

## PRESS RELEASE

### Suedwolle Group launches the new Suedwebs Innovation Hub Story

#### Revolutionising cycling gear: a blend of performance, comfort, and sustainability

Nuremberg, Germany, May 2024 – Suedwolle Group announces a project aimed at innovating cycling apparel. With a focus on performance and sustainability, the new cycling collection promises to redefine standards for cyclists worldwide.

Inspired by minimalist principles, the garments prioritise performance without compromising style. Designed to function as a second skin, the collection offers protection against the elements, including wind and sun, while ensuring optimal moisture control and breathability. With the help of advanced warp knitting techniques, such as those employed in the BB Pants for a tailored fit and flexibility, and a lightweight jacket that combines comfort, stretch, and protection, the collection embodies the ethos of simplicity. Innovative production methods, including the integration of Betaspun® yarn with Pagastic filament, ensured the highest fabric quality. The combination of filament and wool in the jacket design not only promises durability but also embraces sustainability through the use of biodegradable polyamide.

#### The products

Suedwolle Group has designed two different products:

- **Windbreaker:** Crafted from a premium blend of 79% Wool 16.2 µ TEC and 21% Polyamide filament. The Hermosillo Betaspun® Nm 100/1 920Z+920S yarn offers numerous benefits including increased tensile strength for better wear resistance, improved elasticity for enhanced comfort and fit, and high thermal regulation properties to keep warm in cold conditions and cool in warm conditions.
- **BB Pants:** Made from a blend of 84% Wool 16.2 µ TEC, 11% Polyamide filament, and 5% Elastan. The Stelvio Betaspun® Nm 100/1 yarn provides benefits like enhanced flexibility for improved movement and comfort, superior resilience for long-lasting wear, and optimal thermal insulation to maintain a comfortable temperature in various conditions.

Insights gained from this project underscore the versatility of wool as a functional fibre in sports applications, challenging preconceived notions about natural materials in high-performance settings.

Reflecting on the project, Suedwolle Group stated, “The best part of the project was exploring for the first time a new field and the feeling of having discovered a new potential able to inspire others and change the rules of the game.”

This collaboration marks a novelty in the design of cycling apparel, proving that it is possible to merge high-tech solutions with sustainable practices to create garments that meet the needs of professional cyclists while upholding environmental values.

Discover more here: <https://bit.ly/3UNgjlf>

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**About Suedwolle Group**

Suedwolle Group is a global producer of worsted yarn in pure wool and wool blends for weaving, circular, flat knitting and technical applications. The company's collections Suedwolle, Biella Yarn, Yarn in Motion, Richter, Stoehr and Soey are focused on different segments of the global textile market. Located in the Nuremberg metropolitan area of Germany, Suedwolle Group employs more than 3000 people globally with production facilities in Germany, Italy, Poland, Romania, Bulgaria, China and Vietnam.

Sustainable excellence in all its dimensions is a philosophy that drives the organization's operations, planning and investment actions.

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