

Graphic designer + artist
specialising in print design:
including editorial, branding and identity

NopinZ brochure

Produced to coincide with the launch of the online custom club shop. Full colour brochure featuring garment descriptions, pricing and a key page.



BIB TIGHTS

CUSTOM

38

Embrace those winter days in a pair of NopinZ bib tights



Bib tights

When winter is upon you a good pair of bib tights can make riding in the worst of weather more bearable. For this reason we have made both the mid-weight and heavier Blizzard tights from Acqua Zero fabrics. Keeping the rider warmer and dryer for longer, the fabric is also more stain resistant for those inevitably dirty winter rides you will encounter.

Low profile silicone grippers keep the tights in place and La Fonte Dynamic Coolmax Chamois will keep the long base rides comfortable.

- ACQUA ZERO fabrics
- LA FONTE COOLMAX Dynamic Chamois
- 2 different weights for spring/autumn or winter
- Full bibs to keep the tights in place
- Low profile silicone leg grippers 26
- Minimal seams
- Mens and Womens


£82.99 - 84.99

ARM WARMERS

Our arm warmers are a must have for any cyclist, with two different versions to suit conditions and riding speed. All our arm warmers have low profile silicone grippers so they are comfortable, aerodynamically streamlined and stay in place. We think this is a far better solution to other brand arm or leg warmers with massive elasticated ends.

- **AEROSTRIPE** Arm Warmers are designed for spring/summer use and for the road racer/triathlete who wants to keep the arms warm but stay aero
- **ACQUA ZERO** Arm Warmers are water repellent and moderate weight for training/racing on those wet but reasonably mild days

£19.99




LEG WARMERS

Another versatile bit of kit, for when you set off in the cold and might want to change your plans mid-ride. NopinZ Leg Warmers use low profile silicone grippers to make sure they stay in place, feel comfortable and look good.

The pattern incorporates a pre bent cut for less bunching behind the knee and are available in either Blizzard Acqua Zero fabric or standard Acqua Zero fabric. Blizzard is the choice for very cold conditions with standard Acqua Zero being more suited for spring and autumn.

- Low profile silicone gripper
- Water repellent Acqua Zero fabric
- Unisex

£24.99



KEY

ACQUA ZERO TECHNOLOGY

Acqua Zero fabrics are specially treated to repel water, it has water repellency three times greater than its competitors and absorbs up to 35% less water than standard fabrics. Its more stain resistant and has no loss in breathability.

AERODYNAMICS

By optimising the fit, use of textured materials and in some instances flip seams NopinZ has created an unparalleled level of wind cheating performance.

FLIP SEAMS TECHNOLOGY

Amecosh developed the now familiar chevron trip that was first released as a self adhesive strip in 2014 and was an instant success. In mid 2015 NopinZ and Amecosh collaborated to make the trip a permanent feature of a cold guard and later by developing a unique raised seam placed on many of our garments to act as a trip. This keeps air turbulent for longer reducing the low pressure wake and therefore reducing aerodynamic drag.

CLASSIC FIT

Without any compromise on performance the NopinZ classic garments offer a less aggressive cut, and are more focused on comfort and longevity.

THERMAL

Blizzard fabric has a Floukida finish for its thermal insulating properties designed to keep you warm and dry in cold weather its highly breathable and thermal regulating.

HYDROPHOBIC

Featuring fabric treated to repel water and dry faster, in turn the tuffon coatings make hydrophobic garments less prone to staining.

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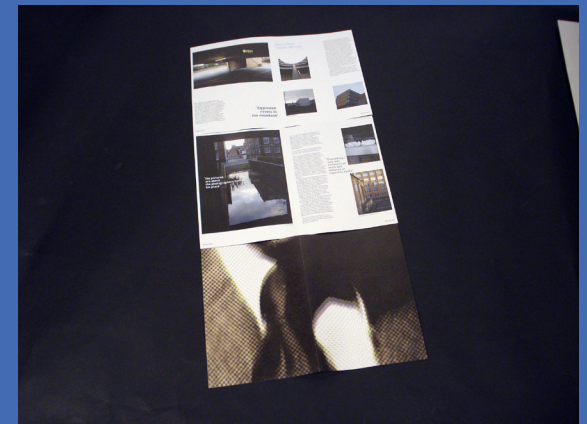
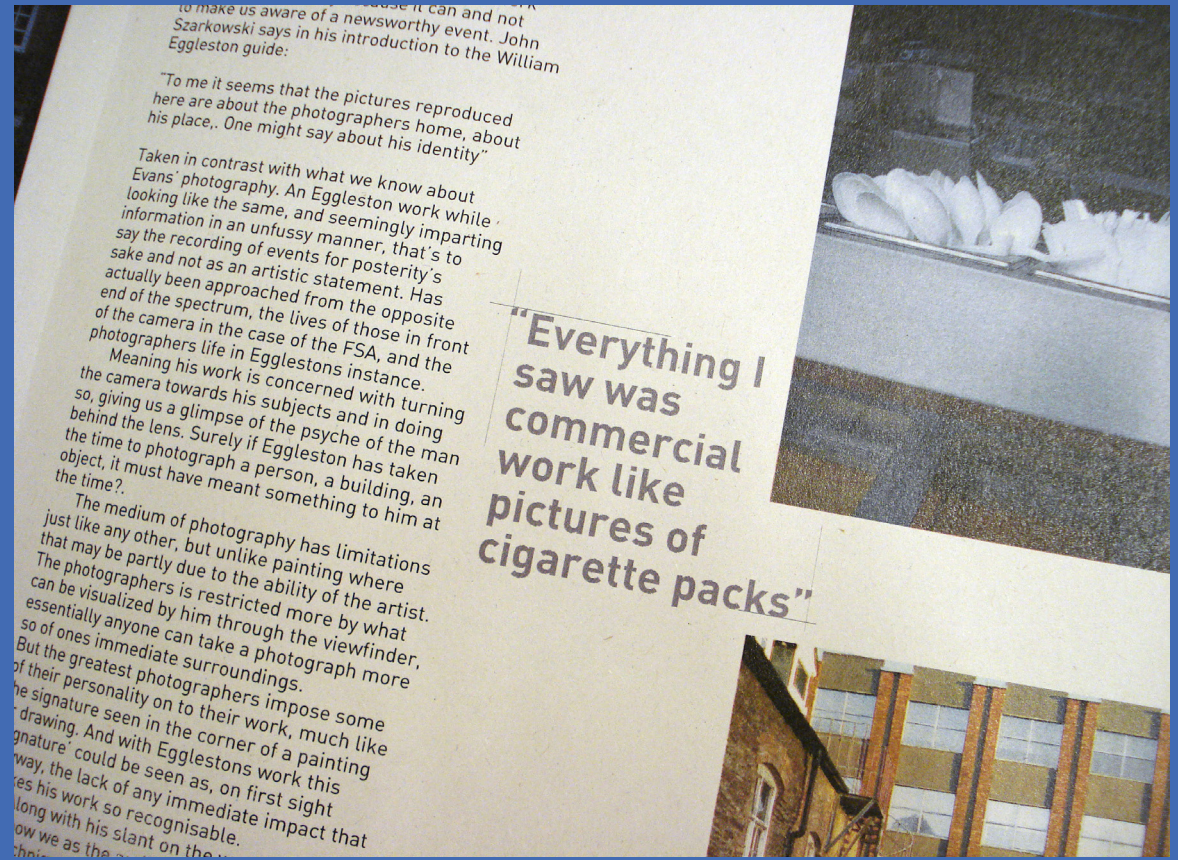
South West Yacht Services

Designed for a company that provides maintenance services for the maritime industry.



Doubletake art journal

First edition of a quarterly journal focussing on two world renowned artists, featuring an essay on William Eggleston and a portfolio of Alan Kitching's letterpress work.



Beat the Heat

Press launch for performance indoor cycle kit, featuring tips on staying cool during races and training.

2. Make your own wind tunnel

Moving air means fans. Big fans. You want to minimise ineffective dripping sweat and instead blow as much air at you from the front (one or two at head/chest height) and the back (pointing upwards from the floor).

There's an art to having the fan at the right setting for the right effort. Some need to ride a bit before they can have a fan on, others like it windy from the start. Play around to see how best you tweak the wind to mirror your effort and the session goals. Don't scrimp on fans - for less than the price of a couple of decent tyres you can build yourself a great cooling set-up.

3. Take hot baths

After a steady session in normal room temperature, research shows that hopping off the bike straight into a 40C bath for 15-20 minutes (building up to 30 minutes) 2-5 times per week will improve your heat control and reduce cardiac drift while exercising.

4. Feed the machine

You can tweak the way you feed and prepare your metabolism to get more from sessions and also help beat the heat.

- Hydrating well on low intensity endurance rides will make your body more effective at taking fluid when you up the intensity.
- Carbo-load before a hard, long

4 BEAT THE HEAT

effort, caffeine beforehand and carbs during will all help to improve performance - and chilling drinks does act as a heat sink.

- Well fuelled training will improve your capacity for work and can reduce heat build-up by making you more efficient.
- Those having gut damage issues can supplement specific nutrients to help rebuild the gut and ensure resumed immune system effectiveness.

Indoor riding is an efficient, fun and varied training and racing format that is no longer considered only something for the few. But you really do not want thermal stress and cardiac drift which will result in reduced riding effort and possible internal gut damage. By stacking up the various training tips, nutrition tweaks and technologies to take control of the beat-the-heat challenge, you can simply power through.

Joe Beer is one of the UK's leading multi-sport coaches with a breadth and depth of experience covering endurance training, sports nutrition and advanced sports technology. He is an ambassador for Science in Sport, Neuff Red (including Ventum, Stryd and Deboer), Nopinz, Rotor and ForthEdge. He's also done a few time trials and several triathlons over the last thirty five years.



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BEAT THE HEAT

BY COACH JOE BEER

nopinz
SOLUTION FOR SPEED

are growing rapidly, heat and the associated problems like cardiac drift and potential gut issues mean this "hot racing" scenario is a significant impact on performance. Quite simply, as your core temperature rises, more effort goes into the body attempting to keep itself cool, and that means less effort going into the pedals. What you're experiencing is the dreaded cardiac drift.

In most conditions, cardiac drift happens out on the road too, but its impact is usually marginal. However, it can be far more significant and have a far more damaging effect on power output - not what you need when you go racing. The problem does not stop there: do this enough times and cyclists start getting what only runners tend to talk about, the dreaded "runners trots" - in other words gut heat damage that plagues the athlete and leads to use of medication and embarrassing scenarios that affect the person inside sport and during everyday life.

BE POSITIVE

The good news, using science, it is possible to beat the heat!

1. Go high-tech with your clothing

You want your clothing to help air to move, wick the sweat and take

the heat off the body. This explains why mesh fabrics have become so popular with the indoor community.

Nopinz are going one step further with their SubZero clothing. It has pockets for cooled gel packs, or even frozen energy gels (e.g. the Science in Sport TURBO version). The cooling packs help to drop skin temperature on critical areas such as the mid and lower back and the forearms, all major cooling points. And with a cool box to hand for a very happy helper! You can even wrap out the cooling packs on those longer sessions or more intense races.

CARDIAC DRIFT

In the lab, when a constant workload, around 60% of FTP, rises for 90 minutes at the target power the drop in power off the 1st data on the 1st leg is 10% less. In the lab, you can do it as the power, just you're a closed room. After the session, you can do it in the lab for the same power over the hour. Can't be surprised? It's a 10% drop in power, and at higher (i.e. race) intensity, the drop is likely to be even greater. That's the thermal stress, leaving cardiac drift and the energy you need to beat.

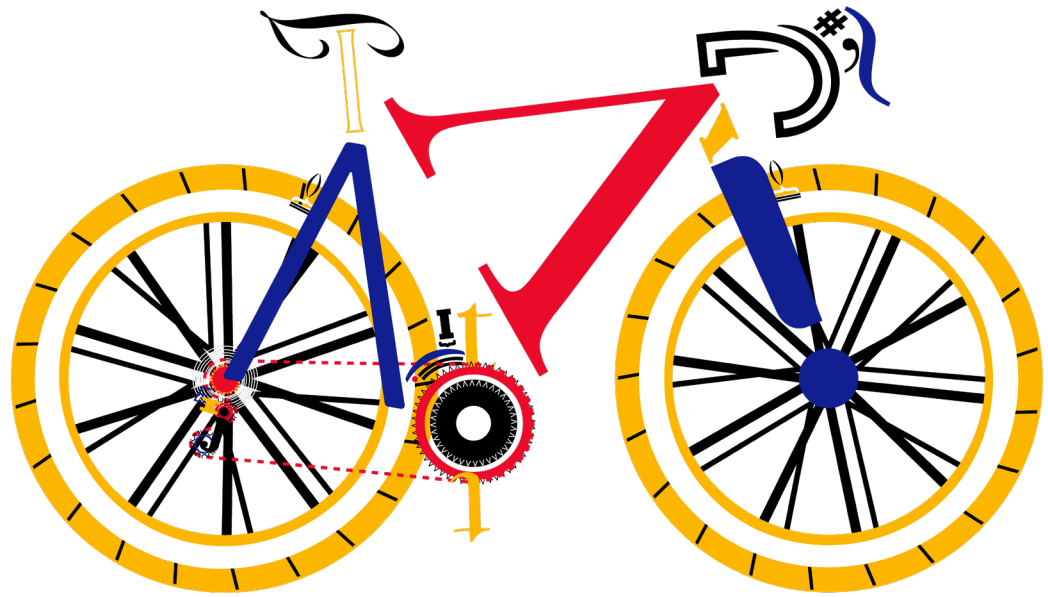


SubZero kit will give you the edge on your Zwift rides and races

BEAT THE HEAT 3

Alphabike

Available as a series of posters.
Can be purchased on my [Etsy](#).



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