



🕒 07 May 2019, 17:00 (CEST)

## SILCA NASTRO Bar Tapes - More Cushion, Better Grip, Easier Installation



**Amsterdam, The Netherlands - May 7** – SILCA has created a new type of bar tape with significant improvements in comfort, grip and durability. New SILCA “NASTRO FIORE” and “NASTRO PILOTI” bar tapes were inspired by recent developments in running shoes, F1 tires and SILCA’s own research into rolling efficiency, impedance, and damping. The 2.5mm FIORE tape provides cushioning and comfort equivalent to existing 3.2mm tapes, while the 1.85mm PILOTI tape equates to existing 2.5mm tapes.

Built from a laminate of “SILCathane,” “SILCALon” and 3M Visco-elastic adhesive, the tape feel can be optimized for different riders using different wrap directions and techniques. The tape improves on existing materials, offering a softer, more comfortable feel, higher grip in wet and dry, better vibration isolation, and 3-5x the durability.

Addressing a significant deficiency in existing tape packages, SILCA developed an adhesive-backed “butterfly” to better cover the back of the lever clamp area without adding bulk. Rounding out the kit are high-grip finishing tape and expanding aluminum/composite end plugs to enable a perfect taping job from end to end.



### **Further Details:**

The product developers at SILCA are constantly seeking improvement over existing cycling products. Examining new developments in running shoe foam and F1 tires and conducting their own tire research, SILCA realized that new material technologies could allow for a significant improvement in bar tape. In keeping with 102 years of Italian brand history, the new bar wrap is dubbed “NASTRO” - Italian for “tape,” though the construction is anything but traditional.

Instead of a simple foam extrusion, SILCA uses a triple laminate of “SILCathane,” “SILCALon” and 3M Visco-elastic adhesive. This laminate outperforms other bar tape materials in multiple metrics.

Since the actual wrap of the tape can be as important as the tape itself, SILCA also developed a fully adhesive-backed butterfly-shaped piece to better cover the back of the lever clamp area without adding bulk. Keeping with the theme of dialed details, SILCA includes quality finishing tape and expanding end plugs, topping off the premium package.



SILCA NASTRO Bar Tapes Media kit - with hi-res images

### **NASTRO PILOTI**

- 1.85mm thickness for thinner, more aerodynamic wrap
- Tuneble grip level depending on wrap direction
- Black, white, red
- \$40 MSRP



## **NASTRO FIORE**

- 2.5mm tri-laminate provides additional comfort without additional bulk
- Black w/white floral pattern, Black w/neon yellow floral pattern, White w/black floral pattern
- \$44 MSRP



## **ABOUT SILCA**

SILCA was founded in 1917 by Felice Sacchi outside of Milan, Italy. SILCA was the first company to put gauges on pumps, the first to produce a true 'high-pressure' frame pump and the first to work with revolutionary lightweight material plastic after the end of WWII, and later the first to bring CO2 to roadside inflation. Today SILCA is located in Indianapolis, IN where it continues to build iconic products that utilize the finest materials and craftsmanship available.

## **Contact Europe**



**Frank van der Sman**

[frank@twotoneams.nl](mailto:frank@twotoneams.nl)

[@frankvandersman](#)

[twotoneams](#)

---

#### ABOUT TWOTONE AMSTERDAM

We are an Amsterdam based sales and PR consulting agency. We pride ourselves on being flexible enough to adapt to any situation and tough enough to ensure things get moving. We love to drink good coffee, hear your story and learn how we can help you and your brand.

[Twotoneams.nl](http://Twotoneams.nl)

---

[pr.co](#)



Twotone Amsterdam