



## **Riri Group returns to Performance Days with its latest creations for functional fabrics and the activewear industry**

*The search for performance never stops and the Aquatyre zip,  
next to the revolutionary Tra-in and b.Lock buttons, stands out among the specific  
innovations for the sector.*

Munich. May 2019. Riri, the international leader in zipper and button production, makes its second appearance at Performance Days – Functional fabrics and accessories fair – on May 8/9. The expo area will play host to Riri's latest developments in innovative performance and revolutionary style.

### **RIRI'S FLAGSHIPS**

Performance, innovation and design are perfectly embodied in the brand new **Aquatyre Zip**: this, more evolved version of the Aquazip is lighter, more flexible and extremely attractive, thanks to the design of the chain. **Inspired by the world of sport, in particular the bike**, the shape of the tooth visibly resembles the texture of a tire.

Munich will also see **Decor** and **Nylon** zippers as protagonists: the first is presented with different variants including a laserable and customizable chain, and 'the Cristal version' with transparent teeth; the latter is available also in the reverse version.

Another innovation is the **Storm**, the high-tech zipper with a watertight chain, resistant to water and ultra-violet rays. The Storm is the perfect zipper for **technical applications involving remarkable stress in high-performance** or for all those fields where the need for functionality meets aesthetic and personalization requirements.

Their special effects also allow **all the chains** presented to be **fully customizable** as they're made of wood, metallised, laserable and luminescent. Having ticked every possible innovation box, it is practically impossible not to be eye-catching in every challenge or urgency!

And it doesn't end there: in adapting to the most modern trends and needs, **the tapes become ultra resistant** and, at the same time, **extremely light, transparent and sublimated** with printed writings running along their entire length, or repeated in the half-chain.

### **NOT 'JUST' BUTTONS**

From the most futuristic Cobrax engineering applied to small components, born **Tra-in**: the combination of a classic snap and a hook that unifies aesthetics, reliability and usability. **Entirely made of stainless steel**, this new concept of button ingeniously **allows the wearer to perform one small gesture to open or fasten garments**, without forgetting style.



**Riri SA**  
Sede Legale:  
via al Gas, 3  
6850 Mendrisio  
N. IVA Svizzero: CHE-106.264.443 IVA  
Reg. Commercio Svizzero: CH-524.3.006.104-2

Stabile Organizzazione - Domicilio Fiscale:  
viale della Regione Veneto, 3  
I - 35127 Padova  
Codice Fiscale / Partita IVA: 04648350280



And speaking of style, **the iconic b.lock can't be missed**, the revolutionary locking system that makes it extra resistant to lateral traction.

**The possibility of customizing the buttons range expands:** silicone and polyester heads for greater resistance, rings in synthetic technopolymers to solve oxidation and blocking problems, not to mention the infinite possibilities of coloration.  
A world of endless possibilities, all to be discovered.

**Riri Group, with its range of brand new products, will welcome visitors to Performance Days at booth K01 / Hall C6.**

### **The Riri Group**

*The **Riri Group**, leader in the production of zips and buttons, is characterised by its extensive product range and unique offer thanks to its three brands: **Riri**, a point of reference for pre-cut zips made of metal and die-cast in plastic and zinc; **Meras**, specialising in the production of nylon and cut metal zippers; **Cobrax**, a celebrated brand name for iconic rivets and buttons.*

*The high quality of its products, designed season after season, supported by continuing innovation, an unmistakable customisation of details and constant search for excellence, have made the Riri Group the solution of choice for many top players on the fashion, high-end accessory, outdoor and denim markets. A multi-brand strategy and dedicated production sites in Mendrisio, Padua, Tirano and Palazzolo allow the Group to meet most of the customer's style requirements.*

[www.riri.com](http://www.riri.com)

CONTACTS – RIRI PRESS OFFICE

### **Menabò Group**

[pressoffice@menabo.com](mailto:pressoffice@menabo.com)

### **Giulia Masci Ametta**

[giulia.masciametta@menabo.com](mailto:giulia.masciametta@menabo.com)



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