



CICLISMO MUNDIAL BECOMES PLANTUR-PURA

Just like last year, the women of a number of cyclo-cross teams are gathering again for their road program in the run-up to the next cyclo-cross season. Last year they did their road races in white as team Ciclismo Mundial, this year they will be part of team Plantur-Pura.

Philip Roodhooft explains: “The main goal remains to complete an interesting road program towards the new cyclo-cross season. However, with the men we now know that a well thought-out combination between road cycling and cyclo-cross is doable. That is why also our women will get the chance to race some of the spring classics.”

On Thursday the team will be at the start of the Oxyclean Classic Bruges - De Panne for their first race in Plantur-Pura kits. The team has also been invited for four Flanders Classics races: including Gent-Wevelgem and the Tour of Flanders. Plantur-Pura will round off their classics campaign with Paris-Roubaix. Then, after a short break, the Baloise Ladies Tour and the Ladies Tour of Norway will follow. Consequently, after the 2021 road program everyone returns to the various cross teams.

Philip Roodhooft: “These six races will be quite an exploration for the Plantur-Pura women, results aren’t of paramount importance. But we don’t start our road cycling campaign unprepared or without ambitions. The team completed a full-scale training camp and two reconnaissances, and with Heidi Van De Vijver we have a new, experienced sports director in our ranks.”

“If this introduction is satisfactory, we will expand the team roster in 2022 with a few specific road cyclists. This way we will be able to complete a more extensive road program, use our cyclo-cross riders in a more targeted manner and eventually copy the multidisciplinary concept of Alpecin-Fenix – since we also have MTB talent in the team with Alvarado, Eibl and Pieterse.”

“Plantur, like Alpecin, is owned by Dr. Wolff Group. And just like Fenix, Pura is part of Broadview Holding. We therefore believe it would be a nice objective to copy the Alpecin-Fenix concept to women's cycling.”

Spots director Heidi Van De Vijver: “I am really looking forward to this exploration and discovery together with our ladies. I found myself in a professional environment at Plantur-Pura. It’s going to be a challenge for both myself and the ladies. The level of our riders on training camp pleasantly surprised me, so we are already curious about our season start in Bruges - De Panne.”

ABOUT PLANTUR

With its unique caffeine complex, Plantur 21 focuses on the problem of poor hair growth in young women. A common problem in this target group due to stress, poor dietary habits or pressure to perform. Plantur, like Alpecin, is part of the Dr. Wolff Group.

<https://international.plantur39.com/>

Plantur
CAFFEINE SHAMPOO

ABOUT PURA® NFC BY TRESPA

Pura® NFC by Trespa is a facade cladding with a lasting elegance, and retains its beauty and smooth surface despite all weather influences. Pura® NFC by Trespa, like FENIX, is part of the Broadview Holding.

<https://www.pura-nfc.com/nl/>

PURA® NFC
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