

“OUR MISSION IS TO BE THE MOST LOVED AND CHOSEN SPECIALIST SPORTS BRAND AROUND THE WORLD - CREATING PRODUCT THAT EMBODIES OUR PASSION AND INSPIRES ATHLETES TO ACHIEVE THEIR PERSONAL GOALS.”



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 2019 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
- Superior brand imagery and product assets
- Highest standards in customer service
- Committed to developing a leading global brand



EXPERT REVIEWS

“Flexible, fast and very, very hard to fault”

Vision Wetsuit - 92% rating from 220 Triathlon Magazine

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

Vanquish Wetsuit - Triathlon Plus

“A brilliant all-rounder that comes at a great price”

Advance Wetsuit - 94% rating from 220 Triathlon Magazine



ZONE3 CONTINUES TO RECEIVE THE HIGHEST RATED PRODUCT REVIEWS

220
TRIATHLON
BEST ON
TEST

ZONE3 ADVANCE

We've long found that you can't go wrong with a Zone3 wetsuit. The new Advance features eco-friendly abilities with its recycled rubber and it still performs. It has a Flex-Free lining on the shoulders, meaning further reach and little restriction, as well as stretching around the calves. The laser cut collar keeps water out and fits comfortably, and is versatile for all kinds of swimming. We tested in both Cumbria and the Canaries, and the thick and durable neoprene kept our body temp constant in both extremes. The 4mm buoyancy panels in the legs held our body position flat, it's true to its size and flexes to most body shapes. racezone3.com

94%
VERDICT A BRILLIANT ALL-ROUNDER THAT COMES AT A GREAT PRICE

220
TRIATHLON
CUTTING
EDGE

ZONE3 VISION

When people ask us to recommend a budget wetsuit, Zone3's Advance (£169) comes top of our list. So how does the Vision compare? Top tech has been transferred from their flagship £495 Vanquish suit, and the 2mm-thick and stretchy shoulders (plus the one-piece panel design that extends down the chest) are impressive for the pricepoint. There's a speed coating to reduce drag, it's ultra-quick to remove thanks for the speed cuffs and, in a final plus, it's also built with eco-friendly neoprene. So is it worth the extra outlay over the Advance (see overleaf)? If you want extra shoulder flex and added 1mm in the legs, we'd suggest so. racezone3.com

92%
VERDICT FLEXIBLE, FAST AND VERY, VERY HARD TO FAULT

220
TRIATHLON
BEST ON
TEST

ZONE 3 VANQUISH

Once we'd sized down to a small (our medium let water in), this was simply one of the easiest suits on test to get on with. Fit was excellent with enough flexibility and stretch to be comfortable, while the 2mm shoulder panel has been extended down the back for 2017 to further improve the already excellent range of motion, plus the neck panel has also been made thinner for added comfort. We liked the 5mm panels in the torso and hips that supported our body in the water without feeling like they were over-correcting. Finally, the 'speed cuffs' on the wrists and calves made it a doddle to remove. www.racezone3.com

94%
VERDICT CREDIT TO THE BRIT BRAND FOR IMPROVING A CLASSIC

220
TRIATHLON
BEST ON
VALUE

ZONE3 TRANSITION BAG

Using the bag template pioneered by Blueseventy, Zone3's Transition Bag has become ubiquitous in the UK's transition zones. The Brit brand have refined the traditional design in this 40l version, including a fleeced MP3 pocket with lead outlet and an internal waterproof and removable wallet for race licences - two brilliant touches. The A-list upgrade is the fact that this lies flat to become a holdall, meaning you can access the middle compartment easily, which also removes the cavernous key chamber black hole that can befuddle standard transition bags. The designated swim, bike and run areas keep things organised, although the top bike pocket does lack the helmet protection of the Zoot and Orca. We've used this for years for pool runs with the kids and it provides some calm in the chaos, while the waterproof bottom compartment has yet to leak. The 53/34/22cm size is also airline cabin-friendly. racezone3.com

90%
VERDICT SOME GREAT TRI-FRIENDLY UPGRADES MAKE THIS A BRILLIANT AND AFFORDABLE RACING COMPANION

220
TRIATHLON
BEST ON
TEST

ZONE3 VOLAIRE

The Volaire is a brand-new race goggle from Zone3, with low-profile mirrored lenses offering 100% UVA and UVB protection. While you could be forgiven for thinking goggles might be an afterthought for a brand best known for wetsuits and tri apparel, that definitely isn't the case here: the Volaires received universal acclaim from us and everyone else who tried them during testing. They're that hallowed 'stick on and go' pair, achieving that magic balance of hydrodynamic appearance yet feel more like a training goggle due to their super soft seal. They look similar to Arena's Cobras, but the Volaires manage to offer a greater level of comfort while still keeping a neat, slick aesthetic. They aren't hugely cheap but, at nearly £20 less than similarly performing race goggles here, it's hard to find any performance compromises at all. racezone3.com

94%
VERDICT A MIGHTILY IMPRESSIVE SET OF GOGGLES THAT TICK ALL THE PERFORMANCE BOXES

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 the new range in 2018 and know that athletes want much more from Zone3 than just wetsuits and triathlon apparel. The swimwear collection continued to be very strong and goggles sales have sky-rocketed. With our new range of technical compression and lifestyle apparel launching in Autumn 2018 we're excited to be able to support the athlete at every stage of their journey.



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.



MARKETING & PR

Zone3 has developed a strong presence within the triathlon media – advertising in the key titles in both print and digital, as well as gaining a number of high profile test wins. Our marketing efforts are key in generating demand and these close media relationships have been imperative to our success.

As well as working with the triathlon media, we are also committed to building a strong brand following. Our social media channels are a key communication platform and we are proud of our continued growth on Facebook – gaining followers quicker than any other triathlon brand over the last 12 months.



DIGITAL MARKETING

Digital marketing is a huge part of our business and something which we will continue to develop and evolve every day. Building an online demand and getting customers into the shops to actively search out Zone3 is a priority of ours and we aim to achieve this using a wide range of tools. From making sure our product photos and imagery is the best it can be, and producing breath-taking lifestyle videos, creating engaging content for our blog and social channels to help build a strong loyal brand following. We continue to keep working as hard as we can to ensure that Zone3 is a recognised and desirable brand.



ATHLETE SPONSORSHIP

The end user is at the heart of every product we develop and our sponsorship plays a key role in product development, testing and feedback. We not only sponsor Olympians, Ironman Champions and high-profile teams but also a very wide range of amateur age-group athletes, junior and development athletes, and para-athletes.

We have a close relationship with all of our athletes who are looked after by our in-house sponsorship manager. It's a two-way partnership – we provide them with the best product available on the market for their input and advocacy. We're proud to have talented and successful athletes but also local heroes who always help spread the word.

ZONE3 ATHLETES



TIM DON

Recently back from a life threatening injury and underwent a gruelling 6 month recovery, 4 months of which he was immobilised, wearing a halo with titanium bolts screwed into his skull. Tim Don has won the renowned Ironman and held the title for fastest IM of 7:40:23 until another Zone3 athlete, Matt Hanson took the title.



SARAH PIAMPIANO

Sarah Piampiano is a professional Triathlete from America. Her career has taken her round the world, notably winning Ironman 70.3 in New Orleans and Western Australia. Currently residing in California; Sarah is in training under the guidance of Matt Dixon and swims in the Zone3 Vanquish wetsuit.



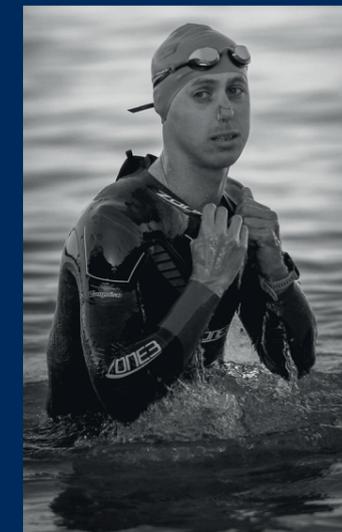
MARK FOSTER

Mark Foster is an ex-international competitive swimmer and multiple World-record breaker. Zone3 and Mark have worked closely together to produce the MF-X range of swimwear, using Mark's knowledge of swim fabrics and materials alongside his keen eye for style.



JAKE BIRTWISTLE

Australian elite triathlete Jake Birtwistle's 2018 career has already been fantastic for him, coming 2nd in the prestigious Commonwealth Games Triathlon and 2nd place in the ITU Yokohama event as part of the World Triathlon Series. He races in our exclusive Zone3 Vanquish Elite model, featuring an upward zip for faster transitions and we are sure of a big future for him.



ANDI BOECHERER

Andi has frequently held podium positions and is somewhat of a national treasure in Germany where he was born. Renowned for his incredible bike speeds, Andi is set to reach new limits as a serious swim contender in his Vanquish wetsuit. At 35 years, we see no signs of him slowing down and are proud to sponsor such a hard working athlete.

EVENTS

Events and grassroots support are at the heart of the Zone3 brand. We supported a huge number of events last year, from local club races to high profile Ironman, Challenge and ITU events. We sponsor events in over 15 different countries have direct contact with hundreds of thousands of competitors. These events provide us with the opportunity to reach and engage with a huge captive audience; from first-timers to seasoned Pros.





THE QUEEN'S AWARDS
FOR ENTERPRISE
2018



ZONE3 RECEIVES A QUEENS AWARD

We are delighted to announce that we have won the prestigious Queen's Award for Enterprise 2018, recognising the company's outstanding growth and international expansion.

The esteemed and highly sought-after award for International Trade was earned by our efforts to build a global brand and replicate its success achieved in the UK. This has been achieved from a deep-rooted passion for endurance sports. Our company policy also ensures the highest performance products are delivered to our customers.

The award, which was recommended by the Prime Minister, will be formally presented at our head office following a Royal reception at Buckingham Palace this summer.

Our founder James Lock, an elite level triathlete, started developing the

business in 2006 after graduating from Loughborough University. The key focus was on improving his race speed and simply trying to earn enough to cover his training and racing costs.

Due to the quality of the product and Lock's dedication, the brand has been catapulted to reach a global audience. This has been achieved without any investment or business partners. Instead, through building a fantastic team of staff and ensuring that each product is packed with innovative designs and features. Today, Zone3 retails in over 25 countries and is the brand of choice for many athletes of all levels.

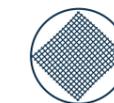
Commenting on the recent win, Lock said: "I am incredibly proud that Zone3 has been awarded a Queen's Award for Enterprise for International Trade. As the UK's most prestigious business award, this accolade is testament to our company

mission to be the most loved and chosen specialist sports brand in the world. My own background as a former athlete and my innate passion for triathlon and competitive nature has been a driving force behind the Zone3 brand. It has helped me to build the business up from a grassroots level to a global market player. We are all delighted that our international growth has been recognised and this has been achieved thanks to an exceptionally talented, positive and hardworking team of staff."

This award has firmly cemented our position in the global sportswear marketplace. We have grown organically year-on-year, and have seen growth in overseas sales and continued international product demand.

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.



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.



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.



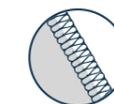
SILICONE LEG GRIPPERS

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.



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.



CONSTRUCTION

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



POCKETS

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

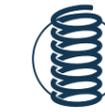


ELASTIC TECHNOLOGY AND PIPING

Anatomically designed following flatlock or bonded construction for an unrestricted range of movement and reduced chafing. The fabrics are chosen on their performance and elastic properties further enhancing human body movement.

CORE WETSUITS

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.



SPRING LOADED DESIGN

All Zone3 suits offer a spring loaded shoulder design to generate 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.



HIGHLY DURABLE

Designed for speed, flexibility and a natural feeling swim; all without loss of strength. Zone3 wetsuits are extremely durable and made to last as



AQUA DYNAMIC COATINGS

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



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.



PRO SPEED CUFFS™

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



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 suits



UNPARALLELED FLEXIBILITY

The Yamamoto neoprene used in all Zone3 wetsuits has been developed to allow for maximum flexibility with a 4-way stretch. This provides unrestricted movement stroke after stroke, minimising fatigue and muscular tension in the shoulders, chest, abdomen and legs.



ULTRA THIN & LIGHTWEIGHT

We developed a neoprene that is extremely lightweight, thin and comfortable, allowing the user to feel as if they aren't wearing a wetsuit at all. Designed for speed, flexibility and a natural feeling swim; all without loss of strength. Zone3 wetsuits are extremely durable and made to last as part of our commitment to the athlete.