



more pain more gain

### **Imatra launches new exclusive collaboration with UDOG**

*Available for purchase with Imatra Coins, the Gravel Shoe is a limited edition branded item.*

This exclusive collaboration will enhance the marketplace offering with gravel shoes designed specifically for Imatra users.

*"We are very excited about this partnership with UDOG," said **Manolo Bianchini, founder and CEO of Imatra**. "Our mission is to create a community where users can be inspired by market-leading products. UDOG is a brand that closely matches our philosophy. They have an ambitious goal to push their customers to challenge themselves on different terrains, both on and off road. We are thrilled to present this limited edition, now available on [imatra.com](https://imatra.com), and are confident it will be a hit with our community".*

The young and innovative UDOG brand was created in 2021 by **Alberto Fonte, founder and CEO of UDOG**, who is also an avid cyclist. He explains: "The look of this limited edition reflects Imatra's character, with purple details that enhance the adventurous spirit of shoes designed for exploration. The collaboration between UDOG and Imatra for the limited edition Distanza represents the meeting of two entities that share the same genuine passion for cycling". He continues: "Every detail of these shoes embody our direct experience and the deep technical knowledge that characterises all our products. As cyclists first, and then as manufacturers, we personally test each creation and bring our passion to the road.

UDOG shoes are renowned for their performance and design, and this limited edition for Imatra is no exception. Lightweight and durable, these gravel shoes are ideal for rugged trails as well as city streets. The sole, built around a carbon composite core, wraps around the toes and heel for added safety and protection. The fit is ensured by the Tension Wrap System, a dynamic metatarsal system that provides security and excellent stability.

Created exclusively for Imatra, UDOG products are available on the [imatra.com](https://imatra.com) marketplace, where users can purchase them with either cash or a combination of euros and accumulated Imatra coins.