

# PRESS RELEASE

## WETSUITS MEN 2019

# STRIKE AMP

In terms of fits and fabrics ION never stops progression and introduces the ION Water 2019 collection with new colors and patterns. The biggest update was made on the stretchiest wetsuit level Amp, improving freedom of movement even further. Thanks to new material on the outside as well as on the inside this wetsuit scores with great stretch, a super light weight and toasty warmth.



Strike Amp Semidry (Backzip); Black, Slate blue/red



Strike Amp Semidry (Frontzip); Black, Dark Blue Capsule



ION's Strike Amp was especially designed for rather brawny wind water sports-oriented athletes. Unlike the classical tight fit of wetsuits, the Strike features a slightly wider biceps cut as well as a wider hip, waist, femur and a bigger lower leg circumference. Furthermore, the Strike Amp comes with detachable Velcro Leg\_Loops which prevent water from rushing into the suit. GBS seams equipped with Maki\_Tape 2.0 also make sure cold water stays outside while maintaining flexibility. Crash\_Padz at shins and ribs care for impact protection while the Glide\_Skin panel at the back shelters the rider from windchills. The Strike Amp convinces with epic stretch guaranteeing a great freedom of movement. This was made possible by using a brand-new neoprene foam called I\_foam, also making the wetsuit lighter. Another new take is the improvement on the heat insulation. ION upgraded its lining to Hot\_stuff 2.0, making it more flexible than the old one, and extended it throughout the whole wetsuit except the shoulder and arm area. For further toasty warmth Plasma\_Plush, known from ION's warmest wetsuit level, was added to the back panel.



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### HOT\_STUFF 2.0

Compared to the old lining the Hot\_Stuff 2.0 features a bigger looped fabric. Thus providing more stretch and heat insulation. More comfort and a plushier handfeel through bigger loops. Hotstuff 2.0 is the stretchiest lining in ION's range.



### PLASMA\_PLUSH

Known from ION's warmest Select level this looped fabric structure traps air for a better insulation. Quick drying material woven in channel structure provides also a great stretch.



### I\_FOAM

The new I\_foam is an extreme lightweight and stretchy neoprene foam that replaces the old V-foam. Thanks to the new foamed structure with more air trapped inside the I\_foam contributes to heat insulation.



Lining front (Hot\_Stuff 2.0) & back (Hot\_Stuff 2.0 & Plasma\_Plush)

For further formation about ION and the product range please check [ion-products.com](http://ion-products.com).

#### About ION

ION is part of Boards & More GmbH based in Mölln, Austria with the operating office located in Oberhaching, Germany. Since 2005 the brand serves the international markets in kitesurfing, windsurfing, surfing, SUP, wakeboarding and biking (since 2012) and is available in more than 40 countries worldwide. The product range consists of high-quality and technical wetsuits & neoprene accessoires, harnesses, bike wear, protection, backpacks and lifestyle apparel with a unique and progressive design for the global action sports scene.

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Press contact

Bastian Haberler

Int. Junior Marketing Manager ION Water

Tel.: +49-89-666 55-269

Mail.: [bastian.haberler@ion-products.com](mailto:bastian.haberler@ion-products.com)