

ROCKTAPE

Go stronger, longer

QUARTERLY NEWS AUTUMN 2011



GARMIN-CERVÉLO WINS TOUR DE FRANCE



Garmin-Cervélo won a whopping four stages in the 2011 Tour de France and also claimed victory in the overall team classification. The performance confirmed the Garmin squad as the best-of-the-best in the most demanding of sports.

Riding for 3 weeks, 6 hours a day and covering more than 2,000 miles can create pain in every joint, ensuring chiropractic and ROCKTAPE play a key role in Garmin's results. Dr. Kevin Reichlin of FAC in Boulder Colorado, the team chiropractor for Garmin and an avid cyclist, has collaborated with ROCKTAPE on taping applications which enable the riders to reduce fatigue while promoting better form.

Tom Danielson and Tyler Farrar both wore ROCKTAPE to help with wrist issues, one of the notoriously sensitive areas ROCKTAPE helped provide extra support for during the race.

Another frequent user of ROCKTAPE was Ramunas Navardauskas, the rookie rider from Lithuania, who did most of the pace-making for not only Garmin but the entire peloton.

"I'm proud to be associated with both Garmin-Cervélo and ROCKTAPE. It's been a great experience," said a busy Dr. Reichlin.

"I couldn't turn on the TV without seeing Ramunas on the front. He really distinguished himself as a

DE FRANCE TEAM COMPETITION



valuable workhorse in the race. And the fact that he had his right thigh taped 100% of the time in ROCKTAPE obviously brought a big smile to my face!" said Greg van den Dries, CEO of ROCKTAPE.

Dave Zabriskie, the US National Time Trial champion, crashed out of the tour in stage 17. Showing their tremendous team spirit, the crew brought a life-size cardboard cutout of Dave to the award ceremony (his knee sporting blue argyle ROCKTAPE).

We were proud to be a part of the team's big day.



A vibrant photograph of a surfer riding a wave on a tropical beach. The surfer is on the right side of the frame, wearing a yellow top and shorts, with their legs and surfboard visible. The wave is breaking, creating a large splash of white water. The background shows a sandy beach and palm trees under a clear sky. The overall scene is bright and energetic.

ROCKTA

Coming to the UK 21

A man in dark shorts and a blue tattoo on his left shoulder is surfing on a large, white-capped wave. The background shows a tropical coastline with palm trees. The image is overlaid with large, stylized text.

PE

H2O

1st September 2011



Union Jack
ROCKTAPE
Coming Soon!

Available in the UK from September 21st

Email us at info@rocktape.net



ATHLETE FOCUS: EMILY SARSEFIELD

One of the most exciting things about ROCKTAPE is the huge variety of athletes across a vast range of sports we are able to work with and support. Emily Sarsfield made British history by being our first athlete to win a Europa Cup race and is a big hope for the next winter Olympics.

“After a serious ACL injury in 2009 whilst competing in a World Cup race in Canada, ROCKTAPE was a big help with my training when I was struggling post surgery. ROCKTAPE made all the difference; all of a sudden my one legged squats were back!

However, now back to skiing full time and competing, I still get those little niggles. ROCKTAPE gives me the stability and feedback I need for my muscles to work properly”.

We are also excited to be working with professional teams like Guinness Premiership Champions Saracens, Middlesex Cricket (currently on course for the Division 2 County Championship), Tottenham Hotspur FC and the Horizon Fitness women’s cycling team.



emilysarsfield.com
BRITISH No.1 SKI CROSS ATHLETE





ATHLETE FOCUS: HELEN WYMAN

National Champion Chooses ROCKTAPE

I race Cyclo-Cross, an off-road cycling discipline ridden over grass, sand, mud, snow and ice, depending on the course and time of year. Having been national champion six times in this discipline, I have had my fair share of racing incidents, however, as you age you also pick up training injuries too.

Recently, when training off-road, I spent a lot of time practising attacking banks (you have to carry enough speed to get over them) and I ended up with a very slight acromioclavicular joint (ACJ) ligament tear. This is quite an important movement, especially when sprinting out of the saddle, so it was important to fix it pretty quickly.

Having been a physiotherapist in a previous life, I was able to self diagnose and counter diagnosis with university friends who are still therapists. The

general rule of treatment for an injury of this nature is rest, ice and anti-inflammatory medication for the first week alongside taping during exercise. I had never used ROCKTAPE before so was seriously impressed with its elasticity, stick and ease of cutting, especially with its spaced lines so you can guarantee equal size strips.

The first time I went out with my shoulder ROCKTAPED I really felt the stability I needed while the ligament healed itself. After the first seven days I started isometric (muscles contractions with no movement involved) shoulder exercises and plenty of lower trapezius exercises to try to help prevent the injury from recurring. Just three weeks later and I can ride more than four hours without tape, although I am still using it for that extra peace of mind in off-road training.

Thanks to the guys at ROCKTAPE my rehab has been made very easy.

www.helenwyman.com

CUSTOM ROCKTAPE

ROCKTAPE is the market leader in custom branded tape. We make tape for big and small companies and clinics around the world.

Our clients love custom tape because it's a great way to get your patients talking about their treatments and your clinic, generating referrals.

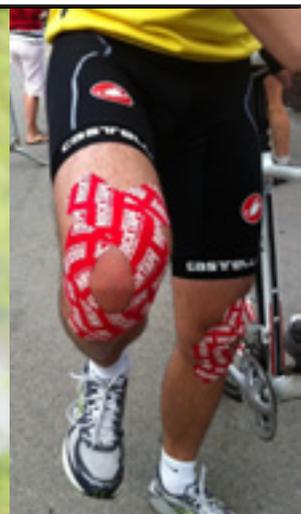
Custom tape is hugely cost-effective as it's both an advertising and supply expense. No other product can provide therapeutic relief while advertising your clinic.



How much does it cost? Here's the best part: it doesn't cost any more than our standard tape! The only requirement is you have to purchase 2500 meters of tape, equivalent to approximately 500 small rolls of 5cm tape.

PLEASE CONTACT INFO@ROCKTAPE.NET FOR MORE INFORMATION





ROCKTAPE partners up with UK Cycling Events



ROCKTAPE has become a partner of UK Cycling Events, the UK's premier cycle event organiser that stages rides and races, including road sportives and MTB events, throughout the year in the UK.

UK Cycling Events founder Martin Barden told us why ROCKTAPE fits so well with his events:

“Our riders love ROCKTAPE being at our events. It provides them with the opportunity to be 100% ready for the event; they receive both a free consultation with a ROCKTAPE physio and free strapping. The riders appreciate it as much as a post ride massage and it allows us to give riders the complete beginning-to-end experience they want and expect.

ROCKTAPE is a fabulous addition to the UK Cycling Event offering.”

ROCKTAPE Director Simon Bunyard was equally thrilled: “Martin and the UK Cycling Events Team run the most professional events around and it's a pleasure to be involved. The events cater for all levels of ability and are great fun to ride.

“Working so closely with Garmin-Cervelo, Rabobank and Horizon Fitness has meant interest levels in ROCKTAPE have soared within the cycling community, making this latest tie-up all the more promising.”

Check out our events calendar opposite for the next UK Cycling event near you.

ROCKTAPE

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UK Partners

| PARTNER | WEB ADDRESS | CONTACT |
|-----------------|--|---------------|
| Physique | www.physique.co.uk | 02392-471-346 |
| Fit4Sport | www.fit4sport.co.uk | 0161-633-5533 |
| Little Niggle | www.littleniggle.com | See website |
| Sports Tech Lab | www.sportstechlab.com | See website |
| RG Active | www.rgactive.com | See website |

Training Dates and Events

| DATE | EVENT | LOCATION |
|-----------------------|--------------------------|--------------------------|
| 10th & 11th September | London Duathlon | Richmond Park, London |
| 24th September | Dublin Seminar | Dublin, Ireland |
| 25th September | Belfast Seminar | Belfast, Ireland |
| 1st & 2nd October | UK Cycling Events | New Forest |
| 9th October | UK Cycling Events | Dorking |
| 29th October | London Seminar | Pure Sports, London City |
| 6th November | Midlands Seminar | Penkridge, Staffordshire |
| 23rd – 26th November | Sport Science Conference | London Excel Centre |

For up to date information please check out www.rocktape.net and follow us on our ROCKTAPE UK Facebook Page and [twitter @rocktapeuk](https://twitter.com/rocktapeuk)
For all further enquiries, please email info@rocktape.net



SARACENS



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