

## DESIGN. DEVELOP. INNOVATE.

### WHAT MAKES US DIFFERENT?

Since Zone3 was founded in 2007, our philosophy has always been to design product which enables athletes to achieve their personal goals and be the best they can. From first-timers, to elite Pros; the athlete has always been at the centre of our design process – thinking of how we can help them succeed.

At the very beginning this was a personal motive as founder, James Lock, looked for ways he could gain an advantage over the opposition as an elite triathlete. This passion and motivation runs through every product in our range today, supporting athletes in all aspects of their racing, training and lifestyle.

The 2018 range is a reflection of our growing popularity not just within triathlon, but also the individual sports. We have added some exciting new products as well as reworked and innovated several of our existing lines to ensure we're at the forefront of product development and innovation.

Like an athlete, we aim to get better and faster every year, and our new range doesn't disappoint.

## WHY ZONE3?

- Some of the highest rated products on the market
- Developed by elite athletes, perfected by everyday athletes
- The highest quality whilst maintaining affordable pricing
- First-class hands-on dealer support
- Superior brand imagery and product assets
- Highest standards in customer service
- Committed to developing a leading global brand



## EXPERT REVIEWS

**“Simply one of the easiest suits to get on with. Fit was excellent with enough flexibility and stretch to be comfortable”**

- 220 Triathlon, 2017

**“As close to perfection as you can get with a wetsuit.”**

- Triathlon Plus, 2016

**“The perfect combination of flexibility and buoyancy.”**

- Triathlete Magazine, 2016



RACHEL KLAMER

RICHARD MURRAY

ALLAN STEEN OLESEN

# BECOMING THE NUMBER ONE TRIATHLON BRAND IN THE WORLD

Zone3 has enjoyed unprecedented organic growth over the last few years through positive word of mouth and some of the best industry reviews. Product development is at the heart of our success but we are committed to growing our brand awareness further. Marketing, Sponsorship and PR play an important role and we are working closely with leading media, events and athletes worldwide.

We are focused on becoming the number one triathlon brand in the world. We have had a huge amount of demand across our range in 2017 and know that athletes want much more from Zone3 than just wetsuits and triathlon apparel. Therefore, you will find a new collection of swimwear which was our fastest growing category in 2017. In addition, there is some new training and racing accessories to ensure that we're helping the athlete at every stage of their journey. Also, our medical grade compression wear will allow our athletes to recover faster and the upcoming premium fitness wear will allow them to train and relax in style.



## ATHLETE SUPPORT

We want to be known as a brand which is pro-active, engaged and supportive of the sport's grassroots. As part of this we frequently visit triathlon clubs, open water venues and events; enabling customers to try out our suits for themselves. We want to engage with the customer at every level and show them what makes our products different and how they can help improve their performance. Wherever possible we want to hold events in partnership with our dealers and retailers to help drive sales.



PIERRE LA CORRE

# CORE WETSUITS

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The core range is a collection of multi award-winning wetsuits. Each style has been refined and improved over the last ten years and our reputation continues to grow as being the best triathlon wetsuit manufacturer in the world. Designed for beginners all the way through to International standard athletes, each suit offers the very best performance, comfort and fit for the given price point.





## ECO FRIENDLY NEOPRENE

Combining earth mined limestone with scrap rubber tires to reduce energy consumption and CO2 emissions by 200g per suit!\* We also ensure the majority of neoprene production waste is then recycled back into the suits ready for the next production, helping to minimise landfill waste.

\*Selected wetsuits

## COMFORT FIT



The wetsuits are not only designed for performance but also comfort. This is ensured by using some of the world's highest quality inner linings, and features such as our T-shirt neck collar design.

## SPRING LOADED DESIGN



All Zone3 suits offer a spring loaded shoulder design to generate a more rhythmic swim stroke, enabling faster and more energy efficient swimming.

## MEASURED BUOYANCY



All Zone3 suits feature balanced neoprene thickness to give you maximum buoyancy and core support without disturbing your stroke.

## PRO SPEED CUFFS™



Pro Speed™ arm and leg cuffs use a specially formulated silicone coating to make the wetsuit come off extremely quickly. Perfect to increase transition speed or for novices.

## AQUA DYNAMIC COATINGS



All Zone3 suits are coated with an aqua dynamic covering which significantly minimizes any drag through the water as well as improves durability.

## SHORT SLEEVE SWIM SKINS

New and improved, the Zone3 swimskin now features short sleeves and a Tribal print design to give a nod to the Kona Ironman world champs. The suit is designed to offer extra core support and reduce drag during non-wetsuit swims.

The suit is made from X2R, a premium revolutionary woven fabric which is one of the lightest and most compressive fabrics available and is extremely hydrophobic with only a 5% water absorption rate.

To minimise drag seams have been kept to a minimum and are fully seal bonded, and the unique short sleeve panel design allows for maximum freedom of movement whilst providing full trisuit coverage whatever you race in.

Men's & Women's: XS, S, M, L, XL



SS18MWTC101



SS18WWTC101

# SWIMRUN

## EVOLUTION

Runner-up in the 220 Game Changer Award, the Evolution wetsuit is designed for those athletes taking part in SwimRun events. A unique suit designed in collaboration with previous Swedish winners of OTILLO. The suit is built for speed, endurance, comfort and functionality.

Due to the immense popularity of this suit we've added a ladies specific fit and colourway, and included various pockets to store your SwimRun essentials.

The SwimRun events are growing so quickly and the Zone3 Evolution is very much positioned as the number one product in the market. A suit which is designed specifically as a SwimRun suit and not just a Triathlon wetsuit made without legs and an extra zip.

This suit comes with SwimRun required compass and whistle, which are also available to purchase separately.

Men's: XS, S, SM, ST, M, MT, ML, L, XL, XXL

Women's: XS, S, SM, ST, M, L, XL



MENS - WS18MSRE101



WOMENS - WS18WSRE101



WS18UCSL101

COMPASS/WHISTLE BUNGEE COMBO  
WS18USRC101

# TRI APPAREL

No triathlon is won in the water which is why our tri apparel has been designed to help get you to finish line in the fastest time possible. Performance fabrics and design features ensure maximum comfort and breathability – helping you push harder.



## CONSTRUCTION

The suits use either an innovative glue-bonded seam structure or flat-lock stitching designed for maximum strength and comfort.



## TOTAL ZIP PROTECTION

Each Zone3 suit has had a lot of care and attention put into it, this includes the inner protection system which ensures no rubbing on the sharp edges along the zip.



## FABRICS

We utilise the finest fabrics from all over the world to offer the highest performance and comfort during the swim, bike and run. Every product is tried and tested to ensure it meets our high standards – if it's not something our athletes would use, it's not something we'd sell.



## POCKETS



Pockets have been carefully positioned on some suits to store nutritional products or other race accessories whilst not creating excessive drag.



## PADS

All suits use Italian designed pads to minimise water absorption and providing protection during the cycling phase, without impeding your swim or run. Fine-line stitching is used to ensure maximum comfort and avoid risk of chaffing.



## ELASTIC TECHNOLOGY AND PIPING

Used to give a snug fit without any discomfort around the arms and neck lines.



## SILICONE LEG GRIPPERS

Positioned on the leg hem of each suit to prevent any movement of the shorts whilst also helping to prevent irritation. Unique design to offer just the right pressure.



# AEROFORCE

The Aeroforce collection has been refined for 2018, with improved fit, fabrics and colour combinations this is sure to be the most stylish and fastest triwear on the market.

Boasting a combination of leading performance fabrics from Italy, a further improved ultra streamlined fit and advanced heat bonding technology, these suits are all about racing fast in ultimate comfort.



## ULTIMATE SPEED:

Designed to be the most aerodynamic suit on the market, utilising a unique dimple fabric designed in Italy based on Golf Ball Technology. This fabric is located in the key areas which generate the most drag to help minimise this and increase speed by creating a thin turbulent boundary layer of air that clings to the suit's surface. This allows the air to smoothly follow the contours of the body, thereby decreasing the size of the wake – slicing through the air faster and more efficiently.

This is combined with a lightweight, extremely breathable and 4-way stretch fabric for comfort and a full water repellent coating for maximum drag reduction. The suits are then constructed using laser cut, heat bonding technology on the front of the suits to further minimise any drag caused by seams and prevent any irritation from traditional thread stitching.

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TS18MANA101

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TS18MAFS101

# AQUAFLO+

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The second generation Aquaflo+ range takes our award winning Aquaflo collection even further. Improved fit, a new panel construction and super-breathable fabrics ensures optimum ventilation and comfort.

Aquaflo is a fast and comfortable fabric with a water repellent water repellent coating applied to give low levels of drag. The fabric also promotes longevity thanks to its high piling and chlorine resistance. High quality Xtra-Life Lycra® ensures great shape retention and comfort throughout the race.

# MENS ACTIVATE+

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The Activate Plus collection is an evolution of our hugely popular Activate range – keeping value as a key feature with a few additional features and a touch of colour and style. Made from the same performance Lycra sport fabric, with added high breathability rear panel for increased comfort and performance. Most notably is the stylish sublimation pattern print design which really does make this kit different to anything else on the start line.

With the introduction of two new colourways, plus a fully printed offering, this range is sure to get you noticed in 2018.

