

X-Technology and Trerè are going separate ways.

Munich, 28 January 2018 – After a 20-year partnership, X-Technology Swiss GmbH, owner of the brands X-BIONIC® and X-SOCKS® and its current licensee, Trerè Innovation s.r.l., have decided not to extend their licence partnership.

X-Technology has decided to invest in its own distribution channel and, at the same time, to take new production partners on board in order to manage and develop the global growth and international premium distribution of its brands more closely. Thanks to its many years of know-how in the manufacture of functional sportswear, Trerè Innovation s.r.l. will, in the future, focus on launching its new propriety brand, UYN® – Unleash Your Nature. While X-BIONIC® and X-SOCKS® products are established in the high-performance sector, where performance is at the forefront, the UYN® products are oriented towards a maximum feel-good factor.

Consequently, X-Technology's own sales force in the DACH region (Germany, Austria, Switzerland) will – supplemented by selected established agencies – take over the relationships with trading partners starting 1 May 2018. In the remaining countries, X-BIONIC® and X-SOCKS® products will continue to be marketed by independent distributors. Marketing of UYN® and other propriety brands such as FOR.BICY® will chiefly be managed by Trerè Innovation s.r.l.

To enable a smooth changeover, both partners have agreed on a fluid transition. Specifically, Trerè Innovation s.r.l. remains exclusively responsible for the production and marketing of the Spring/Summer 2018 and Autumn/Winter 2018-19 collections to traders and distributors. Accordingly, Trerè Innovation s.r.l. will continue to take orders for the Autumn/Winter collection up to 31 January 2019 and deliver the orders by 28 February, whereby the availability of all products is guaranteed up to 31 December 2018.

On 1 May 2018, X-Technology will start marketing the Spring/Summer 2019 collection in DACH, with the new sales force. In Switzerland however, the structure will be different as LOWA Schweiz AG will continue to manage the marketing of X-SOCKS®, while X-Technology takes over the marketing of X-BIONIC® products. Trerè's own marketing team will, for the most part, take over marketing of UYN®. In Switzerland, UYN® will be marketed by Fuchs Movesa AG.

X-Technology and Trerè are proud of their exceptional joint achievements of the past 20 years. Today, the products designed by X-Technology and produced by Trerè have cult status and a worldwide community of fans. Both companies extend their heartfelt thanks to their trade partners for a successful cooperation and the trust they have placed in us.

X-Technology Swiss GmbH

Trerè Innovation s.r.l.

You can obtain further information regarding your future representative at the following contact points

(effective 1 May 2018)

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