



ERREÀ - AHEAD OF THE GAME



When you think of Kit manufactures one of the first names to come into your head is Erreà, one of the very few manufacturers that still produce their goods in Europe. A number of clubs including Premiership side Middlesbrough have donned Erreà kits for a number of years and when you look at the company and the technologies they are producing its easy to see why they believe they are always ahead of the game, .

Erreà have been the first manufacturer to reach a number of milestones:

- First to weave the town emblem in the jacquard of the shirt
- First to introduce the 3d club badge
- First to introduce an embroidered main sponsor
- First to introduce a 3d main sponsor application
- First to introduce a female replica
- First to bring in mini kits in special presentation boxes
- First to develop a 100% waterproof jacket
- First to introduce technical underwear with club badge and main sponsor woven in.

The playing performance of kits for top teams has come to the forefront in recent years and if a kit can give even the smallest percentage playing advantage then, with money at stake, clubs must stand up and take notice.

The two key areas Erreà are currently boasting are the introduction of Nanotechnology & Oeko-Tex systems to their teamwear catalog. But what are these two alien sounding technologies? And how can they actually help your club to succeed?

Nanotechnology refers broadly to a field of applied science and technology whose unifying theme is the control of matter on the atomic and molecular level – easy!

Nanotechnologies may have a great impact on the whole textile/clothing industry.

They may infact:

- Determine functional features and new possible uses of fibres;
- Influence manufacturing technologies and systems;
- Influence and orientate consumers behavior.

The nanoparticles used for the Middlesbrough fabric have been introduced as fillers in the fibres in order to give particular functional features and improve the mechanical qualities.

In the new kits there have been added nano particles of Silver and Titanium.

Silver and titanium adds various qualities to the textiles such as:

- Natural antibacterial
- Waterproof and oil repellent
- Anti odour
- Anti Stain

The fabric turns waterproof although it conserves high air and steam permeability characteristics thanks to lower values of the superficial tension.

An invisible barrier is formed on each fibre, that doesn't permit dirt and liquid absorption, therefore water slips away from the treated fabric, and oil stains are transformed into small "pearls" that can be easily removed with a damp sponge.

A filler of nano elements is fixed on the surface in order to fill up the gaps and to avoid the stains to penetrate between the fibres. The particles of dirt remain on the surface and easily slip away and can be quickly removed with a damp cloth without using detergent. The nano particles used in the coating prevent colour fading and maintain brightness. The odours from a



With so much going on at Errea, F.C. Business took the opportunity to speak to Errea's Export Manager Fabrizio Taddei about why they have been so successful for such a long time, the key to the innovations in kits and what the future holds . . . if we could prize it out of him!

F.C.: Why do Errea stay 'ahead of the game'?

Fabrizio Taddei: Errea pride themselves of manufacturing quality products and therefore have always and will always invest on researching new and innovative material to stay ahead of the game and provide something different to athletes. This goes from the nanotechnology fabric, to the fully waterproof top, to the base layer range with hollow fibre. Other things include the kevlar and carbon fibre shinpad made with F1 technology and the kevlar and carbon fibre socks.

F.C.: As science in sport plays a bigger and bigger role will kits continue to evolve or have we reached a peak?

Fabrizio Taddei: I have a lot of trust in the ability of human kind to invent and to progress, therefore I strongly believe this is not the peak, it is instead the start. Look at what is happening right now with swimming gear or look at the continuous evolution of tennis rackets, golf clubs, bikes etc.

F.C.: How can fashion and science be married so clubs can have high performing kits as well as attractive ones for commercial gain?

Fabrizio Taddei: That's the task of designers and thank God we have a fantastic team of young and innovative designers who work very close with all the clubs we supply!

F.C.: What new ideas or concepts

do Errea have in the pipeline?

Fabrizio Taddei: A lot of new projects are into the pipeline, but I do not want to give any indication to our competitors, teamwear is an extremely competitive market!!

F.C.: Why should clubs use Errea as a company over other sportswear manufacturers?

Fabrizio Taddei: To have a fantastic and innovative quality products combined with the flavour of Italian design. To have a certified oeko-tex product, offering certified quality to their fans. Clubs like us because we have the commitment and the service of a teamwear manufacturer where every single person from the warehouse to the Chairman is a football maniac. Our clients include Middlesbrough who have been with us since 1997, Cheltenham since 1997, Brighton since 1999. This says a lot about how we are regarded by clubs.

human body are largely generated from the protein and the bacterial contained in the human sweat. As the bacterial growth is restrained, the odour is not produced.

Some scientific reports have proven that nano silver particles are effective in restraining the growth of more than 650 different bacteria.

And what of Oeko-Tex?

Erreà Sport is the first Oeko tex certified teamwear company and a textile industry leader in nanotechnology.

This allows for the production of fabrics that are multifunctional and innovative, giving a greater value to the garments produced and redirecting consumers trends with innovative products and methods.

- The Oeko Tex Standard 100 certifies the absence in textile products of substances that may be carcinogenic, allergenic, irritant and more generally harmful to human health. The Oeko-Tex certification guarantees that the fabrics of Erreà with this label have successfully passed all Oeko-Tex Standard 100 tests.
- Since 1992 the Oeko Tex Standard 100 represents the leading label in the textiles and clothing industry.
- The Oeko-Tex Standard 100 testing and certification system is granted by the most important International Association of textile research and test institutes and represents both an added value of Erreà and a guarantee for consumers.
- Erreà Sport is the first and the only Oeko Tex certified TEAMWEAR company in Europe.

This is definitely an added value that must be communicated to consumers.

So, it's clear to see that Erreà has an appreciation for the performance and retail side of the Kit manufacturer and club relationship. On the playing side the nano technologies may only add a 1-2% advantage but in our modern game that is all that is required.



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