



CORRI COL CUORE

# AN ITALIAN HISTORY

## 1978, Toscana, Italia.

The history of PISSEI began in 1978 in Italy and more precisely in Tuscany, at the doors of Florence, when it was born under the name of "Ellegi".

The continuous path of evolution began with the production of sportswear and then moved and specialized in custom cycling apparel for teams and amateur groups within our Custom Lab.

In 2006 the company changed name to the current one, "PISSEI", and in 2019 the transition to the current ownership made the vision change to a more global one.

The production chain has always been 100% "Made in Italy" to respect the roots and continue the Italian handmade tradition.





# OUR MISSION

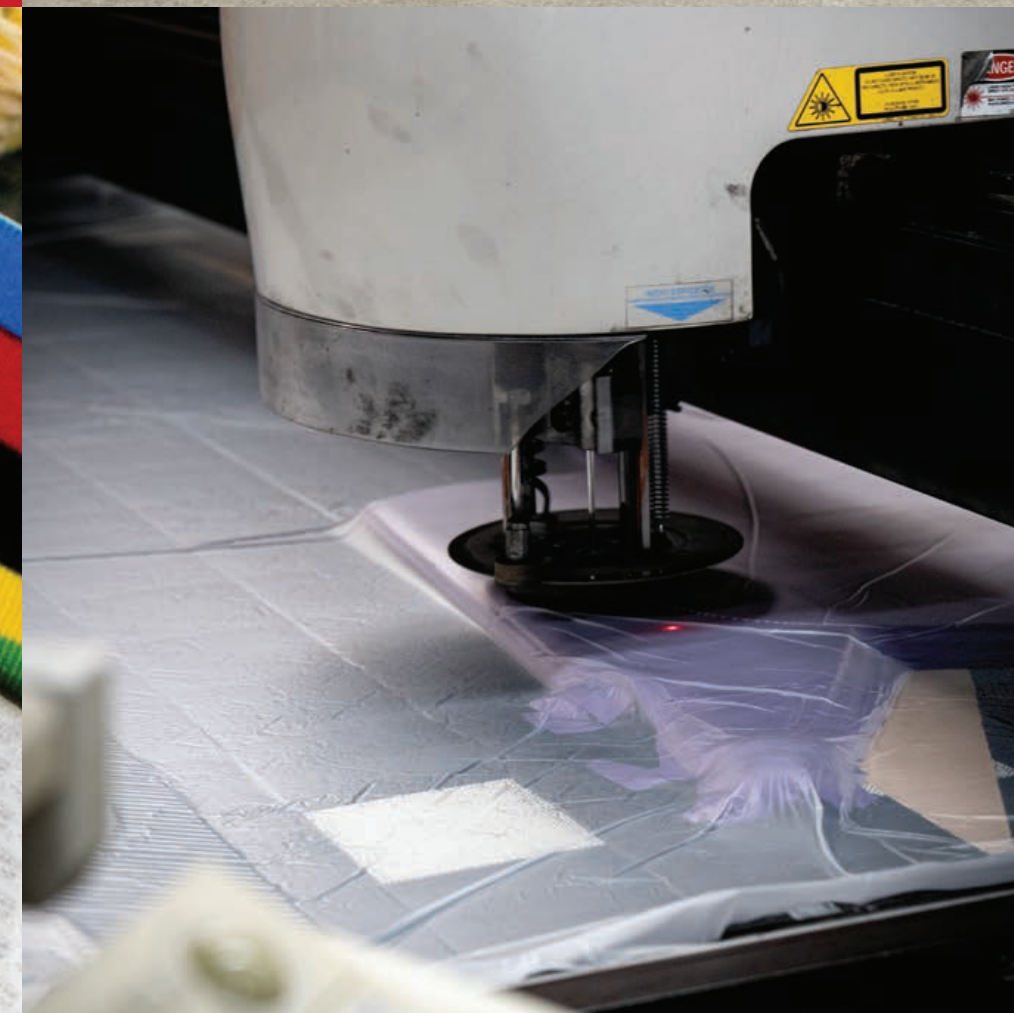
## On a mission to offer the best

Combining the highest quality standards and technologies with unique design is the mission and heart of PISSEI.

With an incredible focus on innovation, PISSEI is constantly perfecting its designs and materials, incorporating the latest advances in fabric technology to provide the cyclist with optimal comfort and performance.

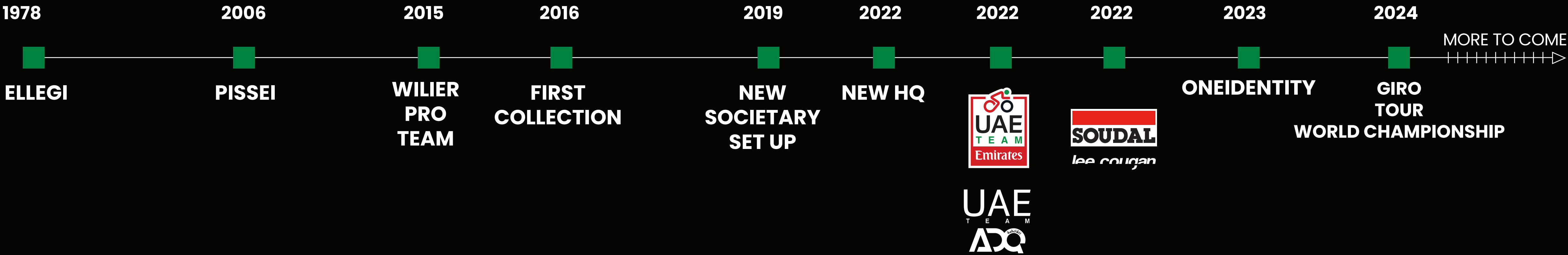
Attention to each and every detail is the result of a continuous development work to create the ideal equipment.

We continually search for the perfect fabric that can guarantee the highest performance in terms of aerodynamics, comfort and lightness, and make sure that the garments are sewn around the cyclist's body.





# MILESTONES





# PLANTS

## TOSCANA (HQ+production)

- \_product development
- \_custom manufacturing: cycling
- \_UAE/ADQ merch manufacturing
- \_design
- \_purchasing
- \_accounting
- \_marketing/digital
- \_logistic

## LOMBARDIA (production)

- \_prototyping
- \_design
- \_collection manufacturing
- \_custom manufacturing: triathlon
- \_custom manufacturing: running





# R&D

## At the edge of technology

We strive for improving our products everyday.

Our R&D dept, split between Tuscan and Cremona plants, daily studies new technologies, fabrics and construction methods to improve the fit season by season.

Supported by the pro teams we test our news before releasing, granting extreme reliability to the final customer.



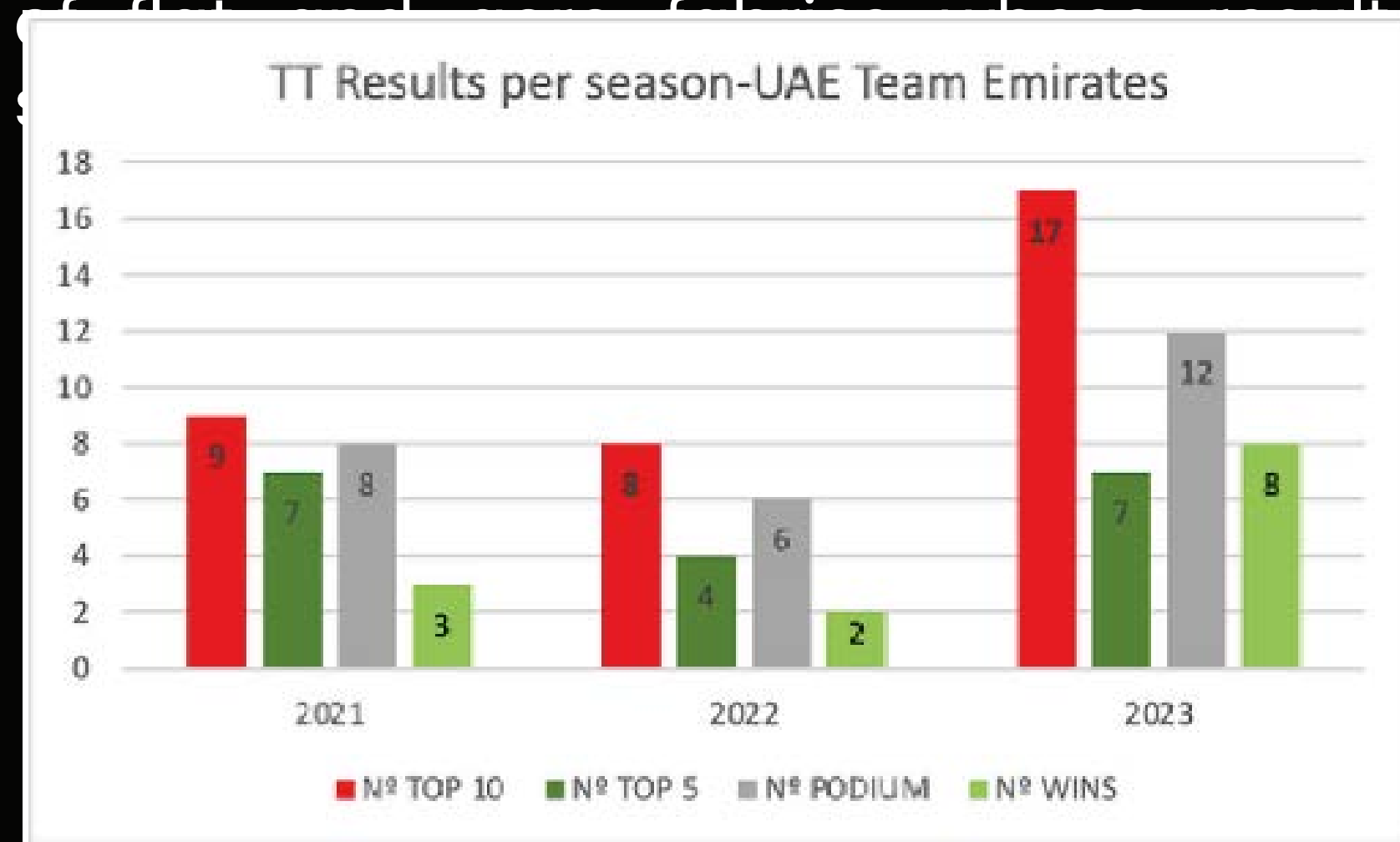


# AT THE EDGE OF TECHNOLOGY

## TT base layer and suit

As a part of our commitment to R&D and performance, together with UAE Team Emirates and UAE Team ADQ, during 2023 racing season we developed a new aero base layer and TT suit.

After several tests at the wind tunnel with the teams with different fabrics and constructions, we got to the current TT base layer + TT suit combination, a mixture





# AT THE EDGE OF TECHNOLOGY

## primapelle

Primapelle is our iconic product range.

Born in 2018 and now evolved through the years, Primapelle makes of colors, fabrics choice and minilimast design its greater plus, boasting polyamide-made fabric, reduced seams and a wide selection of pastel tones, granting ultimate comfort and style.

First born with Fall-Winter 2022 collection in a warm long sleeve version, Primapelle jersey, now available with both winter and summer fabrics, boasts an exclusive construction without the classic stitching on the shoulders.

The jersey is made out of a single piece of fabric sewn only on the sides, making it extremely comfortable and clean.

The matching bib-shorts and tights boast an ultimate construction foreseeing just one external sewing.





# CUSTOM LAB

## Making the dream kit

PISSEI CUSTOM LAB is our business area working to deliver custom items and kits for teams, groups and shops.

Shop or individual, team or single riders, professional or amateur, we start from the customer's idea and develop design with him, offering our experience, advice and rapidity.

Our design department is at the customer's disposal to listen and develop its custom kit together with him, while our 100% direct and Italian production guarantees the best quality, as our goal and in compliance with the customer's expectations.

With a complete range of customizable summer and winter items and a complete range of accessories, we are able to cover all the needs of every cyclist in all conditions.





# HOW IT'S MADE?

From the sketch to the road



**1.DESIGN**  
The customer ask, we listen and design.

**2. PRINTING**  
The design gets printed on a special paper



**3.TRANSFER**  
With a mixture of heat and pressure, the design gets transferred from paper the paper to

**4. MANUFACTURING**  
Our expert employees assemble each of the kit sewing the parts by hand



**5. SHIPMENT**  
The kit is ready to get on the road



# ONEIDENTITY

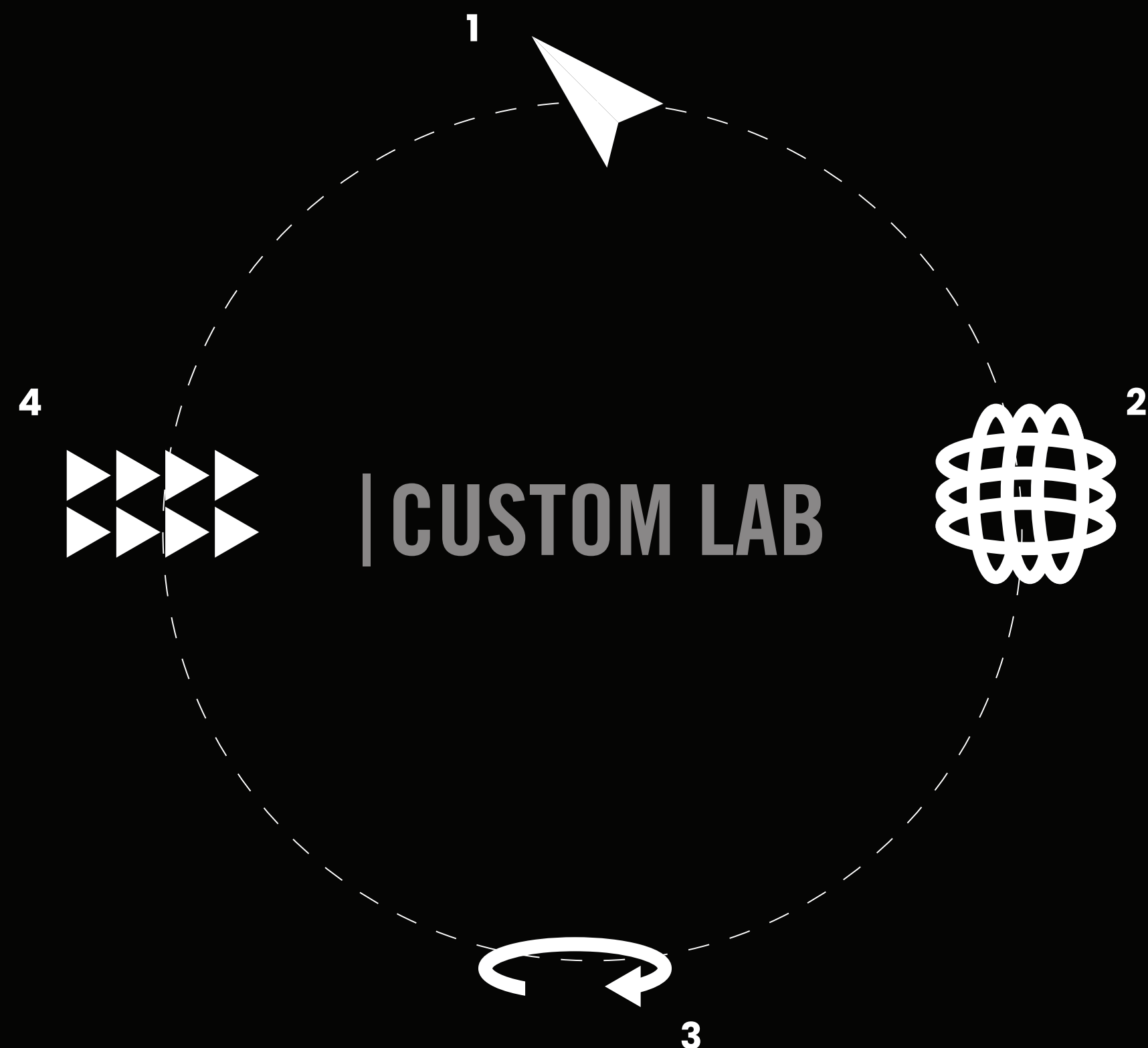
## Our own custom self configurator

Introduced in 2023, ONEIDENTITY is our new tool to facilitate potential customers in sending us their ideas to create their own custom kit.

With a selection of 3D models from our custom range, each summer and winter item is fully customisable in the different areas of the item itself with a proposal of textures or with plain pantone colors.

Plus, images can be uploaded to place the team's or sponsors' logos.

The customer is supplied with a preview of the kit and it's contacted by our sales dept quickly to offer our quotation and try to get the order.





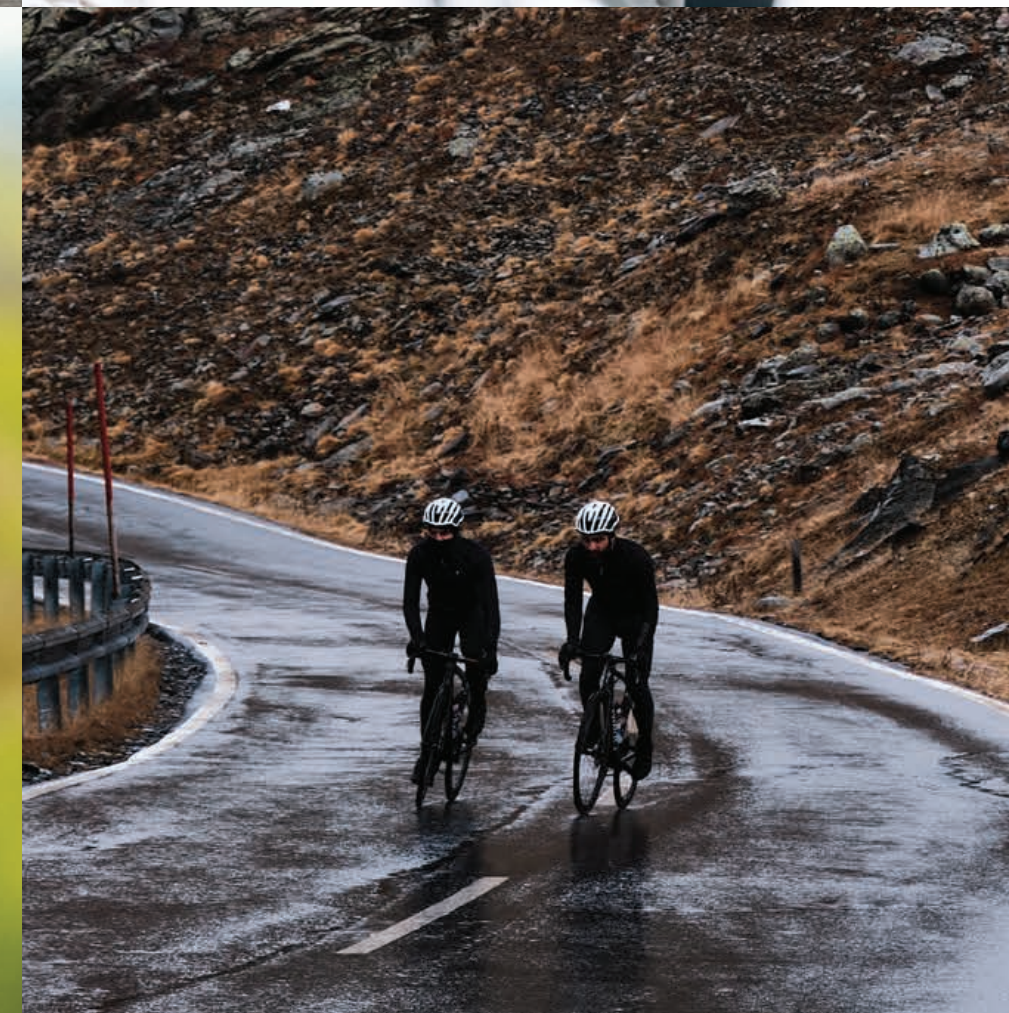
# COLLECTION

## Scouting for the last trends

After having acquired a strong background with custom, we have gathered all the knowledge and technologies to create two annual collections designed for the summer and winter seasons.

Combining performance and aesthetics guides us in the creative process and our graphic designers, working closely with the Research & Development department, always look ahead to create and offer exceptional products in terms of performance and style.

All trends are studied and anticipated to keep up with the market and to go beyond.





# PRO TEAMS



UAE Team Emirates - XRG



UAE Team ADQ



Soudal - Lee Congan



THANK YOU

