?**

Mr. Kapah: First I would like to say that we prefer to lead the market, not be led by the market. The point is that we are using the most advanced techniques, materials, and designs that are lighter, but still provides higher performance levels than other helmets in the market.

CEOCFO: **How so? Would you give us an example of what material might be and how it works better?**

Mr. Kapah: There are two basic types of helmets made. It is the army helmet and the police helmet. The conventional helmet weight for the past five years was about 1.5 kilos or 3.3 pounds. Today we have succeeded to deliver helmets at less than 2.2 pounds or less than one kilo. Any weight that is taken off of the users head helps him and lets him keep the helmet on for a longer period of time. You can see it frequently on the news where the soldiers are taking the helmets off of their heads because they are too heavy. Keeping that in mind, we are trying to give them protection to the head, making it user friendly and more comfortable for a longer period of time.

CEOCFO: **How do you find new materials? Do the materials change often?**

Mr. Kapah: I am working very closely with the materials manufacturers. I am sure that you have heard of DuPont, Honeywell, DSM, and Teijin, which are the four big players in the market. They have the basic materials

and our engineers, along with myself, are making changes to the materials by the experience that we have in ballistic protection and creating new materials that will give us better performance. Additionally, these companies are working day and night to create new materials in order to be ahead of the market again with better and lighter materials.

CEO CFO: **Are there many companies that make helmets for the military? What is the competitive landscape?**

Mr. Kapah: There are four major companies in the US currently. There is 3M, Gentex, Revision, and of course ArmorSource.

CEO CFO: **Is cost a factor if you have a better helmet?**

Mr. Kapah: No, it does not come down to money. They are looking for the product that will be most comfortable but have the highest protection possible and also be able to use for a longer time.

CEO CFO: **Is there more attention from law enforcement these days with so much attention to policing?**

Mr. Kapah: There is more demand now.

CEO CFO: **Do you maintain an inventory? Do you manufacture based on an order? Do police departments want a logo on their helmets? What is the range of what you are able to do and what you need to do?**

Mr. Kapah: We have small quantities of various helmets in inventory, but we normally manufacture to order and we are able to do most anything that is requested. Our capacity is more than forty thousand helmets a month. We can make helmets for any customer very quickly and the lead time from order to supply is very quick.

CEO CFO: **Other than the US military, who is using your products? Do you have a global reach? Are there particular countries.**

Mr. Kapah: We are an international company. We are selling in Europe. We see a big demand there. We are selling in Israel, in Australia, in Singapore...globally. There are too many to name but we are selling our helmets globally to all NATO approved countries.

CEO CFO: **Is that mostly to the military?**

Mr. Kapah: It is mostly military.

CEO CFO: **How is business?**

Mr. Kapah: Thank God, we have no complaints!

CEO CFO: **Do helmets wear out?**

Mr. Kapah: They are warranted for ten years.

CEO CFO: **How do you reach out to potential customers or are you known in the industry at this point?**

Mr. Kapah: I have been in the business for forty years. I have many connections with people all around the world, and all opportunities are published on the internet. Of course, we have contact with the users, so we know the people. That is the way you build up the business. In Europe, the moment that you have a special product or you are different and differentiate yourself from others, it is going into the market very quickly.

CEO CFO: **Do orders come directly to you or do you work through distributors or buying groups?**

Mr. Kapah: We have agents internationally. In the US, with the DoD, we are working directly and with law enforcement, we are working with distributors for the most part.

CEO CFO: **Would you tell us a little bit about your testing facilities? How do you ensure that what you are offering will stand the test of time?**

Mr. Kapah: We have test equipment to test the helmet in accordance to the military specs and law enforcement specs. We have our own internal ballistic lab so we can shoot and test the helmets with all of the fragments and the bullets that are required by the specs. Our ballistic lab is adjusted to the military requirements. For the non-ballistic testing, we have all the equipment that the US Army defined and we

have everything in-house. We are testing the non-ballistic impact, the compression, and all of the other testing as required. This is followed up by third party testing facilities, testing for the same requirements.

CEO CFO:  
Mr. Kapah:

**Are there many changes in bullets and in weaponry that you need to consider?**

It depends. With the new helmets and the new requirements, there are some changes. However, I cannot discuss all of them.

CEO CFO:  
Mr. Kapah:

**What is ahead for ArmorSource? Will there be anything different in the next six months or a year?**

Every year in January we generally participate in the Shot Show. We are coming with a new product where we will hold a conference to disclose it. For the next year we are going to double our revenue by entering into the new markets and new projects that we are working on right now.

CEO CFO:  
Mr. Kapah:

**Why is ArmorSource a noteworthy company? What makes ArmorSource special?**

Many people are coming over and visiting and seeing the plant. First of all, I manage it as a family, if you understand, in a good way. The employees are very important to me and their comfort and their benefits are important to me, just as those things are important to myself. I just had a visitor from the government about two weeks ago, tell me, "Wow, I visited a few plants that manufacture and I did not see a one hundred and twenty thousand foot building that is completely air conditioned and humidity controlled and that the environment for the employees is so nice!" He told me, "If I had to work in production, I would like to work for you!" That says a lot to me. The people that we have working for me; they just love to work! They love to come to work and they are not looking for other jobs and I can see that the turnover with my direct employees is very low. It is also a very, very clean and organized place.

