



New



SWIPE ANTI-FOG TECHNOLOGY



POWERSKIN

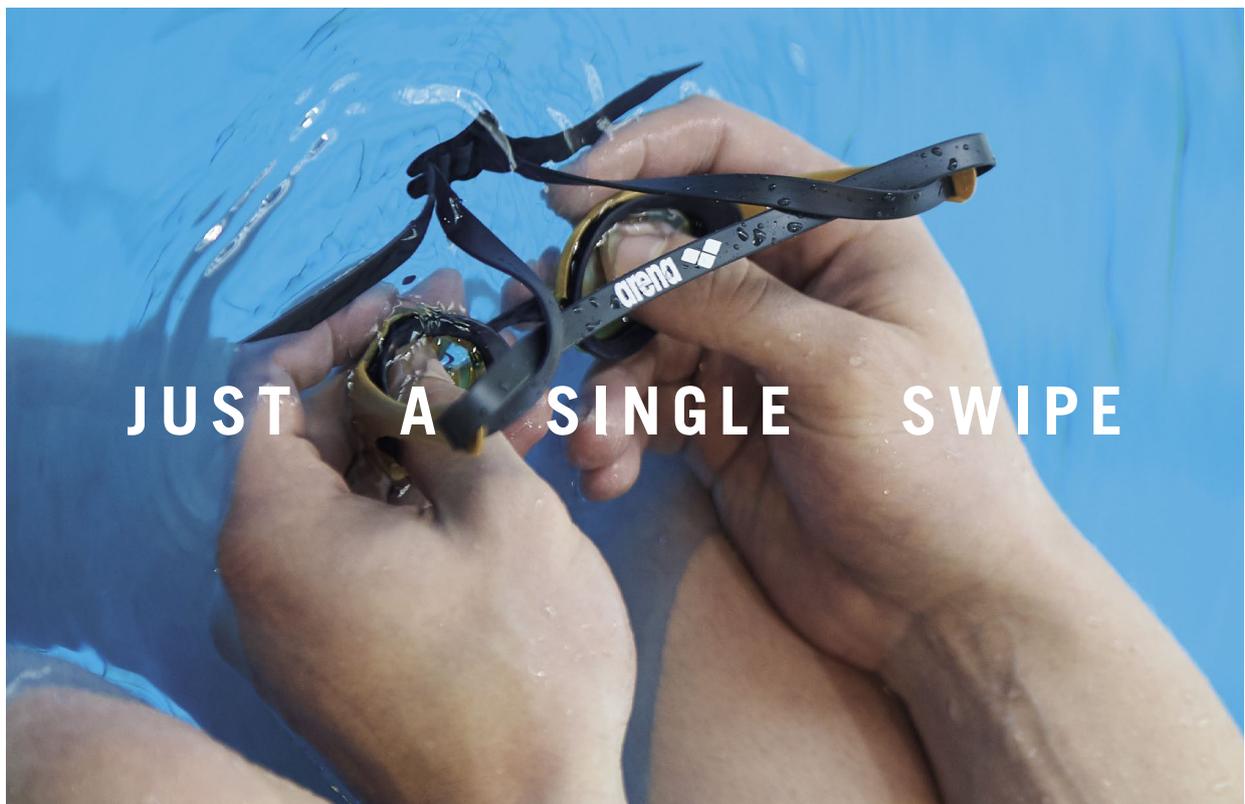
AVAILABLE ON SELECTED POWERSKIN COBRA ULTRA



ARENA LAUNCHES NEW GOGGLES TECHNOLOGY TO SWIPE AWAY FOG

arena has announced the launch of a groundbreaking new technology that keeps goggles clear for 10 times longer than standard anti-fog solutions. The new Swipe Anti-Fog will initially be released in the company's top-of-the-line Cobra range goggles, starting with the best-seller Cobra Ultra.

Fogging and blurred vision have been perennial problems for swimmers, since existing anti-fog coatings don't last, sprays are limited in their effectiveness and comfort, and to date there's been no proven long-term solution available. But now, thanks to Swipe Anti-Fog's special chemical protection, all that's required is to wet the lens and rub it with a finger.



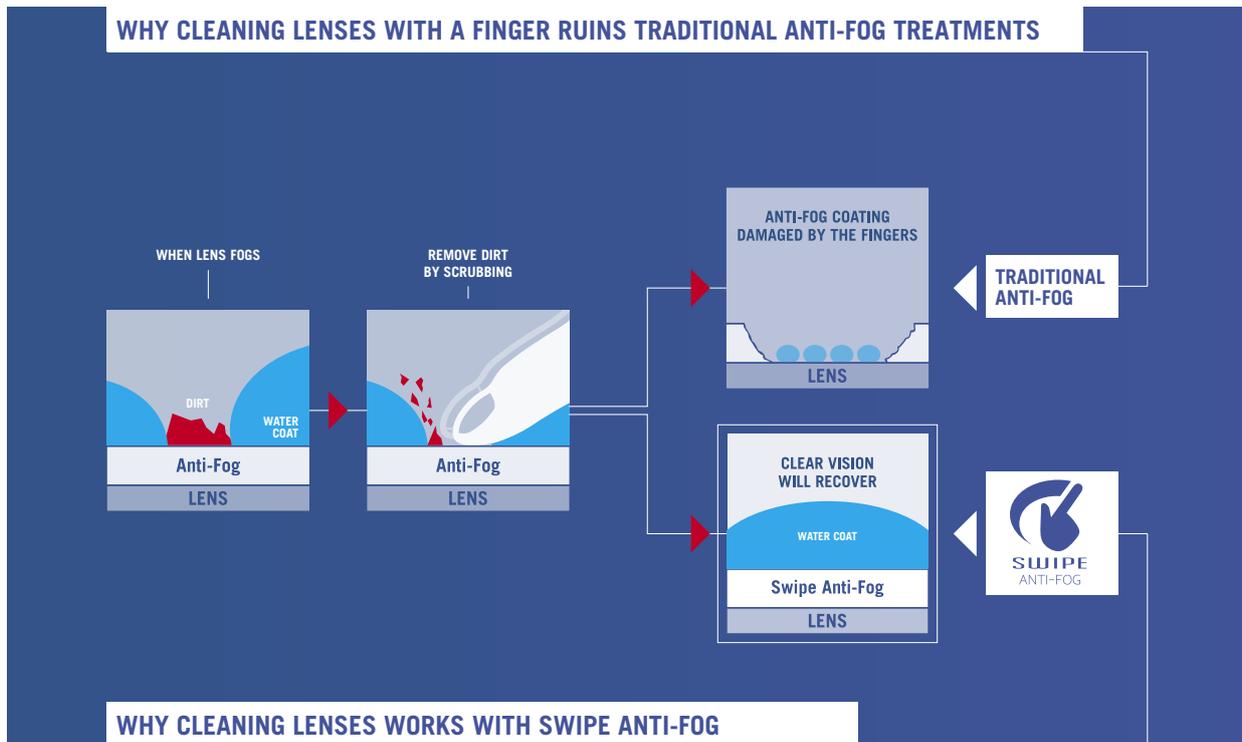


While this type of finger action is common for swimmers, when goggles with even the best of current anti-fog treatments are rubbed in this way, their lenses and anti-fog capabilities tend to deteriorate. Swipe Anti-Fog thus revolutionises goggle habits and performance by actively encouraging swimmers to perform an action that they're currently discouraged from doing, while also improving lens clarity for longer.



“THEY ARE THE MOST ADVANCED GOGGLES I’VE EVER EXPERIENCED,” said Olympic champion Adam Peaty, who was a key participant in the testing of Swipe Anti-Fog.

“I CAN FINALLY USE MY FINGER TO REACTIVATE THE ANTI-FOG, FOR ME THAT’S AMAZING!”



During the development cycle, Swipe Anti-fog technology was subjected to intensive stress tests in the laboratory alongside one of the best anti-fog alternatives currently available on the market. While the best currently available anti-fog maintained its efficiency for up to 3 stress-test cycles, Swipe Anti-Fog lasted for 30 cycles - 10 times longer - maintaining its efficiency until the final test cycle. These results were backed up by trials with athletes of different levels (competitive, intensive, triathletes and others) in varying conditions. Their experiences confirmed the results from the laboratory.

Swipe Anti-Fog will be released in mid-March 2019 through arena's E-commerce channels and at arena flagship stores,

and will be available in Powerskin Cobra Ultra Mirror goggles. The initial launch will be offered in gold, reflecting the colour of champions and the premium nature of the product with its revolutionary technology. Subsequent releases through additional sales channels and in different colours will be made from July 2019 onwards. Cobra Ultra Swipe will be priced at €69,95. The Powerskin Cobra Tri Swipe, which will be available through all channels starting in July 2019, will be priced at €74,95.



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