**FOR IMMEDIATE RELEASE: 26/05/2021**

**Andrew Crabb**

**Ardor Athletic**

**0432 028 930**

[**support@ardorathletic.com**](mailto:support@ardorathletic.com.au)

**How two young Melbournians plan to propel sustainability to the forefront of the fitness industry.**

*As consumers continue to push for sustainable products, a couple of young Melbourne entrepreneurs have just launched their first eco-friendly athletic equipment brand made from renewable raw materials.*

Melbourne, Australia - with winter around the corner comes a fresh resolve to stay active. This seasonal transition represents the perfect time to renew our engagements to health, wellbeing, and self-care. Beyond just gearing up for a great workout, athletic equipment is slowly turning toward greener pastures.

For those seeking a flexible training solution with a touch of green, it’s worth checking out the new line of versatile products from Ardor Athletic. This new athletic range launches just in time for Australia’s colder months, promising Australian’s a fresh new selection of comfortable and eco-friendly exercise equipment that can be used anywhere.

The collection includes resistance bands, yoga mats, skipping ropes and tote bags while placing great emphasis on sustainability and ecological preservation. The products are ethically sourced from natural tree sap (rubber), oak tree bark (cork), and cotton that is OEKO-TEX certified by the European ethical and environmental sustainability standards board. The result - a complete workout collection that will echo the emphasis of environmentally conscious shopping. Moving forward, Ardor’s future endeavours centre around expanding into recycled active and leisure wear.

Alice Goody, a retail analyst for global research & market insight group Mintel was quoted saying, "44% of millennials, those aged between ages 17 and 26, said they prefer to see more eco-friendly fabrics used in products."

With athletic companies being the second largest polluter in the world after oil, Ardor Athletic is setting out to offer high-quality alternative materials for their workout range, using a high percentage of bio-based and sustainable fabrics. Ardor Athletic also aims to plant multiple trees with every purchase and contribute to an environmentally friendly future through their partnerships with brands such as OneTreePlanted and Ecologi. Ardor’s promise is that sustainability will be at the heart of their research, developments and any new, forthcoming products.

Most mainstream athletic brands choose to use plastic derived from polyester, lycra, and nylon mostly because these components are great for their durability and overall stretch. However, the problem with synthetic fibers is that when washed, tiny micro-plastics tend to break off, finding their way into the ocean and affecting much of the marine life.

Eco-friendly brands like Ardor Athletic use regenerative materials meaning single-use plastics never end up flowing into the ocean. This sustainable athletic brand also uses natural, biodegradable materials like cotton, rubber and cork which come from renewable sources, meaning low environmental impact.

As of now, Ardor Athletic has launched its high-quality and eco-friendly workout equipment to the general public. The brand plans to change the athletic gym equipment and activewear outlook in Australia and the world at large.

For more information, you can visit their webpage <https://ardorathletic.com/> or their social media handle @ardorathletic.

**About Ardor Athletic**

Ardor Athletic is a Melbourne-based sustainable athletic equipment retailer, created by two young designers who saw a lack of sustainably driven fitness brands. The pair have long shared a passion for fitness and the preservation of the environment and are eager to inspire others to share these values.

The idea behind the company was to create a brand that anybody would be proud to wear and engage with. Ardor Athletic’s products are designed to reflect the ability to workout without a gym, and of course, be sustainable while doing so. Whether you’re going to the gym, working out to unwind, or just doing your daily yoga, Ardor offers something for people of all fitness levels that they can use anytime, anywhere.

