

# PRO REPORT

## 01



PROGRESSIVE  
SPORTS  
TECHNOLOGIES

### Progressive's new newsletter

Starting this month Progressive Sports are releasing our new newsletter where we will reveal more information about the work we do.

We hope you will find this newsletter interesting and informative and we will appreciate your comments and enquiries.



Source: Umbro

### PROGRESSIVE PROUD TO WORK WITH UMBRO ON THE NEW ENGLAND AWAY SHIRT

On the 3rd of March, England took to the pitch against Egypt at Wembley in their new Away kit. The Umbro kit has been designed by creative consultant Aitor Throup.

The new shirt combines the latest technology with a smart, minimalist style. The shirt is constructed using three panels each dedicated to a specific aspect of the game. The front body of the shirt consists of a cotton/polyester blend designed to give players comfort and protection, the sleeves are made with elastane to allow maximum player movement and the back and sides use a mesh fabric to ventilate the body. The areas of ventilation are where Progressive were asked to assist Umbro in the development of this kit.

Under controlled climate conditions in our human performance lab, Progressive carried out Thermoregulatory investigations into the kit performance. This information was key for Umbro ensure that their latest design would perform as well as it looks and the players would be comfortable on the pitch.

Click the image below to see a video of the shirt development



▶ Umbro England Away Kit 2010 development



### AbPump debuts at ISPO

AbPump is a multi-purpose fitness tool that was a turn-key solution created by Progressive Sports and licensed to RFE International.

The AbPump is aimed at the home user and designed to make exercise fun, easy and accessible for everybody. It features a unique reconfigurable design, which allows it to be used to perform a variety of smooth and consistent core stomach and upper body exercises

The AbPump has been well received at retail and has recently been on show at ISPO 2010.

[Click to visit AbPump website](#)



### Progressive Sports Technologies supports Amy Williams' success in Vancouver

Progressive Sports Technologies (Progressive) contributed to a range of research and innovation projects, coordinated by UK Sport, on behalf of the GB winter sport athletes. One of the main activities was to assist with the development of equipment prototypes to test as part of the aerodynamic development programme.

[Click to read more](#)

### WHO ARE PROGRESSIVE?

Progressive Sports Technologies Ltd. is a sports innovation consultancy based within the Sports Technology Institute (STI) at Loughborough University, England.

Progressive are a spin-off from the world's largest academic Sports Technology Research Group and provide a comprehensive range of research-led new product development services to major global sport, fitness and outdoors brands

Established in early 2001, Progressive boasts a growing portfolio of filed patent applications and has collaborated with some of the world's major sporting and fitness brands in product research and development.

### TESTIMONIALS

*"World class performance design requires world class testing - Progressive have the ability to evolve innovative concepts, through to 'real' authenticated technologies."*

**David Blanch**  
Design Director,  
Umbro, Ltd.

*"Working with Progressive Sports continues to be a World Class experience. Their passion for excellence and innovation is making a significant impact on British sporting performance through the numerous projects they have contributed to."*

**Dr. Scott Drawer**  
Head of Research &  
Innovation - Performance  
Directorate  
UK Sport

*"R.F.E continues to enjoy a positive working relationship with Progressive Sports Technologies Ltd. Our partnership has enabled innovative research and development projects, developing our product offering now and for the future."*

**Pat Hooper**  
Managing Director  
Reebok Fitness International

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