

CHOMARAT EXPERTISE: AT THE HEART OF BABOLAT'S NEW TENNIS RACKET, "PURE AERO"

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CHOMARAT, the expert in composites reinforcements, is the partner of BABOLAT with its multiaxial carbon, C-PLY™ Hexagonal. Indeed, the specialist racket sports goods manufacturer is launching the new version of the BABOLAT's Pure Aero. A combination of ultra-modern design and high performance, this tennis racket for champions has made an appearance on the courts of the Rolex Paris Masters. "We are very proud to be chosen by

BABOLAT. Our new carbon reinforcement, added to the heart of the racket, enables better control and makes each shot more precise and stable," says Pascal JOUBERT DES OUCHES, Sports Equipment Market Director at CHOMARAT.

C-PLY™ HEXAGONAL, THE PERFECT ALLIANCE OF PERFORMANCE & DESIGN

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The addition of C-PLY™, CHOMARAT's multiaxial carbon reinforcement, to the core of the BABOLAT's Pure Aero has increased the racket's stability while enhancing its performance. The specificity of the reinforcement lies in its stitching thread. "This unique thread brings out the color of the resin pigments because it has been designed to remain visible after its impregnation. It also contributes to extra reinforcement and an exceptional design!" concludes Pascal JOUBERT DES OUCHES.



Established in 1898, CHOMARAT is an international industrial textile group, involved in three businesses: Composites Reinforcements, Construction Reinforcements, Coatings & Films-Textiles. The privately held company operates in France, Tunisia, the United States and China to service its global customers. CHOMARAT leads a strong innovation strategy, rising to challenges, developing materials for the future. Hence, the Group invests in new technologies and enters into collaborative research programs with universities and technical centers worldwide.

CHOMARAT offers strong technical know-how and mastery of complex technologies in fields ranging from automotive, aerospace, sports, energy, marine, construction, and also in markets requiring creativity and expertise, like luxury goods.

www.chomarats.com

ABOUT BABOLAT

With the invention of tennis strings in 1875, the same year of its founding in Lyon (France), Babolat is today the longest-running international company specialized in racket sports in the world. Babolat has since become the number 1* brand in tennis racket sales in the United States and Europe, and number 2 in Japan. Family-run for five generations, Babolat is an innovative and pioneering brand as demonstrated by the launch of the first connected tennis rackets in the world. Babolat uses its expertise to provide complete equipment for those who love racket sports (tennis, badminton, padel): rackets, strings, shoes, balls and shuttlecocks, bags, apparel and accessories. Numerous players including Rafael Nadal (ESP), Jo-Wilfried Tsonga (FRA), Dominic Thiem (AUT), Fabio Fognini (ITA), Garbiñe Muguruza (ESP) and Caroline Wozniacki (DEN) trust Babolat for performing at the highest level. Babolat also partners with legendary tennis brands such as the French Open and Wimbledon.

www.babolat.com

*Sources: Sports Marketing Surveys Jan. - Dec. 2016 / TIA, in tennis specialty stores, Dec. 2017 / Yano Research Institute Nov. 2017

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