

Collapsible bike helmet folds into laptop bag

By Kate Bratskeir, Huffington Post

A bicycle helmet funded on Indiegogo aims to make commuting to work even more convenient – and a lot less bulky.

“The Morpher” is designed to fold flat, making it easier to carry around than a traditional helmet. And while cyclists will still deal with its heft, it beats having to lug around a helmet and a bag all at once.

British inventor Jeffrey Woolf came up with the concept after commissioning a survey to learn about the helmet-wearing habits of those who rely on bike rentals, like New York City’s CitiBike and Boston’s Hubway. Of those he surveyed, 92 percent reported not wearing a helmet when riding their temporary bike. Eighty-four percent believed they were risking their lives by forgoing head protection, and 83 percent said they go without the helmet due to “lack of portability.”

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