

PRESS RELEASE

PERFORMANCE AT THE HIGHEST LEVEL AT 2017 TOUR DE FRANCE: A NEW TECHNOLOGY TO SUPPORT THE BORA - HANSGROHE TEAM

EME official supplier of the Professional Cycling Team BORA - hansgrohe

Pesaro, June 26, 2017 - **Agreement signed between EME and BORA - hansgrohe.** EME, leading company in the production of electromedical equipment for physiotherapy and sports medicine becomes official supplier of the cycling team of the two-time UCI World Champion Peter Sagan for 2 years. A partnership born deliberately before the 2017 Tour de France (1 July 2017) in order to support the team during the most important event of the year.

BORA - hansgrohe Team uses Polyter Evo, a portable and 100% Made in Italy modular equipment, unique in the world. With Polyter Evo, the team can count on five state-of-the-art electromedical technologies: endodiathermy (tecar), lasertherapy, electrotherapy, magnetotherapy and ultrasound.

Innovation, portability, completeness and the battery operation make Polyter Evo the ideal device for sports physiotherapy. The tecar is surely the ideal technology for the team: used both for pre-race muscles warm up and post-race recovery. Thanks to the athermy modality, that means making treatment without generating heat, you can immediately work on injuries and fatigue by greatly accelerating recovery times, thus maintaining performance at the highest level.

Jan-Niklas Droste, BORA - hansgrohe team's doctor: *"It is always good, if we have a TECAR device with us, for a faster regeneration and treatment of injuries of our riders at big races like the Tour de France. But with the EME Polyter Evo, we are not limited to the TECAR therapy. Thanks to the modular system of the Polyter, we can also use therapies like Ultrasound and EMS, depending on the race situation, if a rider crashes or if other problems appear. For us, as the medical team from BORA - hansgrohe, the Polyter Evo is the perfect All-In-One therapeutic and regenerative solution. We can take it easily with us to every race or trainings camp and thanks to the integrated battery pack, we can start treating our riders in our Team Bus, directly after they have passed the finish line, without the need of an external power supply."*

The agreement originates from a natural sharing of values and goals. **Roberto Reali, EME's Executive Sales Director:** *"What has allowed us to grow in these 30 years is the values in which we believe in and which have driven all the choices. BORA - hansgrohe perfectly reflects everything we believe: health, passion and progress. This is not just an agreement for us, but a synergy between two different realities, but with the same vision".*

Alessandro Pieraccini - EME's General Manager: *"For a company like ours that produce devices for the well-being and health of people and athletes, it is a pride to be able to accompany such a high level team in preparation, competition and post-competition and be able to contribute to its well-being and success".*

EME as the official supplier of BORA - hansgrohe will immediately appear on the site and press releases, and on vehicles from 2018. Polyter Evo is already available for the team for the 2017 Tour de France.



EME

Born in 1983, EME has consolidated its brand at international level as a leader in the production of electromedical equipment for the physiotherapy, medical aesthetic and aesthetics. The mission is to "design and build Made in Italy technologies by investing in quality and innovation by developing state-of-the-art products that fully meet our partners need and deliver concrete results to patients around the world." For EME, this is the first sponsorship in the world of international professional cycling.

www.eme-srl.com

The BORA - hansgrohe team

BORA - hansgrohe can count on numerous national and world championships: **Peter Sagan (UCI World Champion)**, Juraj Sagan (Slovak National Champion), Gregor Mühlberger (Austrian National Champion), Marcus Burghardt (German National Champion), Rafał Majka, José Mendes, Pascal Ackermann, Shane Archbold, Erik Baška, Cesare Benedetti, Sam Bennett, Maciej Bodnar, Emanuel Buchmann, Jan Bárta, Silvio Herklotz, Michael Kolar, Patrick Konrad, Leopold König, Jay McCarthy, Matteo Pelucchi, Christoph Pfingsten, Pawel Poljanski, Lukas Pöstlberger, Aleksejs Saramotins, Andreas Schillinger, Michael Schwarzmann, Rüdiger Selig.

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