

SELLE ROYAL SCIENTIA SALES FOLDER

TECHNICAL SKIN GEL



SELLE ROYAL

Key selling points

SCIENCE

The unique saddle range scientifically developed in collaboration with the Sport University of Cologne in Germany to suit each individual according to his or her body and type of use.

COMPLETE

A compact range of 9 saddles able to cover the entire target of bicycle users.

USER-FRIENDLYNESS

Two simple measurement steps to choose the perfect saddle for you.

DEALER-FRIENDLYNESS

The first range provided into pre-filled retail tools, ingenereed to save time and space in the shops.

DESIGN & TECHNOLOGY

An ergonomic shape designed and produced in Italy to guarantee a top level of quality.

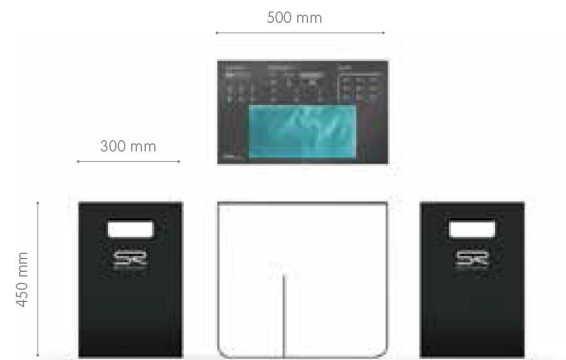
ADVANCED KIT

RETAIL STATION

- Metal display provided with wheels for an easy movement
- Pre-filled with 27 saddles, 3 for each model, ready to be sold
- Right side with Measurement Steps in 3 languages: UK, DE, NL
- Left side with Riding Position goniometer

MEASURING TOOL

- Metal stool with gel pad
- Pre-filled with Scientia consumer brochures
- Top layer with Measurement Steps in 3 languages: UK, DE, NL



CODE SRSIADVA00000

FLEX KIT

(Selling unit is only 2 Modules)

MODULE

- Plastic frame with metal hooks slwatwall/tegomettall compatible
- Pre-filled with 6 saddles, 2 for each model, ready to be sold
- Specific product information on each hook label



Free choice of the 2 Modules among these codes:

Athletic Module
CODE SRSIATHA00000

Moderate Module
CODE SRSIMODA00000

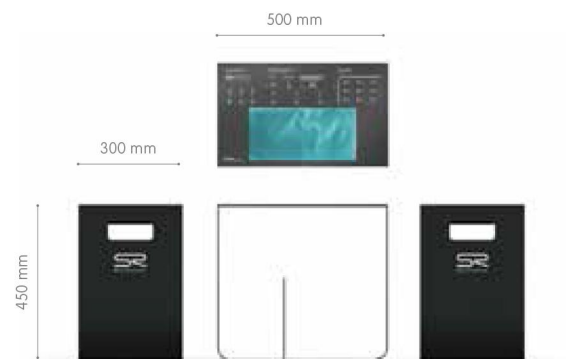
Relaxed Module
CODE SRSIRELA00000

MEASURING TOOL

(on sale separately)

MEASURING TOOL

- Metal stool with gel pad
- Pre-filled with Scientia consumer brochures
- Top layer with Measurement Steps in 3 languages: UK, DE, NL



CODE SRSIMTOA00000

Features



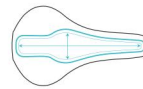
BODY CONTOUR

A radius-specific design to provide optimum comfort for differing spine angles. The more inclined the Riding Position, the smaller the edge-radius.



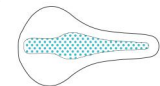
REAR PLATEAU

An elevated rear section to prevent backward sliding and decrease pressure in the saddle middle which can cause discomfort.



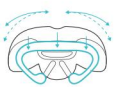
CENTRAL RESERVOIR

Indentation in the saddle middle whose shape and dimensions have been studied to correspond to ischial variations for greater comfort.



3D SKIN GEL


Royalgel™ is placed intelligently at critical points of contact on the saddle surface for added shock absorption, while reducing overall saddle weight.



CURVA SUSPENSION

The unique curved suspension design is attached at the rear of the base to offer exclusive comfort by avoiding pressure on the seat bone contact points and guaranteeing additional lateral flexibility.

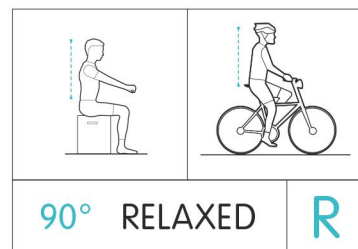
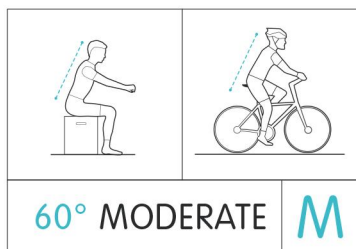
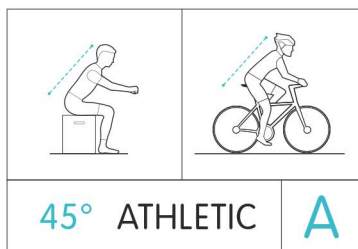


	1 SMALL	2 MEDIUM	3 LARGE
ATHLETIC	 <p>A > 1</p> <p>CODE 54A0SB0 A0 9210 SIZES L 289 mm - W 127 mm - W 380 g SRP € 79,90</p>	 <p>A > 2</p> <p>CODE 54A0MB0 A0 9210 SIZES L 289 mm - W 144 mm - W 390 g SRP € 79,90</p>	 <p>A > 3</p> <p>CODE 54A0LB0 A0 9210 SIZES L 289 mm - W 159 mm - W 415 g SRP € 79,90</p>
MODERATE	 <p>M > 1</p> <p>CODE 54M0SB0 A0 9210 SIZES L 289 mm - W 141 mm - W 425 g SRP € 79,90</p>	 <p>M > 2</p> <p>CODE 54M0MB0 A0 9210 SIZES L 289 mm - W 161 mm - W 455 g SRP € 79,90</p>	 <p>M > 3</p> <p>CODE 54M0LB0 A0 9210 SIZES L 289 mm - W 178 mm - W 465 g SRP € 79,90</p>
RELAXED	 <p>R > 1</p> <p>CODE 54R0SB0 A0 9210 SIZES L 289 mm - W 169 mm - W 479 g SRP € 79,90</p>	 <p>R > 2</p> <p>CODE 54R0MB0 A0 9210 SIZES L 289 mm - W 196 mm - W 485 g SRP € 79,90</p>	 <p>R > 3</p> <p>CODE 54R0LB0 A0 9210 SIZES L 289 mm - W 224 mm - W 520 g SRP € 79,90</p>

Measurement steps

1 FIND YOUR RIDING POSITION

Simulate your riding position, checking if your inclination is close to 45°, 60°, 90°.

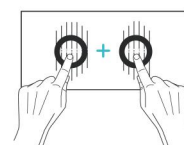


2 DETERMINE YOUR ISCHIAL VARIATION

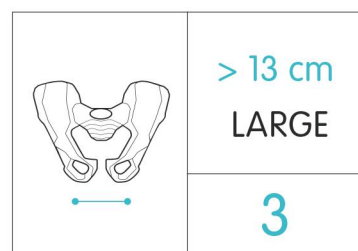
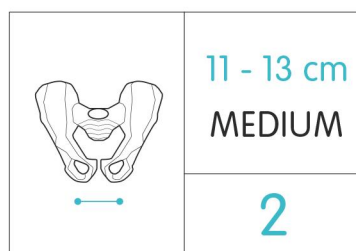
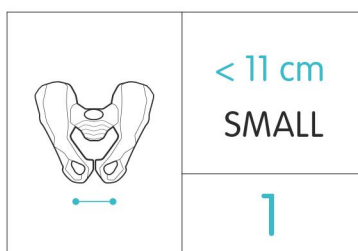
Reset the gel pad.

Sit at 90° and apply pressure.

Find the centres of the two ischial impressions and add together the two numbers. The result is your ischial distance.



example:
 $5\text{cm} + 7\text{cm} = 12\text{cm}$





**Deutsche
Sporthochschule Köln**
German Sport University Cologne

Selle Royal has conducted the first quantified studies to address gender difference, riding position, ergonomic shape, and the role played by ischial variation. The result is Scientia, a range of 9 saddles scientifically designed to suit each individual according to his or her physical characteristics and type of use.



THE SCIENCE BENEATH
THE DESIGN

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