

## New ITRA Brand Partner: Runderwear



### **ITRA is thrilled to welcome Runderwear as an official brand partner.**

Runderwear is the ultimate performance underwear for runners, engineered to eliminate chafing and discomfort so you can focus on your performance. Designed with seamless technology. Runderwear's underwear provides unrivalled comfort, reducing irritation and ensuring a friction-free experience.

Made from breathable, moisture-wicking fabrics, Runderwear keeps sweat away from your skin, regulating your temperature to keep you cool and dry, even in the toughest conditions. Whether you're training, racing, or pushing for a new PB, Runderwear's ergonomic fit offers superior support, allowing you to move freely and comfortably mile after mile.

As an association dedicated to advancing the sport of trail running, ITRA is excited to partner with Runderwear, a brand known for its innovation and commitment to pushing performance boundaries.

"We are excited to partner with Runderwear to bring practical innovation and quality to the forefront. Runderwear's commitment to performance and comfort aligns perfectly with our goal to serve the needs of our community. We're excited to move forward together." - Janet Ng, ITRA President.

“We’re incredibly proud to partner with ITRA and support their mission to grow and strengthen the global trail running community. At Runderwear, we’re passionate about helping runners feel their best, because when you’re free from distractions like chafing or discomfort, you can truly focus on the trails ahead.

This partnership is a natural fit for us, and we’re excited to be part of an organisation that shares our commitment to performance, endurance, and pushing boundaries. We look forward to supporting ITRA and the amazing trail runners around the world who inspire us every day”. - Jamie Smalley Founder & CEO

Purchase your Runderwear products by **[clicking this link.](#)**