



PRESS RELEASE FOR ZEROD UK LAUNCH

8 FEBRUARY 2012

One of the most exciting triathlon products in years is set to make its UK debut at this year's TCR show, 2-4 March at Sandown Park. ZEROD, the triathlon brand that is taking the sport by storm, is being unveiled by Avalanche Sports Marketing, the team that brought compression brand, Compressport, to the UK in 2010.

Already worn by some of the world's fastest international pro athletes such as ITU World Cup winner Kris Gemmell, Stephane Poulat, Tamsin Lewis and Vincent Luis, and two Olympic medallists, ZEROD is already the choice of champions. However, Managing Director of Avalanche Sports Marketing, Tim Williams, is keen to point out that the real target for the brand is the "passionate" athlete:

"When we met the founder, Pierre Dorez, it was clear that ZEROD has been designed by triathletes for triathletes. As ex elite himself, Pierre wanted to create the best product possible that would propel any triathlete, from the novice sprinter to the experienced ironman, to perform to their true potential. I am delighted to be bringing this innovative product to the UK."

What makes ZEROD so different is the quality of the design, its fit and the revolutionary fabric used. The fabric, known as Water Wear Weapon (W3), is woven rather than knitted. This difference enhances the performance of the fabric's Fluoro water repellent treatment, in addition to making it lighter and more breathable.

The design has also taken into account a range of comfort and performance issues, such a material that has a 4-way stretch, a mesh that keeps the skin cool even on the hottest days and suits that are designed specifically for the female athlete.

Being launched at TCR are three triathlon suits, the oSUIT (for sprint and Olympic), the iSUIT (for middle distance and full ironman) & the uSUIT (a suit for all distances), and the two piece long distance iSINGLET & iSHORT. ZEROD will also be launching their highly acclaimed wetsuit range.

ENDS

MORE INFORMATION

ZEROD will be at stand H34 at TCR - 2-4 March 2012,

Sandown Park, Surrey

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ZEROD is available in the UK online at www.chainreactioncycles.com



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ITU World Cup winner Kris Gemmell: "The quality of a performance, is always measured by the quality of the product! Together with ZEROD, I have the winning combination of fabric, design, and comfort. Breaking the tape first is one thing, but knowing you have the best Triathlon apparel to do it in, makes you look even better!" Olympian and Professional Triathlete