



All the secrets of the new SWI Thrama
The Swiss company's jewel is a concentrate of technology and research

Thrama is a jewel of aesthetics, whose clean lines aim to be a timeless classic already. Its look hides cutting-edge technologies that make it unique throughout the bike industry.

CARBON UD

It all starts with the choice of materials.

SWI builds all of its frames exclusively with UD carbon, that is, unidirectional carbon.

Unlike more usual carbon fiber products that use woven fibers (with the classic crisscrossed webs) UD carbon is literally a continuous piece of carbon with filaments arranged in a single direction.

SWI frames are made by overlapping 16 to 19 very thin layers of UD carbon laminate, each consisting of several pieces side by side as in the making of a suit.

The outer layer of 3K carbon arranged in a herringbone pattern gives Thrama the unique and unmistakable aesthetic to which it owes its name.

THIN PLY TECHNOLOGY™

In addition to the type of carbon, Thrama also stands out because of the way the fibers have been processed.

SWI uses Thin Ply Technology™ - a technology used in cutting-edge industries such as Formula One, aerospace, and luxury Swiss watchmaking that has been applied by SWI for the first time in cycling.

With TPT, the Swiss company has been able to process carbon from very thin layers that can be added, rotated or removed to create a stiffer or more comfortable frame based on different needs.

This is because the thinner the layers making up a laminate, for the same final thickness, the greater its mechanical properties are. Thus, with the same mechanical properties, the lesser the thickness and therefore its weight.

UFS™ TECHNOLOGY

Simply put, it is the only and actual unishells on the market. The SWI patented Unishell Frame System is based on the integrality (front triangle and rear carriage) of the frame as a monocoque, that is, designed from a single mold.

The absence of joints and related gluing, which creates static blocks to the entire structure, makes the SWI frame homogeneous and responsive along its entire length, and allows the athlete to unload all the watts released directly onto the road.

Through the UFS™, the overall strength and stiffness of the structure in both longitudinal and transverse torsion have increased and at the same time the weight of the frame has been reduced..

BUILD ON YOUR NEEDS

Then there is one last thing that makes each Thrama truly unique, as unrepeatable as each cyclist is.

Thanks to Thin Ply Technology and UD Carbon, SWI has succeeded in something never seen before: building a frame based on each customer's needs and characteristics.

You can then choose a bike that is more or less rigid, more responsive or more comfortable. Because Thrama was truly born to be a custom-built jewel, accommodating the most diverse needs.

Because every Thrama is unrepeatable, just like every cyclist.

SWI beyond precision

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