

## **EIS and Sports & Leisure Brands to continue partnership**

The English Institute of Sport (EIS) and technical garment manufacturing company Sports & Leisure Brands today confirmed that their partnership will continue up to March 2021.

The relationship will see Sports & Leisure Brands become an Official Technical Supplier to the EIS, working together to ensure the development and manufacture of performance garments.

The EIS and Sports & Leisure Brands have worked together for over eight years, alongside world renowned garment technologist Sally Cowan, to produce the high-performance garments which have played their part in the medal winning performances of several British teams competing on the international stage.

With its manufacturing and product development team based in Lincolnshire, UK Sports & Leisure Brands Ltd is uniquely positioned to support the many hours of work needed to create some of the world's best performance garments.

Matt Parker, Director of Innovation at the EIS, said:

"We have worked for a number of years with the team at Sports & Leisure Brands and it is great that we can announce a more formalised relationship between the two organisations. We both share a belief in the importance of innovation and the impact this can have on sports performance, and I look forward to continuing to work closely with the team there."

Peter Merrick, Managing Director of Sports & Leisure Brands Ltd, said:

'It is a source of great pride to the development team here at our UK base to be working with the EIS on the development of cutting-edge garment technology which can help athletes to achieve outstanding performances on the international stage. We are delighted to be partnering with the EIS in this area.'

Sports & Leisure Brands is the parent company of several sports clothing and garment brands, including: Impsport in Cycling, Triathlon, Athletics and Winter Sports; and VO2 in Team Sports, Training wear and Team Wear.

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