

Dutch invention keeps our Olympic athletes cool

Special umbrella protects TeamNL against blazing Brazilian sun

Delft, 5 August 2016 - A unique umbrella will be helping the Dutch Olympic athletes in Rio to keep their heads cool while warming up and waiting their turn. The makers of the senz° storm umbrella developed a special version for the 242 athletes of TeamNL that is not only storm-resistant and provides protection from the rain but also reflects the infrared radiation from the sun. The resulting microclimate beneath the senz° cooltech umbrella is significantly cooler.

During the Olympic Games, Rio de Janeiro will get an average of six hours of sunshine per day at temperatures between 25° and 30°C. This may be paradise for sun worshippers, but it's not ideal for athletes who have to perform at their very best.

Beat the heat

Maurits Hendriks, chef de mission of the Dutch team: "The Dutch team was given the unique opportunity by senz° of using a special umbrella that reflects the sun's infrared radiation. That really makes the difference in 'beating the heat'. Competing in sports at the highest level is often also a matter of dealing effectively with the local environment, and the senz° umbrella can definitely give TeamNL the edge when it comes to protection from the heat when it makes a difference."

Benefiting Dutch athletes

"The special cooltech umbrella provides a significantly cooler microclimate than a regular umbrella", says Philip Hess, co-founder of senz°. "That can be a real benefit to our Olympic athletes, for example while warming up as well as during breaks and waiting periods on the bench. It can actually help them whenever they are not competing but are exposed to the full rays of the sun."

At present, the special umbrella for TeamNL is the only version available of the cooltech umbrella. Starting next week, it will be available via the senz° [webshop](#) but on a limited basis only. In future, models will also become available for consumers.

About senz°

senz° was established in 2006 by three students from the Technical University of Delft. They became so frustrated by the fact that traditional, round umbrellas always get bent out of shape during strong winds that they designed and developed the senz° storm umbrella. The original storm umbrellas are high-quality umbrellas that do not get bent out of shape or damaged when it starts to blow, as opposed to the traditional, round

umbrellas, even during stormy weather. senz° has won practically all the major design awards (including the Dutch Design Award, Red Dot and iF Gold), and their umbrella was singled out by TIME Magazine as one of the best inventions of the year. senz° is a Dutch company that operates in Europe, Asia, North and South America, Australia, and Africa. Their asymmetric storm umbrella is the global market leader in its segment.

Note for the editors, not for publication

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