

MHW

2026 SNOW CATALOGUE



www.madhatterware.com

FIND YOUR EDGE

MBW

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HELMETS

MHW

FIND YOUR
EDGE



MHW S-298 SERIES



OPEN CELL
PADDING



S-298 Series Features:

- Lightweight In-Mold Shell
- ASTM F2040/CE EN10772007
- 7 Vent System
- Removable ear pads/linear
- Weight 11.5g M, 12g L
- Audio Ear Pockets
- ERT™ Impact Energy Management
- Fidlock™ Magnetic Buckle
- Micro-Adjustable Dial Fit



Powered by ERT®

Advanced head protection designed to outperform traditional systems by managing both linear and rotational impacts.

MHW S-298 SERIES SKULLY

Our signature helmet- skate-inspired design meets mountain-ready tech. A clean, low-profile silhouette and minimalist look brings street style to the slopes. Ultra light weight (<12 oz), without compromising on safety or comfort. **Head Protected, Confidence Unlocked!**



BEST SELLER
OG SKULLY BLK
MHW-1002



OG SKULLY WHITE
MHW-1002



SHREDDER RED
MHW-1003



SHREDDER PINK
MHW-1003



Powered by ERT®

Advanced head protection designed to outperform traditional systems by managing both linear and rotational impacts.

MHW S-298 SERIES TAG

Our signature helmet- skate-inspired design meets mountain-ready tech. A clean, low-profile silhouette and minimalist look brings street style to the slopes. Ultra light weight (<12 oz), without compromising on safety or comfort. **Head Protected, Confidence Unlocked!**



BEST SELLER
MHW TAG
MHW-1006



MHW TAG White/BLK
MHW-1006



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Advanced head protection designed to outperform traditional systems by managing both linear and rotational impacts.

MHW S-298 SERIES DESIGN

Our signature helmet- skate-inspired design meets mountain-ready tech. A clean, low-profile silhouette and minimalist look brings street style to the slopes. Ultra light weight (<12 oz), without compromising on safety or comfort. **Head Protected, Confidence Unlocked!**



MHW CIRQUE
Turq
MHW-1007



MHW DRAGON
Slate Blue
MHW-1008



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Advanced head protection designed to outperform traditional systems by managing both linear and rotational impacts.

MHW S-445 SERIES



OPEN CELL
PADDING



S-445 Series Features:

- Lightweight In-Mold Shell
- ASTM F2040/CE EN10772007
- 9 Vent System
- Removable ear pads/linear
- Weight 12g M, 12.4g L
- Audio Ear Pockets
- ERT™ Impact Energy Management
- Fidlock™ Magnetic Buckle
- Micro-Adjustable Dial Fit



Powered by ERT®

Advanced head protection designed to outperform traditional systems by managing both linear and rotational impacts.

MHW S-445 SERIES EDGE

Born the bold and built for the mountain, this lightweight, low-profile helmet is all grit and performance. Featuring a micro-adjustable fit system, rugged removable ear pads and liner, and a glove-ready and ready for battle. Underneath, ERT™ impact tech delivers elite protection against both brutal crashes and unexpected slams. Lock in, and ride without limits.



EDGE- BLK Plain
MHW 2009 SNC



EDGE- BLK WHITE MHW
MHW 2009 SNC



EDGE- Sage Tribal
MHW 2009 SNC



Powered by ERT®

Advanced head protection designed to outperform traditional systems by managing both linear and rotational impacts.

MHW SK-56 SERIES



OPEN CELL
PADDING



Magnetic
Lens Docking



S-445 Series Features:

- 12 Adjustable Vents
- ASTM F2040/CE EN10772007
- Removable ear pads/liner
- Integrated magnetic Lens System
- Magnetic Lens Docking Audio Ear Pockets
- ERT™ Impact Energy Management
- Fidlock™ Magnetic Buckle
- Micro-Adjustable Dial Fit



Powered by ERT®

Advanced head protection designed to outperform traditional systems by managing both linear and rotational impacts.

GOOGLES

**CLEAR EDGE™**
CRYSTAL CLEAR PERFORMANCE OPTICS



MHW



MHW-2002



MHW-2004



MHW-2003



FEATURES

Clear Edge™ Optical Technology. Crystal clear edge-to-edge clarity Magnetic Snap In quick change lens with lock. Interchangeable Straps– Customize your look for every ride. Oversized Bold Frame– Striking design with a wide field of view. Anti-Fog + Anti-Scratch Coating Helmet-Compatible 100% UV Protection– Full-spectrum defense.



MHW



MHW-2018



MHW-2015



MHW-2014



MHW-2016



FEATURES

Toric shaped lens for ultimate vision and zero distortion. Magnetic Snap In Lens System

Clear Edge™ Optic Technology – Crystal-clear clarity. Anti-Fog + Anti-Scratch Coating – Stay sharp and fog-free in all conditions.

Helmet-Compatible Fit – Seamless integration with any helmet for all-day comfort and performance. 100% UV Protection. Full-spectrum defense for your eyes at altitude.



MHW



MHW-4019



MHW-4016



MHW-4017



MHW-4018



SPHERICAL LENS

FEATURES

Spherical shaped lens for ultimate vision and lens protection. Magnetic Snap In Lens System Bold Design.

Clear Edge™ Optic Technology – Crystal-clear clarity. Anti-Fog + Anti-Scratch Coating – Stay sharp and fog-free in all conditions.

Helmet-Compatible Fit – Seamless integration with any helmet for all-day comfort and performance. 100% UV Protection. Full-spectrum defense for your eyes at altitude.



STREET KIDS

CYLINDRICAL LENS



MHW-6015
Pink



MHW-6015
Red



MHW-6015
Turq





CRYSTAL CLEAR PERFORMANCE OPTICS

Clear Edge™ provides color optimized, crystal-clear high-def optics. Clear Edge™ manipulates light to filter out distracting colors while simultaneously enhancing the colors your eyes are more responsive to. This improves your perception of the trail, enabling you to see every obstacle with perfect clarity. Our unique finish eliminates glare and harsh reflections. Available in multiple colors. A quick-change magnetic system makes swapping lenses a breeze and gives you the edge to tackle anything the mountain throws your way.



more available colors and types

We offer a wide range of lens colors and types. S1, S2, S3, Nighttime, Clear, and more.



MHW

IN STORE DISPLAYS

To meet any retail need





ERT™ PROTECTS AGAINST BRAIN INJURIES

ERT™ (Energy Reduction Technology) incorporates advanced, soft polymers into helmets to help manage **both** rotational and linear impact energy. ERT pads mitigate impact energy through its unique material properties and refined geometry. ERT™ comes standard in all Mad Hatter Helmets.



Why Traditional Helmet Testing Falls Short:

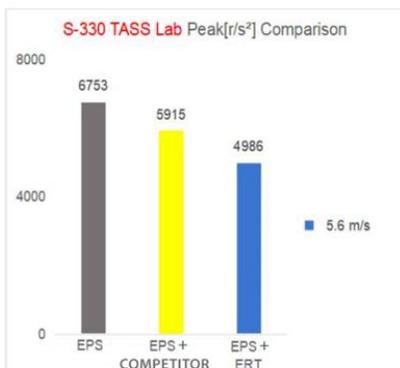
ASTM and CE helmet standards only test impacts at **300 Gs**- the force needed to pass certification.

Research shows that **concussions and traumatic brain injuries most often occur around 100 Gs**, studies suggest **up to 80% happen in this lower range**- Well below what standard testing focuses on.

How ERT™ Improves Protection

ERT™ (Energy Reduction Technology) is engineered to address these more common, lower-impact crashes. It helps manage and reduce energy during smaller impacts—where injuries are most likely- **while ALSO delivering enhanced protection at higher G forces**.

The result: **broader protection for impacts riders experience most.**



ERT™ performance is proven in global third-party testing labs including Dynamic Research in Los Angeles, TASS in Holland and at the University of Strasbourg in France.

Overall, ERT demonstrated an **16% performance improvement in mitigating rotational impact and 29% improvement when compared to popular competitive energy management technology.**



SAFETY WITHOUT COMPROMISE

ULTRA LIGHTWEIGHT MAXIMUM PROTECTION

ERT outperforms the competition.

Lab tests demonstrated a 16% reduction in rotational impacts, and a 29% overall improvement when compared to other leading impact energy management systems

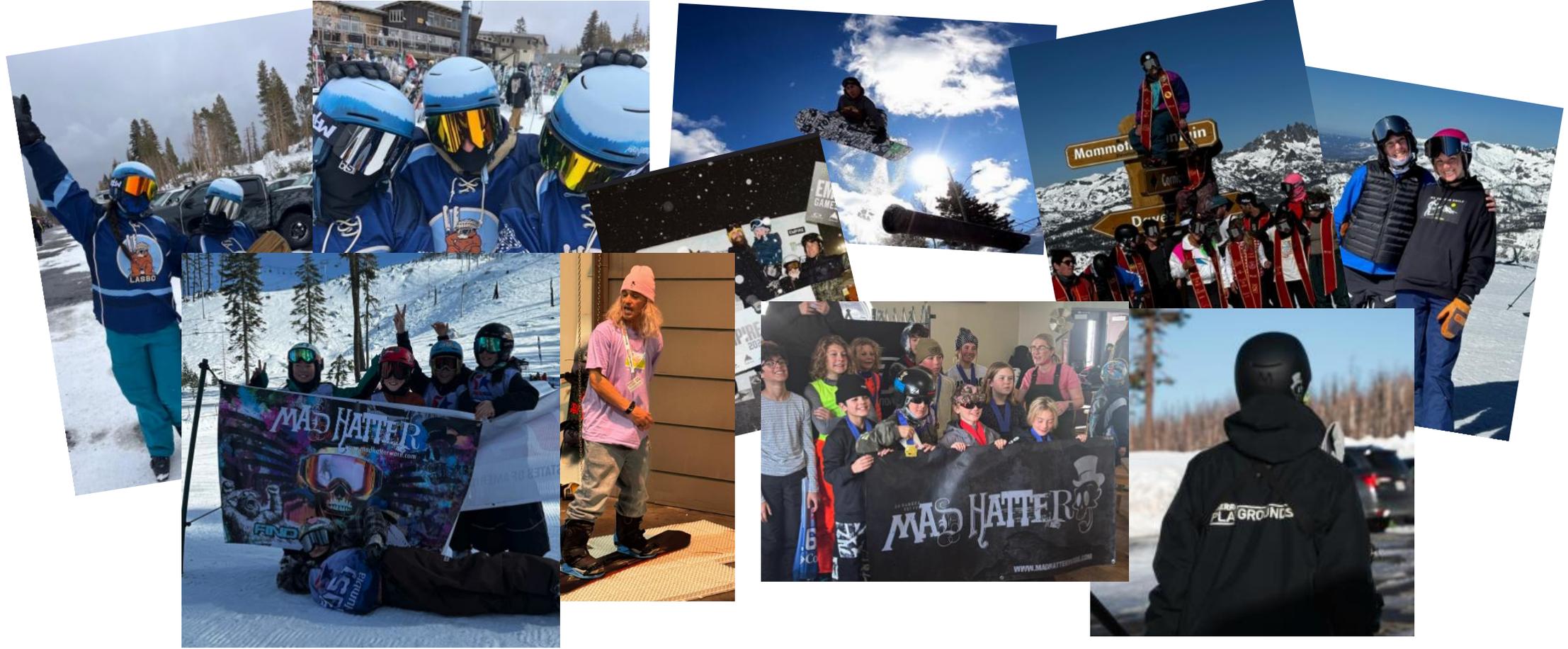


OUR RIDERS



At Mad Hatter we are all about supporting the people and places that make the ride worthwhile.

We are all about giving back to the scene that made us. From local clubs and up-and-coming shredders to seasoned pros. We partner with schools, competitions, Resorts, grassroots events and charities. We are proud to give back to the scene that fuels us.



SKI PATROL REVIEW

Hey Mad Hatter,

I've been using a pair of your Mad Hatter Ware goggles for the past 3 weeks and wanted to follow up with a full review now that I've had time to put them through real use in demanding conditions.

For context, I work full-time Ski Patrol with a focus on high-risk avalanche control. My gear is critical not just for my personal safety, but for the safety of our guests as well. I rely on equipment that can handle rapid weather changes, intense physical exertion, and long days on the mountain.

What Stands Out After 3 Weeks:

Superior Field of View

The larger size of these goggles continues to be one of my favorite aspects. I can confidently see my peripherals, which is critical for both avalanche control work and guest safety when navigating changing mountain terrain. Compared to my previous Outdoor Master Magnetic Interchangeable goggles, these feel noticeably more immersive and open, boosting my confidence when scanning terrain and moving through variable conditions.

Lens Clarity & Durability

Clarity remains excellent—everything stays crisp even after exposure to snow, sun, sweat, and dirt.

Anti-Fog Performance

Internal anti-fog coating is holding up extremely well. Even when heavily sweating while setting tower pads or hiking in steep terrain, I haven't noticed any fogging or internal film buildup. Once moving or getting airflow, the goggles clear rapidly, maintaining visibility — which is essential for both personal awareness and making fast, safe decisions for our guests on the mountain.

Style

These goggles are extremely steezy. I much prefer their look compared to any other pair I've owned.

Lens Swap System

The magnetic + clamp design continues to work flawlessly. Swapping lenses is fast, intuitive, and secure, which is critical when light conditions shift during patrol operations and avalanche mitigation work.

After 3 weeks of daily use in demanding, high-risk mountain conditions, I can confidently say these goggles are a major upgrade. They're comfortable, durable, steezy, and perform consistently under real pressure.

The wide field of view, secure fit, strong anti-fog performance, and reliable lens swap system are major highlights that contribute not only to personal confidence, but also to maintaining safety standards for our guests.

Thanks,
Alex





**We're building for the future of snow sports gear -
where design meets performance, and retailers
like you are at the heart of the movement.
Let's make your shop the go-to destination this season!**