



Press release
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TP Sports joins forces with X-Technology

TP Sports takes over the German distribution of Swiss premium brands X-BIONIC and X-SOCKS

From May 1st, TP Sports GmbH will be responsible for the distribution of X-BIONIC and X-SOCKS in Germany. The Swiss experts for highly functional clothing and the sales agency based in Munich are facing the future hand in hand. The team led by André Pelzer, Dr. Daniel Trapp, and Stephan Vidic will present the bionical inspired functional apparel from the Swiss think tank to specialist retailers starting with the 2019 summer collection from May onwards.

"When it comes to highly functional clothing, the Swiss company is a frontrunner. X-BIONIC and X-SOCKS are a remarkable result of its expertise and have been for the past 20 years. They systematically redefine the areas of temperature and moisture management using bionic findings from nature. 2019 will mark a huge step forward. And we are proud to be part of the X-BIONIC-Team", Daniel Trapp is very pleased to report about the star entry at TP Sports.

Swiss expansion strategy

X-Technology has already introduced new production partners with the Norman Group and INTERSOCKS for the cult brands X-BIONIC and X-SOCKS. Now the Swiss company is taking the next step towards expansion and repositioning its sales in Germany. In addition to TP Sports GmbH, the brands will be represented by the company's own highly qualified sales team in Switzerland and Austria. This enables the Swiss business to develop and build successful trade relationships and to respond to the growing demand. In other countries, X-BIONIC and X-SOCKS products will continue to be sold through independent distributors.

"We are convinced that we have optimally positioned ourselves in the markets with our international sales partners and that the course is clearly set for growth," says Sandra Künzler, Head of International Sales.

"TP Sports is not only a reliable partner with many years of experience in the sports and fashion industry. The second pillar of TP Sports GmbH is the coaching of sales and marketing personnel. In this area, they work together with one of the most renowned coaching companies globally – Dale Carnegie Training. The concept of our X-BIONIC Training Academy was welcomed with open arms – ideal conditions for our technical and highly functional products", says Patrick Lambertz, COO at X-Technology, who is thrilled about the new partnership.



About X-BIONIC®

X-Technology, the think tank for highly functional clothing, has combined Swiss precision and Italian craftsmanship in its products for the brands X-BIONIC®, X-SOCKS®, and Apani® since 1998. In just a few years, X-BIONIC® and X-SOCKS® have redefined the world of functional clothing. As the name X-BIONIC® suggests, developers of X-Technology® apply bionic insights from nature to functional clothing with the aim of increasing the athletes' performance and comfort. Pioneering technologies are used for this purpose. These are protected by more than 820 international patent registrations and are geared towards releasing the body's own energy reserves through thermoregulation, for example. Over 560 international awards and test prizes for innovation, product quality, functionality, and material quality cannot be a coincidence.

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