

iM Sports™ Expands Bike Sleeve Line of Arm Warmers

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January 27, 2014 (FPRC) -- iM Sports™ is excited to launch an expanded line of arm warmers for cycling professionals and enthusiasts. iM Sports Sleeves were originally developed under the brand name Ink Armor™ for Tat2X® and used as tattoo cover up sleeves. Cyclists soon discovered that they were excellent arm warmers for long tours as well as Velodrome racing. The wick away fabric blend, flat inseam and elastic gripper at the top of each sleeve make iM Sports sleeves perfect for competitive and recreational cycling. iM Sports™ sleeves also block 98% of harmful UV rays and provide continuous mild compression that can help improve circulation during exercise.

As result of the popularity of iM Sports Sleeves for cycling iM Sports has expanded its arm warmer line to include nineteen different colors and patterns. In addition to traditional solid colors like white, black and red; iM Sports now offers several non-traditional patterns including leopard, snakeskin, skull, digital camouflage, grey camouflage and Island Dark. There are also four sizes and two styles of sleeve available. “Our goal is to give our cycling fans enough choices to allow them to express themselves as individuals. You don’t see snakeskin on a cyclist everyday!” explains Mo Nelson, the founder of Tat2X and iM Sports. “Our experience has taught us that one size definitely does not fit all so we’ve worked hard to offer plenty of sizes, styles and colors for use on the road or in the Velodrome,” continues Mo.

iM Sports™ Sleeves are also manufactured in the United States. “As a former U.S. marine I believe there’s no better way to serve our country that to employ the talented people we have here. Keeping our manufacturing in the U.S. hasn’t been easy but I know it’s worth it because many of the bicycle clubs and cyclists that buy our sleeves have told me one of the reasons they chose iM Sports Sleeves was because they are made in the USA,” states Mo. iM Sports plans to continue to expand its’ reach and brand in the cycling as well as mountain biking marketplace by continuing to add new colors and patterns.

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Keywords

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