
Press Release

Monday May 16, 2022 at 15:00h CET

Deceuninck becomes name sponsor again

Alpecin-Deceuninck cycling team will be in action from the Tour de France onwards

Hooglede-Gits, May 16, 2022 - The Belgian UCI Pro Team Alpecin-Fenix will start as Alpecin-Deceuninck from July 1, 2022. Deceuninck, a sponsor of the team since the beginning of this year, is hereby confirming its intentions to step up to the next level as a name sponsor. This is an obvious step for Deceuninck, both from a sporting perspective and from its own customer perspective.

Deceuninck will become the Belgian cycling formation's name partner alongside Alpecin and will enter into a commitment until the end of 2025. Deceuninck will thus remain a name partner for at least three years. The agreements with Alpecin and Canyon also run until the end of 2025. This also makes the team ready for the next step: a World Tour license for 2023 - 2025.

Bruno Humblet, CEO Deceuninck: "Deceuninck joined a young, dynamic and ambitious team in early 2022. Now is the ideal time to switch to the role of name sponsor. The same step will follow with the women's team from 2023.

During the spring we were able to win several races, with the Tour of Flanders as the absolute highlight. We are making a very conscious decision to become a name sponsor in order to support our customers worldwide and to further develop our Deceuninck brand. We are facing major challenges in our sector and want to offer our customers extra support wherever possible. Worldwide publicity through our cycling sponsorship is therefore certainly an example of this."

Philip Roodhooft, General Manager Alpecin-Fenix: "Today is a great day for the team. Our horizon now extends to 2025. The budget is growing and that is necessary because success costs money and keeping what is there costs more money. It is a pleasant observation that we are taking this step with the same partners, albeit in different roles, on board."

Alpecin-Deceuninck's new jerseys will see a first appearance at the Tour de France. From then on, with the exception of the ladies until 2023, both the team's elite men's, cyclocross, mountain bike and gravel bike will wear the new jersey.



Building a sustainable home

Calendar

17 August 2022

Half year results 2022

End of press release

About Deceuninck

Founded in 1937, Deceuninck is a top 3 independent manufacturer of PVC and composite profiles for windows and doors. Headquartered in Hooglede-Gits (BE), Deceuninck is organized in 3 geographical segments: Europe, North America and Turkey & Emerging Markets. Deceuninck operates 17 vertically integrated manufacturing facilities, which together with 16 sales and distribution entities guarantee the necessary service and response time to Customers. Deceuninck strongly focuses on innovation, sustainability and reliability. Deceuninck is listed on Euronext Brussels ("DECB").

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