

Press Release  
February 14<sup>th</sup> 2013

## Renson in Cycling Team Sponsorship Deal

***RENSON® and Omega Pharma - Quick-Step Cycling Team are pleased to announce that they have reached a partnership deal for the seasons 2013 and 2014. As a new partner for the top team of Patrick Lefevere, RENSON®, the specialist in ventilation and sun protection from Belgium, takes its first steps in cycling.***

For the next two seasons the RENSON® brand will appear in World Tour cycling as a partner of the Omega Pharma - Quick-Step Cycling Team of Boonen, Cavendish, Chavanel and Martin. The RENSON® logo will appear on the back of the racing shorts. The logo will also be visible on the team vehicles and marketing material.



Thanks to this sponsoring, RENSON® wants to strengthen its brand recognition in Belgium and abroad. "Our company is well-known by the professionals in the construction sector, but now we also want to invest more in getting a better name recognition with the consumers (for the terrace coverings and the products for the renovation market). And cycling remains a very popular sport, in Belgium as well as internationally," stressed CEO Paul Renson. "With the Omega Pharma - Quick-Step Cycling Team we have found a strong and ambitious partner with the drive to be protagonist in every race. Moreover, cycling can be compared to business: the efforts of and the co-operation between the members in the chain determine the real strength of the team."

Team manager Patrick Lefevere said: "I'm very pleased with this important partnership. RENSON® is an important European company with headquarters in Belgium, in the same area where our other sponsors, Omega Pharma, Quick-Step and Innergetic come from. Our aim is to provide RENSON® – as we do for all our partners – with the possibility to further expand their brand and business through the team's activities and the visibility the team enjoys in competitions."

**Ends**

**About RENSON®**



RENSON®, trendsetter in ventilation and sun protection founded in 1909, develops and manufactures innovative solutions and concepts, which improve the working and living conditions of people and at the same time cut energy costs – Creating healthy spaces. For more information: [www.renson.be](http://www.renson.be)