CRAFT INFUSES TECHNICAL

EXCELLENCE INTO THE SWEDISH

ATHLETICS' NEW SUPER OUTFIT

The collaboration between functional sportswear brand Craft and the Swedish Athletics national team is getting into shape with the development of the next generation's competition garments. In the development of the team's collection for the World Cup in Beijing, Craft has implemented the brand's close cooperation with the Swedish national team in cross-country skiing and the Australian cycling team ORICA-GreenEDGE. The result is a unique collection that will provide Sanna Kallur and her teammates with excellent body-temperature management, total freedom of movement and optimal aerodynamics.

"Through our partnerships with elite athletes, we have gained invaluable knowledge about how hard-working bodies function in sports where demands on temperature management and freedom of movement are extremely high," says Craft's CEO Jonas Peterson. "For the 2014 Winter Olympics, we cooperated with Charlotte Kalla and Johan Olsson in the development of a race suit specifically designed for Sochi's warm winter climate. Now we are transferring this technology and expertise to athletics. "

**LASER-CUT VENTILATION AND ULTRASONIC SEAMS**

The garment that best symbolizes the Swedish Athletics national team's new super collection is Ultrasonic Sprint Suit, which in many ways is an athletics version of the Swedish ski team's successful Olympic outfit. The sprint suit is packed with technically advanced features, such as ultrasonic-welded seams that make the item barely felt on the body and therefore allows the athletes to focus fully on their performance. Laser-cut ventilation at hot spots ensures perfect body-temperature management while silicone grippers on the inside of the sleeves and leg endings keep the suit in place even during fast and powerful running.

In addition, the suit is made of warp-knitted tricot developed by the world's leading suppliers of functional fabrics.

**TESTED IN LAB ENVIRONMENT**
"All features and fabrics have been tested both on the track and in a laboratory environment," says Peterson. "And the test results indicate that we have hit the mark with the athletics team's new collection."

**ULTRASONIC SPRINT SUIT**

Warp-knitted tricot made of polyester and elastane with great body control and pull-back

Ultrasonic-welded and taped seams for maximum aerodynamics and comfort

Laser-cut ventilation at hot spots for efficient body-temperature management

3D design for perfect fit and total freedom of movement

Gripper at inside sleeves and leg endings

Bluesign-certified material

UV protection 50+

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*Craft is a Swedish brand specializing in clothing for endurance sports where performance and comfort are crucial for optimal result. Working closely with elite athletes and constantly developing new materials and technical solutions, Craft offers cutting-edge training and competition apparel.*