

STRONGER: TECHFIT™ POWERWEB



adidas TECHFIT™ PowerWEB compression apparel made its first big splash in 1998 being used in the revolutionary adidas full-body swimsuit that Ian Thorpe wore when he won three Olympic gold medals and broke four world records at the Sydney 2000 Olympic Games. This has been at the core of adidas' apparel range ever since.

Athletes get a series of functional benefits from TECHFIT™ PowerWEB products. They create more efficient body movements, better posture and improved energy storage and link key muscle groups together to maximise power generation.

TECHFIT™ PowerWEB uses highly elastic powerbands that work like a slingshot. Once stretched during competition, the garment stores and returns energy with every movement, helping athletes perform with more accuracy and delaying fatigue. The higher compression on muscle groups also avoids unwanted muscle vibration that could negatively impact performance.

Extensive testing has been conducted in recent years by the University of Calgary which clearly illustrates the benefits of TECHFIT™ PowerWEB. An average of 5.3% improvement in power output and 1.1% faster sprint time was measured over 30 metres. Meanwhile, vertical jump heights were increased by 4% during laboratory tests. Even more impressive, TECHFIT™ PowerWEB testers registered a 0.8% reduction in oxygen consumption while wearing the product, proving that the onset of fatigue is delayed and that performance is enhanced.



For London 2012, adidas' TECHFIT™ PowerWEB garments will be lighter than ever before and offer enhanced ventilation and breathability to ensure performance isn't affected by overheating or discomfort.

Udo Mueller, Head of Technical Marketing Innovation at adidas, said: "We've developed TECHFIT™ PowerWEB technology for London 2012 so that athletes' suits feel like an extension of their own skin. They're so natural and lightweight that athletes are almost unaware they are wearing them."

adidas TECHFIT™ PowerWEB features in the competition wear for athletes competing for Team GB, Australia, Germany, France, Cuba, Belgium, Ethiopia, Trinidad and Tobago, Hungary, Greece and Bahamas within the following sports:

- Athletics
- Basketball
- Boxing
- Fencing
- Football
- Gymnastics
- Handball
- Hockey
- Judo Modern
- Pentathlon
- Rowing Sailing
- Table Tennis
- Tennis
- Volleyball
- Weightlifting
- Wrestling

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About adidas

adidas is a global designer, developer and marketer of athletic footwear, apparel and accessories with the mission to be the leading sports brand in the world. Brand adidas is part of the adidas Group, a corporation that includes brands such as Reebok, TaylorMade and Rockport.

About the adidas Group

The adidas Group is one of the global leaders within the sporting goods industry, offering a broad range of products around the core brands adidas, Reebok, TaylorMade, Rockport and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group has more than 46,000 employees and generated sales of € 13.3 billion in 2011.

For more information, please contact:

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