

## SPECIALIST FITNESS TRAINING PRODUCTS OF THE YEAR

PoleSilks

DERBYSHIRE

PoleSilks Ltd has specialised in supplying the pole and aerial fitness industry in the UK and Europe since 2012. The family-run business began when pole fitness enthusiast Sue Colebourne asked her partner Pete to develop a product for use in the industry, which they then travelled around the world to promote and sell. In 2014, the couple made the decision to offer grips, further enhancing their users' experience, which quickly became one of their largest imports and exports. Now working with a local specialist manufacturer with ISO accreditation, the business produces a new and improved Grip noSwet, which is aimed specifically at the fitness industry. Their original product, PoleGrip, is supplied to more than 20 countries.

The judges were impressed by the company ethics at PoleSilks Ltd, who have made a special effort to ensure their processes and products are as environmentally friendly as possible. The product itself is vegan friendly and by manufacturing everything as locally as possible. The company has significantly reduced their carbon footprint, as well as reducing waste by making their packaging fully recyclable. Their innovative new product, noSwet, moves the fitness grip industry forward by using a special blend of silica along with other vegan-based ingredients to produce a grip that repels sweat, and removes chalk dust related issues.



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**THEIR INNOVATIVE  
NEW PRODUCT,  
NOSWET, MOVES  
THE FITNESS  
GRIP INDUSTRY  
FORWARD.**

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