

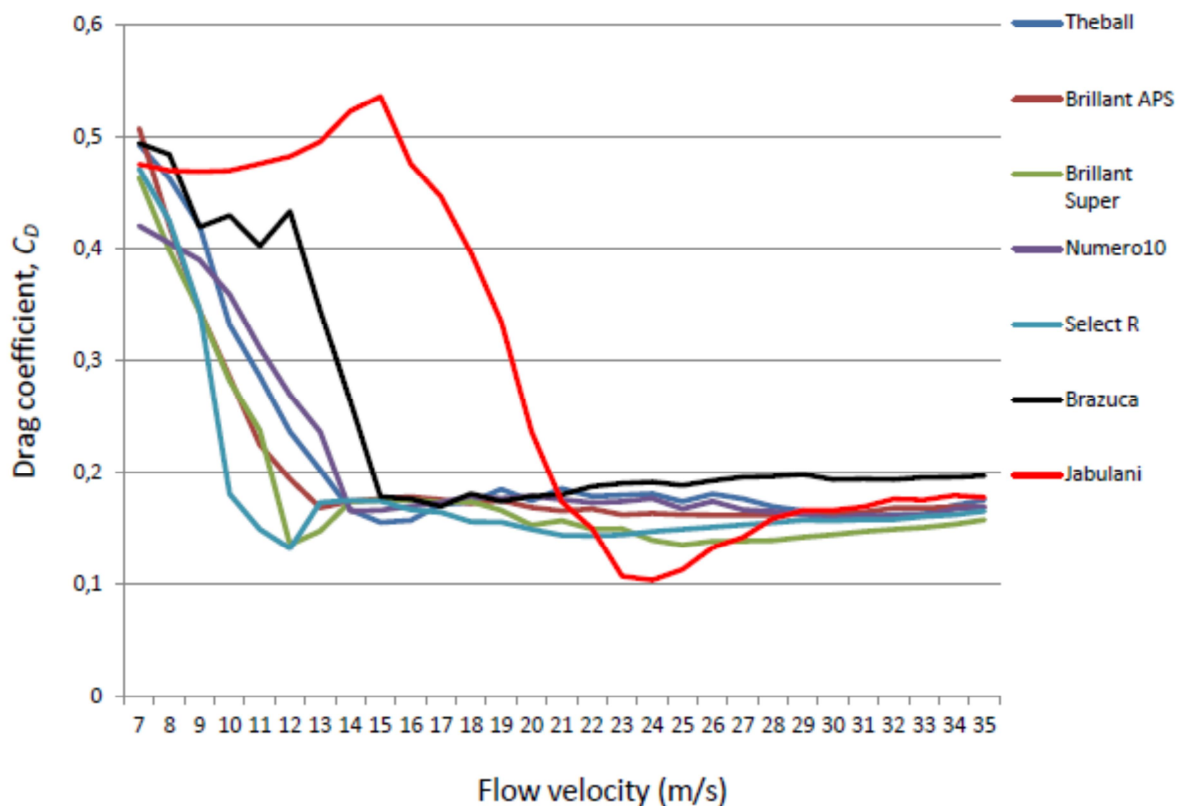
SELECT's 32-panel ball invention – still best in aerodynamics!

In 1962 SELECT presented the world's first 32-panel ball. Since then the 32-panel construction method has been the most popular when making a quality soccer ball. In recent years, however, various brands have introduced different constructions with different number and geometry of the panels.

In May 2014 – just before the 2014 World Cup held in Brazil - the Institute of Health & Sports Science at the University of Tsukuba in Japan conducted a test of the match ball together with former World Cup balls. The purpose of the test was to see how the number of panels affected a ball's flight characteristics.

The same University recently conducted the same test with 5 balls from the SELECT range – including the new BRILLANT SUPER 2015 model. As you can see below, all SELECT balls face lower resistance (drag) from the start of the shot and also travel easier through the air and face drag resistance later than, for example, the last two World Cup balls; Jabulani and Brazuca.

Graph Cd explanation: To be read from right to left, due to Japanese reading direction. When you kick the ball at the highest speed 35 m/s (126 km/h) SELECT balls have less resistance and travels longer at the same speed before it starts to decelerate (loose speed), compared to competitive products. Source: University of Tsukuba, Professor Takeshi Asai





SELECT Sport has continuously improved the 32-panel ball in order to meet the highest standards of modern soccer ball. Peter Knap, CEO of SELECT states 'the aerodynamic performance means that the ball travels longer at the same speed before it starts to decelerate (loose speed). In other words this means much more accurate passes, both long and short distance. The stability of the ball will lead to a better performance on the pitch in general'.

'In soccer ball terms this means that the SELECT balls have a more stable flight, and arrival of the ball will be easier to estimate correctly by the receiver; therefore the player's skills will determine where the ball goes – and not the ball's unpredictable flight', he adds.

'At SELECT we have been developing the soccer ball for more than 65 years so we have a solid head start when it comes to ensuring quality in new solutions. This aerodynamic test result, confirms that SELECT's 32-panel ball invention is still the best in aerodynamics, and is still the most important step in the development of the modern soccer ball. At SELECT we have a deep insight into the very nature of the sport which enables us to create the best professional sporting equipment', says Peter Knap.

About SELECT

Eigil Nielsen, star goalkeeper of the Danish national team, founded SELECT in 1947. Under Nielsen's management, SELECT became a trailblazer by producing many of the ball industry's new creations, such as the first laceless soccer ball, the first ball with 32 panels and the introduction of synthetic leather.

Most of the world's soccer and handball tournaments are today still played with balls made by Eigil Nielsen's principle of 32 panels. Just as most balls produced all over the world are based on his innovative thinking. SELECT sells more than 3 million balls a year as well as a very large portfolio of sporting articles in 50 countries all over the world. SELECT is the official ball sponsor of the Danish national soccer team since more than 60 years and the Danish national handball team since more than 50 years.

The SELECT BRILLANT SUPER 2015:

- New surface structure minimises air resistance and ensures a stable glide
- Strong colours increase the ball's visibility in the air
- Changed construction with specially developed Teijin microfibers provide improved, lively bounce
- Materials of consistent uncompromising quality both inside and out ensure optimum, durable roundness
- Thoroughly tested and meets FIFA's criteria for weight, water absorption and circumference

For further test details, images or interview please contact:

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