

The best triathlete regenerates in Reboots for another year

Anne Haug prepares for the 2023 triathlon season - with a strong partner by her side

Schluechtern, 7th of February 2023 - At the beginning of the year, Anne Haug, the best triathlete in the world, can usually be found on sunny Lanzarote preparing for the season. Also in the new year, she can once again count on the support of Reboots, the leading European supplier of recovery boots and pants.*

The diversity of regeneration

Running, cycling, swimming - as diverse as the sport of triathlon is, athletes must also prepare for their competitions. Focusing on training is not enough for a successful season since regeneration already plays a crucial role in the preparation. However, all athletes have different body types, characteristics and last but not least, likes or dislikes which often makes it difficult to give universal recommendations for optimizing and accelerating regeneration.

Reboots Recovery Boots and Pants are designed to adapt to users' needs. "I'm thrilled to be a Reboots' brand ambassador for the third year in a row now and to continue to grow our partnership together. The compression massage allows me to perform the best I can in my daily life of constant location changes, varying workout times and non-guaranteed availability of a power outlet. As soon as I neglect my recovery, it is reflected in the next training session. Reboots gives me the flexibility, effectiveness, and efficiency I need to keep that from happening and to maintain my training volume," says Anne Haug.

Reboots and the triathlon - an old love affair

Anne Haug starts the triathlon year 2023 as the number 1 in the world*. Already last year, the Ironman World Champion 2019 was able to succeed in the world's biggest triathlon competitions and always secured a place on the podium. She even won the gold medal at the Challenge Roth. This year, she is again aiming for the biggest races in the world.

Reboots already sponsors a large number of athletes from a wide range of sports. In close cooperation with the athletes, Reboots optimizes the products and tries to understand the needs of the target group. Triathlon represents a particularly important constant. "When we launched Reboots in 2018, triathlon was the first sport in which we gained traction. It was only logical that our first Reboots brand ambassador would have a triathlon background. The start of our partnership with Anne remains an important milestone for us and we are even more excited to continue supporting her with Reboots," said Tom Keller, CEO of Reboots. Among other things, the compression massage will help Anne shorten her recovery time, reduce the risk of inflammation and reduce performance degradation.

*PTO World Ranking

ABOUT REBOOTS

Since 2018 Reboots enables ambitious athletes to regenerate at the top level. Whether professional or ambitious amateur athlete: Recovery is everything. With the Reboots Recovery Boots and Pants athletes gain a competitive advantage, with the help of which they can reach their maximum performance after hard sports units faster again. Top athletes, clubs and physiotherapists throughout Europe rely on Reboots to not only reach their athletic goals, but to exceed them. For more information about Reboots, visit: reboots.com.