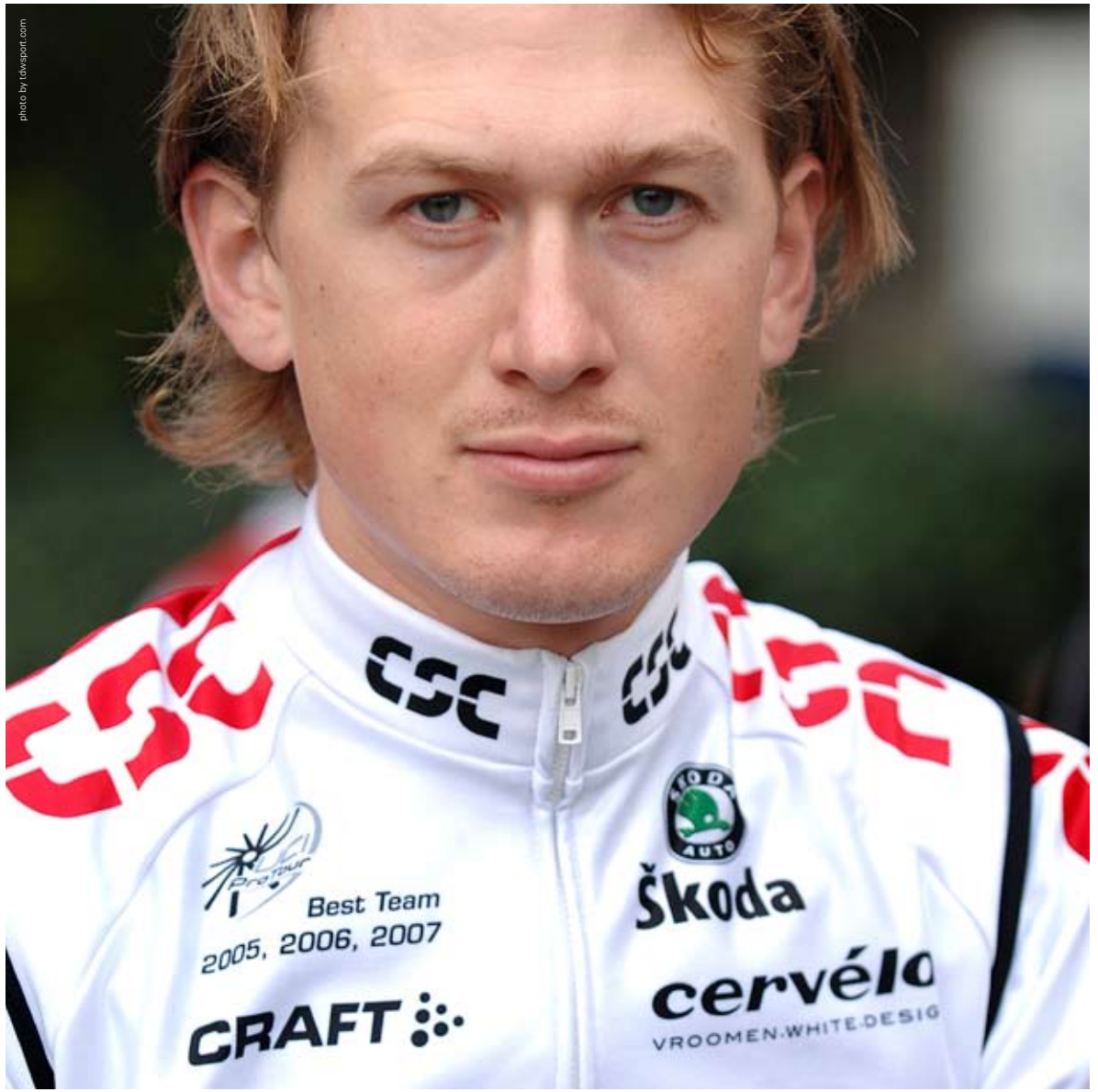
CRAFT

bike collection

spring summer 2008

the **world's best** help us develop world-class functional bike wear

Craft has more than 30 years' experience in developing functional apparel for endurance athletes. We love cycling – road and mountain – and are present at all the big races, such as Tour de France, Giro d'Italia and Vuelta a Espana as well as at the major MTB races across the world. Our expertise in designing bike garments for optimal function comes largely from a long and fruitful cooperation with elite sportsmen and -women from all over the globe. A good example is our work with Team CSC, for which CRAFT is the complete outfitter for training and competition wear. Sandra Klose and Renata Bucher are other examples of elite riders who collaborate with us in perfecting our products. Their stringent demands on function and performance drive the continued development of our design, technology and quality. Based on their feedback, we design garments for riders of all levels.



Gustav Larsson

riding toward Le maillot jaune

No pain, no gain – sometimes the means to reach an end can be as easily described as that. When the end is to not only participate in but to win Tour de France, you must be ready to pay with a vast amount of pain. For Swedish professional cyclist Gustav Larsson, who aspires to reach Champs-Élysées wearing the legendary yellow jersey, pain is a currency spent on a daily basis.

When and why did you start to train cycling?

When I was 14 I wanted to ride motocross, but my mother just wouldn't let me. Instead I started to ride mountain bike, which I am really glad I did. I loved it, and still do, and rode for the Swedish national mountain bike team for several years. In 2001 I switched to road cycling with my mind set on conquering Tour de France. I have always been a big fan of challenges that force me to push my limits, and I consider Tour de France to be the toughest sports challenge in the world.

What's your training schedule like?

During the off-season, which lasts from the beginning of December to mid February, I usually train seven times per week. I do two five-hour, low-intensity rides in the Swiss and Italian Alps; two high-intensity workouts on the test bike; two Nordic walking workouts carrying extra weights; and one cross-country skiing workout. Cross-country skiing freestyle is excellent training for the entire body. During the racing season I adjust my training to the Pro Tour calendar.

Cycling is an extremely tough endurance sports, how and what do you eat in order to keep your energy levels balanced?

Proper nutrition is one of the keys to becoming a good cyclist. I spend 1,500 to 4,500 calories per workout, depending on the type of training, and it's important that I replace those with the right kind of calories. I usually have oat meal for breakfast, pasta after workouts and soup and meat in the evening.

What are your strengths and weaknesses as a cyclist?

I am really good at racing against the clock, so I usually do well in time trials. I would say that I am mentally strong and have the capacity to really push myself beyond ordinary pain levels. As a cyclist you must be able to force yourself to keep on riding no matter what, to keep on pedalling until you almost can't breathe anymore. My weakest point is my non-existing sprint capacity. I am really poor at sprinting!

What are your goals for this and future seasons?

My dream and main goal is to win Tour de France. It's the ultimate race and in order to win it everything must run perfectly. I, my team mates, the tactics, the food, the clothing, the bikes – everything – must be in perfect condition. Other goals along the way to Paris and the yellow jersey are to do really well at Tour de Suisse, the Olympics and the World Championships.

This is your first year competing for CSC, which has been the world's number one team for the last three years. What can you say about your new team?

It's a fantastic team! I am very pleased that I got the chance to ride for them. There's a Nordic mentality within the team management that I especially like. The leaders pay extremely close attention to every little detail and work hard to make sure that the riders get the opportunity to perform optimally.

You train and race in CRAFT garments. What can you say about them?

Awesome! The fabrics are fantastic. I really like the Pro Cool underwear. I often use The Pro Zero WS underwear with wind protection in the front when I ride my bike in the winter. And the Craft cross-country garments that I wear when I ski are really comfortable.

NAME: Gustav Larsson
BORN: September 20, 1980
HEIGHT: 194 cm
WEIGHT: 77 kg (80 kg in the off season)
HEART RATE MAX: 190 bpm
HEART RATE AT REST: 28 bpm
RECORD: 3:rd place Eneco Tour 2007, 4:th place World Championships Time Trial, 1:st place Swedish Championships Time Trial 2006 and 2007
TEAM: CSC
OTHER INTERESTS: Rallying

the craft principle

optimizing performance since 1977

Since 1977 we have been actively involved in the research and development of ventilation and moisture dispersal properties for different fabrics. The fruit of these efforts is the Craft Principle, our way of providing functional training and competition wear that ensures the best body microclimate (the temperature and moisture conditions closest to the body) for optimal performance.

① layer one

Base layer that efficiently transports moisture away from the skin and distributes it on the outside of the garment, where it either evaporates or is passed on to the next layer. For optimal performance and comfort, Craft's underwear should always be worn underneath your outer layers, regardless of weather conditions.

② layer two

Layer two provides insulation and warmth while transporting moisture and excess heat to the next layer or into the surrounding air. When the thermometer creeps downward, this layer enables you to retain valuable body heat without reducing your freedom of movement.

③ layer three

The third and outermost layer is your shield against the elements and provides comfort and performance no matter the conditions. Transcending the laws of logic, this layer protects against rain, wind and cold at the same time as it releases surplus heat and moisture from the layers underneath.

the craft principle

① Base layer that efficiently transports moisture away from the skin and distributes it on the outside of the garment.

② Provides insulation and warmth while transporting moisture and excess heat to the next layer or into the air.

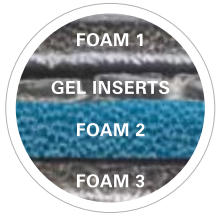
③ Your shield against the elements and provides comfort and performance no matter the conditions.

chamois guide: tested. proven.

bike elite program:
Craft EI 3D Gel

Designed, engineered and proven in the Pro Tour peloton, Craft's EI 3D Gel chamois incorporates the latest technology and features for a tailored fit. Found in our marquee Elite Collection, EI 3D Gel chamois offers a seamless and molded 4-way stretch antimicrobial compound that continually moves with the body for superior performance. Utilizing varying chamois densities in conjunction with reinforced gel pads under key pressure points, even the most delicate areas remain comfortable during sustained pursuits. All this in combination with the revolutionary concept of exploded foam that gives a fantastic ventilation and moisture transportation through the chamois is really putting this chamois technology to the top.

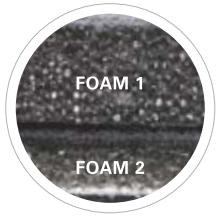
Density: 100 kg. Thickness: 8 mm



bike performance program:
Craft EI 2D

The work-horse of our chamois family, the EI 2D was specifically developed for cyclists searching for a chamois they can rely on seven days a week. A gender-specific, 4-way stretch and seamless design pays special attention to the different needs of both men and women cyclists. Its anatomically molded design with multiple chamois densities provides long term comfort, antimicrobial properties and is highly breathable and quick drying.

Density: 80 kg. Thickness: 8 mm



bike active program:
Craft EI 1D

Borrowing technology and features from its siblings, the EI 1D chamois is somewhat of a paradox. Unique to Craft's line of cycling shorts, the EI 1D chamois incorporates a 4-way stretch and seamless antimicrobial compound for frictionless biomechanics. A gender-specific design utilizes air channels for increased air flow and faster dry times, while a multilayer tier system reduces pressure in delicate areas.

Density: 70 kg. Thickness: 10 mm

pro cool bike boxer:
EI light men & women

EI Light chamois is a gender-specific chamois with a 6 mm center density and 1.5 mm outer area density for race-day comfort and performance. This seamless antimicrobial chamois moves with your body, reducing chafing during high aerobic efforts and is water, sea water and acidic perspiration resistant.

Density: 70 kg. Thickness: 6 mm

EI 3D GEL

MEN & WOMEN

EI 2D

MEN & WOMEN

EI 1D

MEN & WOMEN

EI LIGHT

MEN & WOMEN

bike men

Elite Bike | jersey
Elite Bike | bib

Lightweight, ventilating and aerodynamic jersey and bib for those who ride fast and hard.

Designed for **TOP PERFORMANCE**, the Elite collection is for those who demand nothing but the best

elite
BIKE

All clothes avaliable in other colours.

1. Elite Jersey Men
A high-speed jersey with ergonomic fit and supreme ventilation. Size: XS-XXL

2. Elite Windstopper® Jacket Men
Lightweight and tight-fitting Windstopper® jacket with ventilation opening in the back. Size: XS-XXL

3. Elite Glove
Racing gloves made of lightweight mesh fabric that provides supreme ventilation. Size: XS-XXL

4. Elite Bib Short Men
Equipped with a chamois of exploded foam, which provides a fantastic moisture transport. Read more about chamois El 3D Gel on page 11. Size: XS-XXL

performance
BIKE

An **EXCELLENT**, **WELL-DESIGNED** collection, Performance embraces dedicated riders who live their sport

All clothes avaliable in other colours.

1. Performance Rain Jacket Men
A lightweight, highly elastic jacket with fully taped seams for long training rides. Size: XS-XXL

2. Performance Cap
Functional bike cap with mesh inserts for ventilation. Size: S/M - L/XL

3. Performance Glow Jersey Men
Training jersey with mesh inserts in arm pits and back that provide excellent ventilation. Reflective printing.Size: XS-XXL

4. Performance Logo Jersey Men
Wear your Craft garments with pride, say it out loud. A high-quality jersey. Size: XS-XXL

5. Performance Bib Short Men
Great bibs with ergonomic fit and excellent moisture transportation. Read more about chamois El 2D Gel on page 11. Size: XS-XXL

6. Performance Logo Bib Short Men
Bib with raised arch construction for a pull-free fit. Size: XS-XXL

7. Performance Knickers Men
Knickers help take the chill off the legs during cool spring and summer rides. Size: XS-XXL

COMFORTABLE TRAINING WEAR of good quality, the Active garments make the perfect outfit for active cyclists

active
BIKE

All clothes avaliable in other colours.

1. Active Bib Short Men
A soft, comfortable bib for both casual and training rides. Read more about chamois El 1D Gel on page 11. Size: XS-XXL

2. Active Loose Fit Short Men
Loose-fitting, comfortable shorts with great moisture transport.
Size: XS-XXL

3. Active Glove
A comfortable glove equipped with loops for easy taking off.
Size: XS-XXL

4. Active Basic Jersey Men
Smooth fabrics and a comfortable cut make this jersey an instant favourite. Size: XS-XXL

5. Active Short Men
Great-fitting and comfortable training shorts with silicon print at bottom leg. Size: XS-XXL

6. Active Convert Jacket Men
A highly breathable jacket that can be converted into a vest.
Size: XS-XXL

bike women

Worn by **Renata Bucher**, Swiss professional **biker**

Designed for **TOP PERFORMANCE**, the Elite collection is for those who demand nothing but the best

elite
BIKE

All clothes avaliable in other colours.

1. Elite Windstopper® Jacket Women
Lightweight and tight-fitting Windstopper® jacket with ventilation opening in the back. Size: XS-XXL

2. Elite Short Women
Aerodynamic shorts made of compression fabrics that provide great muscle support. Read more about chamois El 3D Gel on page 11.
Size: XS-XXL

3. Elite Glove
Racing gloves made of lightweight mesh fabric that provides supreme ventilation. Size: XS-XXL

4. Elite Jersey Women
A high-speed jersey with ergonomic fit and supreme ventilation.
Size: XS-XXL

An **EXCELLENT, WELL-DESIGNED** collection, Performance embraces dedicated riders who live their sport

All clothes avaliable in other colours.

1. Performance Glow Jersey Women
Training jersey with mesh inserts in arm pits and back that provide excellent ventilation. Size: XS-XXL

2. Performance Glow Singlet Women
A wide neck and mesh inserts in the back provide great function and comfort. Size: XS-XXL

3. Performance Jacket Women
Windproof softshell jacket with a tight, bike-specific fit. Size: XS-XXL

4. Performance Short Women
Flexible and comfortable shorts with excellent moisture transportation. Read more about chamois El 2D Gel on page 11. Size: XS-XXL

5. Performance Glove
Glove with gel inserts in pressure points for a smoother ride. Size: XS-XXL

COMFORTABLE TRAINING WEAR of good quality, the Active garments make the perfect outfit for active cyclists

All clothes avaliable in other colours.

1. Active Knicker Women
Knickers that help take the chill off the legs during cool spring and summer rides. Size: XS-XXL

2. Active Glove Women
A comfortable glove equipped with loops for easy taking off. Size: XS-XXL

3. Active Wave Singlet Women
A stylish singlet for both casual and training rides. Size: XS-XXL

4. Active Wave Jersey Women
Great design and comfortable fabrics make this jersey an instant favourite. Size: XS-XXL

5. Active Loose Fit Short Women
Loose-fitting, comfortable shorts with great moisture transport. Size: XS-XXL

6. Active Short Women
Great-fitting and comfortable training shorts with a soft, crossed waistband. Read more about chamois El 1D Gel on page 11. Size: XS-XXL

7. Active Convert Jacket Women
A highly breathable jacket that can be converted into a vest. Size: XS-XXL

Provides a **SUPERIOR COOLING EFFECT** and freedom of movement during workouts in warm conditions

1

2

3

All clothes avaliable in other colours.

1. Pro Cool Tee with mesh Women
Get extra air conditioning with a moisture managing body fabric and mesh under the arms. Size: XS-XXL

2. Pro Cool Bike Boxer Women
Ride comfortably in these slim, lightweight boxers with an antimicrobial chamois. Size: XS-XXL

3. Pro Cool Singlet Women
Wear it underneath your bike jersey for optimal moisture transport and a cooling effect. Size: XS-XXL

Provides a **SUPERIOR COOLING EFFECT** and freedom of movement during workouts in warm conditions

pro cool
UNDERWEAR

1

4

5

2

3

All clothes avaliable in other colours.

1. Pro Cool Sleeveless Men
Wear it underneath your bike jersey for optimal moisture transport and a cooling effect. Size: XS-XXL

2. Pro Cool Bike Boxer Men
Ride comfortably in these slim, lightweight boxers with an antimicrobial chamois. Size: XS-XXL

3. Pro Cool Tee with mesh Men
Get extra air conditioning with a moisture managing body fabric and mesh under the arms. Size: XS-XXL

4. Pro Cool Headband Men
Headband with cooling effect and perfect moisture transportation. Size: XS-XXL

5. Pro Cool zipped Wristband Men
Lightweight, tight wristband that will take care of your sweat. Size: XS-XXL

Designed to keep you **LIGHT**, **FAST** and **FRESH** throughout any workout in fair and cold conditions

pro zero extreme
UNDERWEAR

All clothes avaliable in other colours.

1. Pro Zero Extreme Crew Neck Men
A soft, breathable and lightweight crew neck that offers superior function. Size: XS-XXL

2. Pro Zero Extreme Short Sleeve Men
A short-sleeved shirt that keeps you dry and cool during any workout. Size: XS-XXL

3. Pro Zero Extreme Crew Neck Women
A soft, breathable and lightweight crew neck that offers superior function. Size: XS-XXL

4. Pro Zero Extreme Short Sleeve Women
A short-sleeved shirt that keeps you dry and cool during any workout. Size: XS-XXL

bike with **Jonas Colting**

two-time Ultraman World Champion

Jonas Colting has been a professional triathlete since 1996 and has during those years won several medals at both the European and World Championships over the longer distances as well as being the Swedish champion time and time again. He has also twice conquered and won the challenging Ultraman World Championships, which is a three-day event consisting of a 10 kilometre swim, 430 kilometres of cycling and a whopping 84 kilometres of running over the final day. As a long distance specialist in triathlon, Jonas favours time trialling and going hard against the clock. His best time over the 180 kilometres in an Ironman is 4.30, with a swim before and a marathon to finish with. In Sweden he is also recognized as the author of two books and is a frequent public and corporate speaker on fitness and health. Down below Jonas gives his advice to you as a cyclist.

mixing it up is the key

Whether you are aiming at a short and fast time trial, a century ride or even a double century; your training on the bike should include a mix of both long rides and hard rides. Actually, any kind of aerobic activity that stresses your cardiovascular system is going to help your overall capacity. In essence, swimming, skiing, running or rowing will help you to prepare for your cycling event and are excellent alternatives if you have limited time to actually spend on the bike. Indoor cycling on a trainer or stationary bike is also a viable option for great quality workouts.

Weekends are a good time for distance workouts. Starting out with 2 hours and working up to 4 or 5 hours will allow your system to more effectively burn fat as well as getting

the body used to sitting on a bike for hours on end. Just make sure you don't go too hard during this workout, easy does it. An intense workout with a mixture of intervals will work your economy and oxygen uptake and is a very effective way to build the size of your engine. And just for the fun of it, you could also try a few one-legged drills for some very cycling-specific strength.

In addition to the bike training or any other aerobic activity, a few visits to the gym or basic core exercises will give you an edge on race day. Strong legs will be able to push bigger gears and a strong core and midsection will allow you to keep an optimal posture on the bike.

sample **workouts and training week** for recreational cyclist wanting to finish a century ride

STARTING-OUT-PERIOD, 4-8 weeks

If you're already cycling regularly, move on to Phase 1

Mon: 40 minutes of any aerobic activity.
Tues: Rest.
Wed: 40 minutes of cycling with natural intervals of your choice.
Thur: Rest.
Fri: Rest.
Sat: 60-90 minutes of easy cycling.
Sun: Rest.

PHASE 1, 6-8 weeks

Mon: 60 minutes of any aerobic activity.
Tues: Weights and core.
Wed: Rest.
Thur: Interval workout. 10 minutes easy cycling. Then do 4x8 minutes on 80% with a 2 minute rest after each. Spin another easy 10 minutes to finish.
Fri: Rest.
Sat: 2-3 hours of easy cycling. Practice eating and drinking on the bike.
Sun: Rest.

PHASE 2, 6-8 weeks

Mon: 75 minutes of any aerobic activity.
Tues: Weights and core.
Wed: Rest.
Thur: Interval workout. 10 minutes easy cycling. Then do 5x8 minutes on 80% with a 2 minute rest after each. Switch in to a heavier gear and do 5x1 minutes single-legged on each side. Work on a smooth stroke. Finish off with another 10 min spin.
Fri: Rest.
Sat: 3-4 hours of easy cycling. Practice eating and drinking on the bike.
Sun: Rest.

TAPERING FOR THE RACE, 3 WEEKS

WEEK 1

Mon: Rest.
Tues: 60 minutes of cycling. Start out slow and easy and build speed and effort to finish hard and fast.
Wed: Weights and core.
Thur: Rest.
Fri: Interval workout. 10 min easy spinning followed by 8-6-4-2-1 minutes hard with a few minutes active recovery after each interval. Work harder the shorter the interval is. Spin easy afterwards.
Sat: Rest.
Sun: Short race or race-specific workout.

WEEK 2

Mon: Rest.
Tues: 2 hours easy cycling. Stay aerobic and keep your effort on the easy side.
Wed: Weights and core.
Thur: Rest.
Fri: Interval workout. 10 min easy spinning followed by 5-4-3-2-1 minutes hard with a few minutes active recovery after each interval. Work harder the shorter the interval is. Spin easy afterwards.
Sat: Rest.
Sun: Short race or race-specific workout.

WEEK 3

Mon: Rest.
Tues: Interval workout. Do 6-8 hard 1-minute intervals with ample and complete recovery between each. Do a long warm-up and warm-down.
Wed: 1 hour easy spin.
Thur: 45 minutes where you start out easy and finish hard.
Fri: Rest.
Sat: 30 minutes easy spinning.
Sun: Have a great race!

ADVICE FOR RACE DAY

- Be sure to race in clothes and shoes that you have tried on before in training. New equipment on race day tend to chafe.
- The same goes for nutrition. Eat and drink things you have tried before. For a century ride you should aim at taking in energy every 15 minutes.
- Adapt your speed and effort according to the terrain.
- Be safe out there! Always wear a helmet and be wary of traffic and other riders around you.

photo by tdvsport.com

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www.craft.se