

**Unveiling the New GripGrab Cycle Clothing Range  
with Sales & Marketing Director Martin Krøyer**



*GripGrab Sales & Marketing Director Martin Krøyer sporting the Explicit Slim Fit Jersey*

**Q:** *GripGrab began as a specialist cycling accessories brand — focussed on gloves, shoe covers and headwear. Is this diversification into cycle clothing a new tack, or just a parallel project?*

**A:** Being among the **leading accessories brands in Europe**, with a growing base of fans, we see it as natural that we develop our product offering to include more products for our followers. Cycle clothing is a logical extension of our current range of products, and with this new line of colourful designs **we make it possible to mix and match kit and accessories in a unique way.**

**Q:** *Will the range of cycle clothing be a category equal to your other categories?*

**A:** Yes, at GripGrab we are extremely focused on quality and comfort, and as such we consider base layers and cycling clothing as equally important as our other product categories. **Our goal is to inspire, motivate and enable athletes to enjoy their sport no matter the conditions they face;** that extends to all our product portfolio.

**Q:** *Where are the garments produced?*

**A:** All our production is outsourced to **specialist manufacturers** in various parts of the world. We aim to get our products manufactured by the world's **leading specialists within their field.** For our range

of cycling clothing we have partnered up with a well renowned European manufacturer, to guarantee that the products we bring to market live up to our high-quality standards.

*Q: All products are Unisex. Will there be a women's specific line coming as well?*

**A:** Most of our products are unisex. For the cycling clothing we will start with a unisex line and may expand with a women's line in the future, particularly for example in bib-shorts.

*Q: What can you tell us about the design? What is the story behind it?*

**A:** We wanted to make a line of colourful clothing that we would want to wear ourselves. We are a large team of dedicated cyclists, all with quite different tastes; so, we have created a selection of designs that span from being fun and playful to subtle and discrete.

Our "Explicit Jersey" for example is loud and attention grabbing, while our "Signature" and "Classic" designs are more toned down. Finally, the colour palette is designed to perfectly match our line of colourful accessories. **The aim is to give cyclists the possibility to create an entire outfit; consisting of gloves, socks, caps, and jerseys, in the same beautiful colours and designs.**

*Q: What are the differences between the Signature Slim Fit, Classic Slim Fit and Explicit Slim Fit?*

**A:** The differences are in the designs, fabrics and fit. The "Signature Slim Fit" is made with an exclusive fabric that we felt would support the notion of a subtle design—catering to the cyclists that prefer that. The Climber's Jersey is made from an extremely lightweight and breathable fabric that makes it perfect for hot weather ascents, where lightweight and breathability are paramount.

*Q: Do you plan to add winter gear i.e. jackets, long jerseys, winter bibs? Will you add more colours?*

**A:** You will have to wait and see :-)

*Q: Why should cyclists buy GripGrab jerseys and bibs? What makes them different than others?*

**A:** This is cycling kit designed for fans of the GripGrab brand — individuals that know that the GripGrab label is a guarantee of high quality and great style, at affordable prices. Look out for exclusive offers consisting of matching outfits — to help you create the perfect coordinated kit.