

NopinZ and WTRL announce e-Racing partnership August 3rd, 2020

NopinZ, the Devon-based cycle racewear brand and WTRL, an innovator in team-based e-racing on the Zwift platform, today announce their e-Racing partnership.

NopinZ has a track record of designing and manufacturing performance-enhancing aerodynamic racewear, starting with the SpeedPocket and then developing market leading skinsuits used by professional and elite racers around the world. The company is about to launch an innovative indoor range which makes the tie up with WTRL so appealing.

As Blake Pond, CEO of NopinZ says:

‘In a short amount of time, WTRL has established itself as one of the most progressive and capable race organisers. Their Team Time Trial series, run every Thursday attracts hundreds of teams and thousands of athletes into one of the most exciting e-race formats we’ve seen. It’s a massive boost for the sport – every week we can watch world-class teams right through to complete rookies giving it their all. Add to that the fantastic athlete interaction, brilliant race coverage and a developing real-world presence, and I just wanted NopinZ to be a part of this emerging scene.’

NopinZ will produce WTRL’s racewear and leisurewear lines and will also use its groundbreaking Club NopinZ platform to allow individual teams to design and race in their own kits. In September, NopinZ will launch its indoor kit that will build on the brand’s core belief of enhancing athlete performance.

Martin Carew & Steven Milliken, Cofounders of WTRL comment:

‘We’re so excited to have NopinZ on-board. From the moment we started talking, there was a meeting of minds and we feel there is so much we can do together to create amazing experiences for the teams and athletes that race with us. We can’t start soon enough.’

‘NopinZ themselves have got some fantastic racing connections, and Blake, the CEO is himself an accomplished racer.

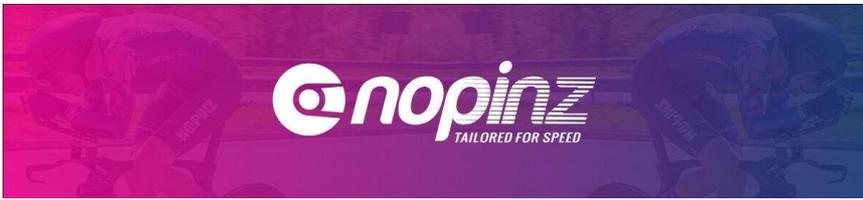
To celebrate the launch of our partnership, we are going to be hosting a team orientated race series that will include GC stage racing and a Team Time Trial for all race categories. More information to follow soon.’

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About NopinZ

NopinZ is a Barnstaple-based cycle racewear manufacturer, founded in 2015 by Blake Pond. The company's first product was the innovative SpeedPocket, a world-first born of Blake's frustration with wrecking his expensive racesuits while his unaerodynamic race number flapped about in the wind. The SpeedPocket allowed racers to display their race numbers with 'no pins', protecting their suit and making them more aerodynamic.

The company then designed its own racesuit and is now renowned among top professionals, keen amateur cyclists and triathletes for making the world's most aerodynamic cycle clothing, as proven in the wind tunnel. With its UK manufacturing base, the company can design and develop new products and deliver them quickly to market. As well as offering custom designs for clubs and race teams, NopinZ is leading the way with its personal tailoring service using electronic body-scanning to achieve perfect fit. Other exciting and disruptive innovations are already in the pipeline, so watch this space.

About WTRL

WTRL is ALL category racing and ALWAYS will be.

We were founded with one simple idea. Every racer deserves the same amount of organisational effort whether they are the strongest or the lowest-ranked, male or female.

We aim to bring an unrivalled events service for information, sign-up and results with the best e-race league events, containing separate KOM & Sprint leagues as well as GC Team competitions.

Our Team Time Trial which attracts top world class athletes will continue to evolve with more time zones added, allowing even more participation across the globe.

To be part of our journey visit: <https://wtrl.racing/> email: racecontrol@wtrl.racing