



*POWERSKIN*  
**STORM**

**THE WETSUIT  
OF CHAMPIONS.**





# ARENA'S NEW HI-TECH POWERSKIN STORM WETSUIT SET TO CHURN UP THE WAVES



arena's new Powerskin Storm wetsuit is set to carve up the open water waves with its cutting-edge design that delivers such exceptional buoyancy, flexibility and comfort that the swimmer's sense of freedom makes them feel totally at one with the water. With high-performance, super-elastic Yamamoto neoprene applied in different thicknesses to different parts of the body according to its needs, the athlete can focus without distractions on just one thing: to swim ... like a creature of the ocean.

Built upon deep scientific research and in-house know-how amassed over 50 years analysing hydrodynamics, the hi-tech Powerskin Storm was developed in close collaboration with the world's leading open water swimmers, including World and Olympic champions such as Florian Wellbrock, Gregorio Paltrinieri, Sharon Van Rouwendaal and Ferry Weertman.

Approved for competition use by global swimming's governing body, FINA, and compliant with the requirements of World Triathlon, USA Triathlon and the World Triathlon Corporation (owner of the Ironman brand), the wetsuit also incorporates arena's trademark carbon fibre technology, using as its starting point the Carbon Wetsuit, open water's most successful product of its kind in the modern era.



*"We are pleased to bring the Powerskin Storm to market," said arena Deputy CEO, Giuseppe Musciacchio, "as the next evolution of our range of competition wetsuits. Open water has for many years been a strong focus for us, as our leading position in the field indicates, and the Powerskin Storm takes things to the next level, as we resume our pursuit of excellence after a difficult period during the pandemic. So for us it's a very important launch, demonstrating that arena is still here, full of the fighting and innovative energy that has characterised our progress over the past 50 years."*



*No blocks, no lanes.  
Just the open water.*  
Florian Wellbrock

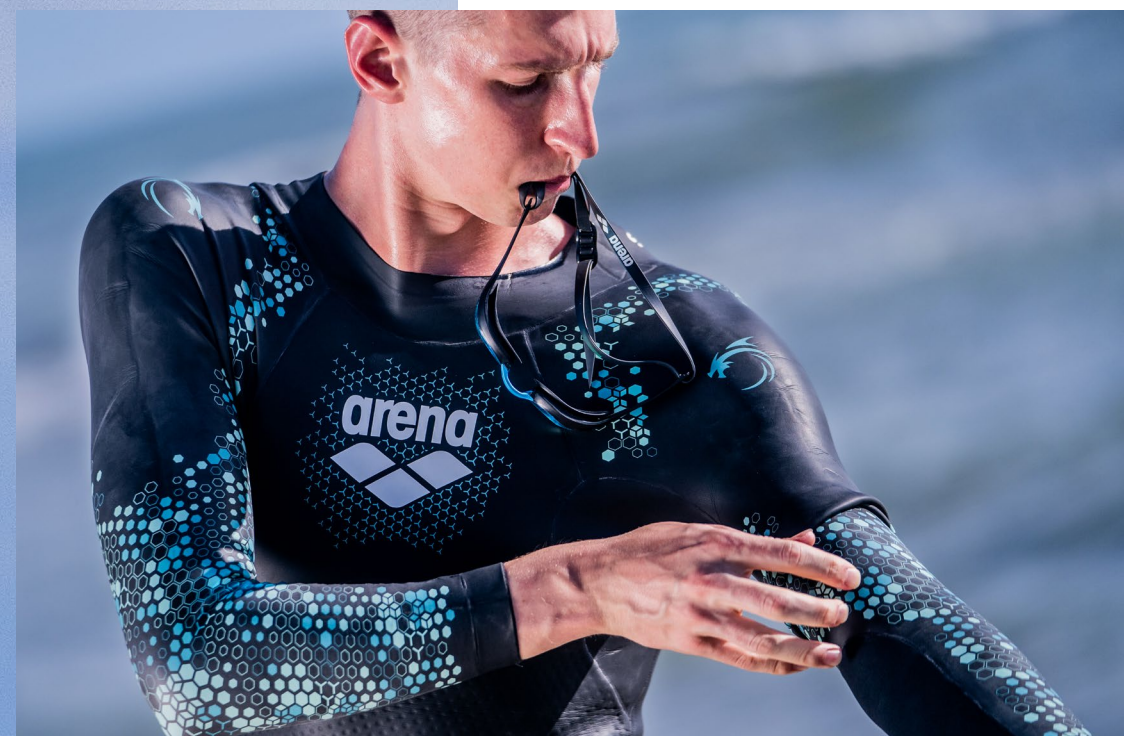
2020 Olympic & 2019 World 10km marathon champion Florian Wellbrock of Germany says that open water swimming is “like an action movie, particularly over the last 2km”. 2020 European Champion and Tokyo bronze medallist in the same event, Gregorio Paltrinieri of Italy likens it to a Formula One race, because “it’s long, it never goes like you think it will, and you can change tactics while you’re swimming.”

While both are champions at the highest level in the pool, they both love swimming in the open water because of the different challenges it presents, and the fact that they don’t know what to expect when a race kicks off. As Greg explains: “In the pool I have achieved almost all the goals I had set myself, now it’s time to dominate the sea.”

First and foremost, by its nature open water is liberating: there are no lanes, no lines, no walls. Then there are multiple diverse elements the swimmer has to deal with. It’s far more physical than the pool, competitive races are often frenetic and fierce with swimmers hustling and bustling for position, and dodging kicks – sometimes bodily taking them too – is part and parcel of the sport. Aside from the human interaction, there are also ocean creatures – such as jellyfish, dolphins, and more – that the athlete has to keep a watch out for. On top of that, waves frequently compound the challenge.

In short, it’s a sport for adrenalin-seekers and adventurers. Its unique character is what first drew arena into the field, and has kept it striving to develop high-performance products for those that take on its challenges.

At the very top of the world rankings are Florian and Greg, who were central in providing insight and feedback to the Powerskin Storm’s R&D team as part of arena’s long-standing practice of catering to the specific needs of each and every athlete. The end-product is a wetsuit developed for the athlete by the athlete.





## FEATURES OF THE POWERSKIN STORM

Evolving from arena's Carbon Wetsuit – the most decorated wetsuit in contemporary open water competition – the all-improved Powerskin Storm is made entirely of the super-soft, ultra-elastic Yamamoto glideskin neoprene coated with Nano SCS and integrated with arena's exclusive carbon fibre technology.

"I know it sounds incredible, but the Powerskin Storm is even softer and more comfortable than the previous version," said Greg, "particularly in the neck and shoulder area, which is very important in terms of wearability, especially when we are talking about a 10km race and having to stay in the water for 2 hours."

Three different thicknesses of neoprene are placed strategically around the suit in order to focus on specific needs in those areas of the body:

- 4mm on the core, legs and buttocks, and 3mm on the chest and calves provide improved core support, body hold and stability, and thermal insulation
- 1.5mm on the arms and shoulders afford total flexibility, comfort and freedom of movement

The effect is to provide maximum buoyancy and support in the areas that need it, while simultaneously giving the swimmer their full range of movement with supreme comfort. This is another key benefit, according to Greg Paltrinieri: "The construction of the sleeves certainly helps me feel the water better."



*It's now time  
to dominate the sea.  
Gregorio Paltrinieri*





## IN MORE DETAIL

**Airlock Technology for maximum buoyancy:** The laminated 4mm layer has 3 layers of Yamamoto neoprene. The middle layer is fully perforated, thus trapping air during the lamination process to provide 30% more buoyancy without compromising on flexibility and freedom of movement. Strategic placement on targeted areas of the body offers maximum buoyancy, optimal body position, and effective rotation in the water.

**NANO SCS coating for low drag, supreme glide, high performance:** The Nano SCS (Super Composite Skin) coating on the Yamamoto neoprene does not absorb any water, and its micro-cell structure ensures extremely low drag, resulting in exceptional glide through the water.

The first high-end wetsuit that concurrently fulfils all requirements for use in swimming and triathlon competition: Approved for use at all levels of competition sanctioned by FINA (Fédération Internationale De Natation), World Triathlon (formerly ITU - International Triathlon Union), World Triathlon Corporation (WTC – owners of the Ironman brand) and USA Triathlon.

*The Powerskin Storm is available for €495 online through [arenasport.com](https://www.arenasport.com) and [arenasport.ecommerce](https://www.arenasport.com/ecommerce) channels, as well as at select specialist swimwear stores, offering serious open water swimmers and triathletes an exceptional product at a very attractive quality-price ratio.*

### NECKLINE DESIGN FOR ZERO FRICTION:

Its unique low profile design with rolled and flattened edges on the neckline delivers a soft interface with the skin to reduce friction and prevent chafing.



### IMPROVED ZIPPER CLOSURE:

For better seal, with standard bottom-up operation for ease of use.



### CARBON FIBRE FOR ULTIMATE CORE SUPPORT:

All airlock neoprene is laminated on the inside surface with woven carbon fibre fabric, unique to arena wetsuits. This proven technology provides unparalleled core support and body hold.



### LAMINATED PANEL FOR IMPROVED WATERFEEL:

A double-laminated ultra-thin panel of neoprene on the inside of the forearms gives improved water feel during the grab and pull phases of the stroke, while also being less buoyant than other areas of the wetsuit.



### SEAM CONSTRUCTION FOR DURABILITY, STRENGTH AND WATERPROOFING:

All seams are glued with a special constituent – which makes them completely waterproof – and then double-blind stitched for maximum strength and durability.



### SUPER-STRETCH NEOPRENE ON CUFFS FOR QUICK EXIT:

The lower leg and wrist cuffs feature ultra-thin, super-stretchy Yamamoto neoprene, which makes it incredibly quick and easy to put on and take off, a key factor for triathletes.





## ECO-FRIENDLY YAMOMOTO LIMESTONE NEOPRENE

Instead of traditional oil-based neoprene, Yamamoto's most elastic neoprene is made from limestone to produce a durable, lightweight, eco-friendly and high-performance material that is also incredibly soft and flexible.

The Powerskin Storm is made entirely of this neoprene, which has a nitrogen closed-cell content of over 92%, resulting in 30% more air bubbles within the rubber than other brands. This in turn translates into greater buoyancy – 23% higher than other competing materials.

It also has a very low water absorption rate, which means its weight remains nearly identical in both wet and dry conditions, providing more warmth and flexibility than thicker wetsuits, without the weight.

## SLICK DESIGN

When the body is immersed in the water of the ocean, it invokes the primal senses as if returning to its origins. The skin surges with energy, bubbles explode, and the body becomes one with the water. Such is the sensation that it sparks a desire to shed layers, to be wearing as little as possible. Expressed in those terms, the best you can do – aside from skinny dipping – is to don a Powerskin Storm wetsuit, which is so natural it feels as if you're not wearing anything.

And its design conveys that same sense. Small aquamarine & white circles and shapes suggest water, and the bubbles that flow around an immersed and moving body. It also evokes the technology behind the wetsuit – nanotechnology, SCS coating, airlocks ...

Then there's the dragon on the shoulder, hinting at a magical beast of the sea, its body curved into a wave, the rolling swells of a storm ...

Beyond that – and perhaps most importantly – it's eye-catching, sleek, contoured. Simply put: it would be difficult not to feel good when you're wearing it.







## FLORIAN WELLBROCK

Born: 9 August 1997; Bremen, Germany  
 Discipline: Freestyle, Open Water  
 Coach: Bernd Berkhahn, Magdeburg

2020 Olympics, Tokyo  
 10km open water: gold  
 1500m freestyle: bronze

2019 World Championships, Gwangju  
 10km open water, 1500m freestyle: gold



## GREGORIO PALTRINIERI

Born: 5 September 1994; Carpi, Italy  
 Discipline: Freestyle, Open Water  
 Coach: Fabrizio Antonelli, Rome

2020 Olympics, Tokyo  
 800m freestyle: silver  
 10km open water: bronze

2019 World Championships, Gwangju  
 800m freestyle: gold  
 Team open water: silver  
 1500m freestyle: bronze

2017 World Championships, Budapest  
 1500m freestyle: gold  
 800m freestyle: bronze

2016 Olympics, Rio de Janeiro  
 1500m freestyle: gold

2015 World Championships, Kazan  
 1500m freestyle: gold  
 800m freestyle: silver

2013 World Championships, Barcelona  
 1500m freestyle: bronze





**FURTHER INFORMATION**

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