



## Sitip Official Partner of Gran Fondo Strade Bianche and Official Supplier of Tirreno-Adriatico

*A leading role for Sitip who will be alongside the cycling champions as Official Partner of Gran Fondo Strade Bianche and Official Supplier for Tirreno-Adriatico jerseys, once again consolidating its link with the sports sector, in particular the cycling one*

**Gran Fondo Strade Bianche** kicks off on 5<sup>th</sup> March, now in its 7<sup>th</sup> edition, with start and finish in Siena, followed by the 57<sup>th</sup> edition of **Tirreno-Adriatico**, departing on 7<sup>th</sup> March from Lido di Camaiore with arrival in San Benedetto del Tronto on 13<sup>th</sup>.

Italian company with over 60 years of experience behind it and specialized in the production of stretch and circular fabrics - for the clothing sector - and synthetic warp-knitted fabrics - for the technical industrial world, **Sitip** is the ideal official partner for the **Gran Fondo Strade Bianche** jerseys and the perfect supplier for



*TROPHY, the fabric supplied by Sitip to Sportful for the creation of Tirreno-Adriatico jerseys*

**Tirreno-Adriatico** jerseys. A link with sport, especially cycling, now consolidated and, indeed, in continuous expansion thanks to the company's absolute expertise in the production of highly specialized and performing technical sports fabrics, historical know-how and continuous research of innovation.

For the creation of the **Tirreno-Adriatico** jerseys, Sitip supplied **Sportful** with the **TROPHY** full dull circular fine gauge knitted fabric, light, breathable, slim fit, stretch and quick-drying, perfect for accompanying athletes' challenges by supporting them with high standards of absolutely comfortable performance and skin feel.

The presence of Sitip as Official Partner of Gran Fondo Strade Bianche, for Strade Bianche Pro with a customized sector (number 7 - San Martino in Grania and number 8 - Monte Sante Marie) and as Official Supplier of the Tirreno-Adriatico, with its logo on the 4 ranking jerseys and fixed signs at the arrival of all the stages, is part of a broader communication strategy implemented by the company, which from this year, in addition to confirming its partnership with Giro d'Italia, is expanding also to other important competitions, of which Gran Fondo Strade Bianche and Tirreno-Adriatico are the first on the calendar.

### About Sitip

Sitip S.p.A. is an Italian company with over 60 years of experience, specialized in the production of synthetic and elastomeric warp-knitted fabrics, circular fabrics and synthetic fabrics for the industrial and clothing sectors.

Sitip has been the Official Supplier of Giro d'Italia since 2014 and with the supply of fabrics for the jerseys it consolidates its link with the sports sector, in particular the cycling one, and the expertise in the production of highly technical sportswear fabrics.

Sitip has been implementing numerous strategies for the environment for years, starting with the territory, where the production and logistics spaces have been reorganized to create a single, more efficient structure from the point of view of sustainability energy. The company is certified according to the ISO9001-2015 standards (quality management systems), Bluesign® (for environmentally friendly production and for the use of safe chemicals) and OEKO-TEX® (for fabrics and productions environmentally friendly and free of harmful substances).

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The commitment to sustainability continues every year with different steps: in addition to the GRS (Global Recycle Standard) and ISO14001 (environmental management systems) certifications, from May 2020 Sitip adheres to and is registered on the ZDHC platform, a rigorous program for the development of safe and transparent chemical processes within the textile supply chain.

Sitip's choice to turn towards an increasingly sustainable production is the final stage of a journey that began over 60 years ago, thanks to the foresight of its founder, Luigi Pezzoli, who, through the innovative production of warp-knit synthetic fabrics, founded in 1959 the Italian Society of Warp-knitted Fabrics Pezzoli-Sitip - today Sitip S.p.A. - inserting itself into the Bergamo textile tradition, known all over the world, with excellent fabrics that ensure maximum comfort, excellent performance, lightness and aerodynamics, resulting in extremely high performance for sportswear and urbanwear.

And tradition, made up of experience and craft, is combined with technology: the recycled yarn fabrics of Giro d'Italia are a concrete example of this. All Sitip fabrics dedicated to sport are developed to meet the needs of athletes and improve the various levels of comfort and sports performance.

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