



TeoSport and PISSEI: when excellence meets great champions

TruFlo confirms the partnership between two master craftsmen working side by side to achieve top results in professional cycling.

TeoSport and PISSEI share a passion for technology and craftsmanship with a deep-rooted local heritage, making them close partners who are constantly searching for innovative new ways to improve performance and comfort.

The two companies have been working together for many years to develop the best cycling products.

TruFlo was born from the needs of PISSEI and from this continuous and constant collaboration between the two brands. If for TeoSport it is fundamental to adapt the product to the stylistic and technical needs of the Tuscan company's shorts, for PISSEI it is important to combine its products with the quality and comfort of the Treviso brand, and it is here that feedback and constant comparisons make it possible. Ideas and requirements are developed together, without neglecting the details and in total transparency. A collaboration that, as Daniela Osellame, Marketing and Brand Manager at TeoSport, confirms, is extremely stimulating.

Since December 2022, PISSEI has sponsored the World Tour teams UAE Team Emirates and UAE Team ADQ. In 2023, UAE Team Emirates, captained by Tadej Pogacar, was voted the best team of the season at world level. Tour of Flanders, Amstel Gold Race, Flèche Wallonne and then Lombardy, not forgetting the podium in Paris: these are just some of the results achieved by UAE Team Emirates last year. The understanding between the two brands was further strengthened when PISSEI was asked to develop a TruFlo-based product to meet the needs of both teams' athletes.

"It makes us proud to follow the most important competitions on the world calendar and to know that some of the athletes are competing with our pads," continues Daniela Osellame. "In addition to the excitement of creating products for such important teams, the even more stimulating aspect is that it keeps challenging us to find innovative solutions. Challenge is in our DNA".

The TruFlo AirLight pad is, in fact, the product designed specifically to meet this challenge. Its main features are its thickness - thinner - and greater density, to give the athlete even more grip on the saddle, while at the same time increasing sensitivity to movement and breathability.

The numerous tests and the constant comparison that PISSEI has with athletes have also allowed TeoSport to reach a high level of performance and versatility for a product that has been shaped by training and, above all, competition habits. All this is reflected in the PISSEI products sold to the public, making the experience gained in World Tour races available to everyone, with a wide range of products equipped with TruFlo technology.

"The bond between the two is strengthened by the relationship between our team and the PISSEI brand manager", confirms Daniela, "there is a constant comparison in terms of feedback from the team, which allows us to constantly improve responsiveness, comfort and freedom of movement". In this way, the partnership between the two excellences is confirmed to be more solid than ever, projected towards development and innovation in order to offer the champions a product up to the great goals they pursue.

For further information on PISSEI: www.pissei.com and <https://www.teosport.com/it/>