

Copy focused on **Winter** products

Winter - RECCO Technology in 70 to 200 words:

70 words:

RECCO® technology makes you searchable to rescuers in case of an avalanche or if you get lost outdoors. While RECCO reflectors are not a substitute for avalanche transceivers, they provide an additional layer of safety as a backup. At only 4 grams, RECCO reflectors are lightweight, require no batteries or power, and do not have to be turned on. Remember to inform others that you are searchable with a RECCO reflector.

100 words:

RECCO® reflectors, integrated into clothing or gear, makes you searchable by Search and Rescue (SAR) teams equipped with RECCO detectors. Recognized as a global standard for avalanche rescue, RECCO technology is used by SAR organizations and ski patrols worldwide. Both handheld and helicopter mounted detectors can locate individuals with RECCO reflectors, allowing searches from the ground or air. While RECCO reflectors are not a replacement for avalanche transceivers, they do serve as a reliable backup. At only 4 grams, RECCO reflectors are lightweight, require no batteries or power, and do not have to be turned on. Remember to inform others that you are searchable with a RECCO reflector.

150 words:

RECCO® technology makes you searchable to rescuers if you are caught in an avalanche or lost outdoors. By wearing gear equipped with RECCO reflectors, you enable search teams to locate you using either a RECCO handheld detector or a RECCO SAR helicopter detector. The technology is a two-part system: the detector that sends out a radar signal, and the RECCO reflector, which echoes back the signal, guiding rescuers to your location.

First introduced in 1983 for avalanche rescue, RECCO technology has since evolved. With the addition of helicopter detectors, it now covers larger areas more efficiently, expanding its use beyond just avalanche situations and can be used all year round.

At only 4 grams, RECCO reflectors are lightweight, require no batteries or power, and do not have to be turned on. Remember to inform others that you are searchable with a RECCO reflector.

Winter - RECCO Technology in 70 to 200 words:

200 words:

RECCO® technology helps rescuers locate you if you are caught in an avalanche or lost outdoors. By wearing gear equipped with RECCO reflectors, you allow search teams to locate you using either a RECCO handheld detector or a RECCO SAR helicopter detector. The system consists of two parts: the detector sends out a radar signal, which is echoed back by the RECCO reflector, guiding rescuers to your exact location.

First introduced in 1983 for avalanche rescues, RECCO technology has evolved significantly. Since 2015, RECCO has expanded its capabilities with helicopter detectors that can efficiently search large areas. RECCO handheld detectors are currently used by 900+ ski resorts and rescue organizations worldwide, and the helicopter detectors are used across Europe and North America. This expansion has allowed RECCO to assist in a wide range of search and rescue scenarios beyond avalanches, with more areas being added frequently.

While RECCO reflectors are not a substitute for avalanche transceivers, they provide a reliable backup. At only 4 grams, RECCO reflectors are lightweight, require no batteries or power, and do not have to be turned on. Remember to inform others that you are searchable with a RECCO reflector.

Copy focused on **Summer** products

Summer - RECCO Technology in 70 to 200 words:

70 words:

RECCO® technology makes you searchable to rescuers if you get lost outdoors. While not meant to replace other safety equipment, RECCO reflectors offer an additional way of locating you in case of an emergency. At only 4 grams, RECCO reflectors are lightweight, require no batteries or power, and do not have to be turned on. Remember to inform others that you are searchable with a RECCO reflector.

100 words:

RECCO® reflectors, integrated into clothing or gear such as helmets, shoes, and backpacks, makes you searchable by Search and Rescue (SAR) teams equipped with RECCO detectors. Developed for year-round usage, RECCO technology is used by SAR teams worldwide. Both handheld and helicopter detectors can locate individuals with RECCO reflectors, whether searching on the ground or from the air.

While RECCO reflectors are not a substitute for other safety measures, they provide another way for rescue organizations to locate you. At only 4 grams, RECCO reflectors are lightweight, require no batteries or power, and do not have to be turned on. Remember to inform others that you are searchable with a RECCO reflector.

150 words:

RECCO® technology makes you searchable to rescuers if you get lost in the outdoors while biking, running, hiking, or engaging in similar activities. By wearing gear equipped with RECCO reflectors, you allow rescuers to locate you using either a RECCO handheld detector or a RECCO SAR Helicopter Detector. The system consists of two parts: the detector sends out a radar signal, which is echoed back by the RECCO reflector, guiding rescuers to your location.

First introduced in 1983 for avalanche rescue, RECCO technology has since evolved. With the addition of helicopter detectors, it now covers larger areas more efficiently, making them particularly useful for locating individuals lost all year round.

At only 4 grams, RECCO reflectors are lightweight, require no batteries or power, and do not have to be turned on. Remember to inform others that you are searchable with a RECCO reflector.

Summer - RECCO Technology in 70 to 200 words:

200 words:

RECCO® technology makes you searchable to rescuers if you get lost while biking, running, hiking, or participating in similar outdoor activities. By wearing gear equipped with RECCO reflectors, you enable rescuers to locate you by using either a RECCO handheld detector or a RECCO helicopter detector. This two-part system works by sending out a directional radar signal, which the RECCO reflector echoes back, guiding rescuers to your location.

Originally introduced in 1983 as a handheld system for avalanche rescue, RECCO technology has since evolved. With the addition of helicopter detectors, it now covers larger areas more efficiently, making them particularly useful for locating lost individuals lost all year round.

RECCO handheld detectors are currently used by 900+ ski resorts and rescue organizations worldwide, and the helicopter detectors are used across Europe and North America. This expansion has allowed RECCO to assist in a wide range of rescue scenarios beyond avalanches, with more areas being added frequently.

While RECCO reflectors are not a replacement for traditional safety measures, they provide a valuable backup in emergencies. At only 4 grams, RECCO reflectors are lightweight, require no batteries or power, and do not have to be turned on. Remember to inform others that you are searchable with a RECCO reflector.

Copy focused on **Year-round** products

Year Round - RECCO Technology in 70 to 200 words:

70 words:

RECCO® technology makes you searchable to rescuers in case of an avalanche or if you get lost outdoors. While RECCO reflectors are not a substitute for avalanche transceivers and other safety measures, they provide an additional layer of safety as a backup. At only 4 grams, RECCO reflectors are lightweight, require no batteries or power, and do not have to be turned on. Remember to inform others that you are searchable with a RECCO reflector.

100 words:

RECCO® reflectors, integrated into clothing or gear like helmets, backpacks, or shoes, makes you searchable by Search and Rescue (SAR) teams equipped with RECCO detectors. Developed for year-round usage, RECCO technology is used by Ski Patrols and SAR teams worldwide. Both handheld and helicopter detectors can locate individuals with RECCO reflectors, whether searching on the ground or from the air.

While RECCO reflectors are not a substitute for avalanche transceivers and other safety measures, they provide an additional layer of protection. At only 4 grams, RECCO reflectors are lightweight, require no batteries or power, and do not have to be turned on. Remember to inform others that you are searchable with a RECCO reflector.

150 words:

RECCO® technology makes you searchable to rescuers in case of an avalanche or if you get lost outdoors while hiking, skiing, running, or participating in similar activities. Wearing gear equipped with RECCO reflectors enables rescuers to locate you with either a RECCO handheld detector or a RECCO SAR Helicopter Detector. The technology is a two-part system made up of a detector and a reflector. The detector sends out a directional radar signal, and once it hits the RECCO reflector the signal echoes back and directs the rescuer to your location.

Originally introduced in 1983 as a handheld system for avalanche rescue, RECCO technology has since evolved. With the addition of helicopter detectors, it now covers larger areas more efficiently, making them particularly useful for locating individuals lost all year round.

At only 4 grams, RECCO reflectors are lightweight, require no batteries or power, and do not have to be turned on. Remember to inform others that you are searchable with a RECCO reflector.

Year Round - RECCO Technology in 70 to 200 words:

200 words:

RECCO® technology makes you searchable to rescuers in case of an avalanche or if you get lost outdoors while hiking, skiing, running, or participating in similar activities. Wearing gear equipped with RECCO reflectors enables rescuers to locate you with either a RECCO handheld detector or a RECCO SAR Helicopter Detector. The technology is a two-part system made up of a detector and a reflector. The detector sends out a directional radar signal, and once it hits the RECCO reflector the signal echoes back and directs the rescuer to your location.

Originally introduced in 1983 as a handheld system for avalanche rescue, RECCO technology has since evolved. With the addition of helicopter detectors, it now covers larger areas more efficiently, making them particularly useful for locating individuals lost all year round.

RECCO handheld detectors are currently used by 900+ ski resorts and rescue organizations worldwide, and the helicopter detectors are used across Europe and North America. This expansion has allowed RECCO to assist in a wide range of rescue scenarios beyond avalanches, with more areas being added constantly.

At only 4 grams, RECCO reflectors are lightweight, require no batteries or power, and do not have to be turned on. Remember to inform others that you are searchable with a RECCO reflector.