

PRESS RELEASE

Ultrasun sponsors German national beach volleyball team, Brink & Reckermann

## Swiss sunscreen expert prepares for the Olympics

*Zollikerberg/Munich, February 2012.* Ultrasun is the official 2012 partner of the German national beach volleyball team, Julius Brink and Jonas Reckermann. The three-time European champions have been promoting the professional Swiss sunscreen for a number of years and are underpinning their confidence in the product with official sponsoring.

By sponsoring Julius Brink and Jonas Reckermann, the German favourites for an Olympic gold medal, the Swiss firm is demonstrating its competence in the field of professional sunscreen for sportspeople in an impressive manner. "Beach volleyball players are more conscious than other sportspeople of professional sunscreens and our products therefore offer ideal support," says Sabrina Kissel, Brand Manager of Ultrasun on the subject of this new cooperation. "Julius und Jonas have been using our products for a number of years and are convinced of their benefits; we could not wish for better brand representatives," Kissel adds.

The two Olympic contenders are also confident in their sponsor: "During competitions, we are constantly exposed to the sun and we therefore need a sunscreen which we can trust. We feel safe with Ultrasun and are therefore able to concentrate fully on our game."

Olympic sponsoring also provides the Swiss sunscreen expert with a prominent showcase from which to enhance brand recognition in the field of sport and to support the market launch of Sport Spray 50 in the spring of 2012. Sport Spray 50 completes the Ultrasun sports range and is perfectly adapted to the specific requirements of sportspeople. All the products in the range offer sportspeople optimum protection and are easy to apply, quickly absorbed and perspiration and contact resistant.

**Ultrasun AG**

The Swiss company Ultrasun was founded in 1992 and will be celebrating its 20<sup>th</sup> anniversary this year. Ultrasun specialises in the development and production of sunscreen products. All Ultrasun products are free of fragrances, fat and emulsifiers, are photostable and waterproof, and are dermatologically tested. Ultrasun works closely with national and foreign specialists and regularly brings new innovations onto the market.

Further information can be found at: [www.ultrasun.ch](http://www.ultrasun.ch) and [www.facebook.com/Ultrasun](https://www.facebook.com/Ultrasun)

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