



Roces S.r.l.
Via G. Ferraris, 36
31044 - Montebelluna (TV) - Italy
T. +39.0423.2876 - F. +39.0423.287.799
www.roces.com info@roces.it

* * *

ROCES HISTORY

Roces was established in 1952, and is a world leader in the design and production of inline and ice skates. Roces is devoted to elegantly combining dynamic performance and refined comfort. Roces has many years of experience, which no other brand can match. Based on this solid foundation, each model is carefully developed for specific and understandable skater needs. Using the best materials and components, Roces ensures safety, dependability, comfort and performance.

Looking at the past let's walk through the steps that made Roces what it is now.

- 1981. Roces develops the original **PRO** model which is the basis of all our skates and sets the real beginning of inline skating.
- 1987. Roces introduces the **R-UNO** model with buckle, used on either inline and ice skates.
- 1991. Roces creates its first line of inline skates, and it's all **MADE IN ITALY**.
- 1993. The first light and solid aluminum frame appears on Roces skates designed specifically for aggressive skating.
- 1994. Always innovative, Roces introduces the **NRT-JR** with the Growth Compensation System, to compensate the rapid growth of children's feet (the original patent goes back to 1992).
- 1995. Date of birth of the **MAJESTIC 12**, the best and the most popular aggressive skate ever designed by mankind.
- 1996. Roces introduces more and more innovations with the **BIO FLEX** models, the **SOUL PLATE** for aggressive, and its new amazing **OFF-ROAD** skates **BIG CAT** and **ENDURO**.
- 1997. For the first time in its history; Roces starts to produce some of its models using a double injection technology and introduces the **TRI-FIT SYSTEM**. Comfort, fit and stability are finally bound together.
- 1998. The double injection technology is applied to aggressive skating creating the **FIFTH ELEMENT**, the best aggressive skate ever made after the **MAJESTIC 12**. Besides having a **TRI-FIT SYSTEM** boot, the **FIFTH ELEMENT** has a replaceable frame that integrates a super wide soul plate.
- 1999. Before the end of the Millennium Roces shows its constant devotion to all the inline skaters improving the **SIZE ADJUSTABLE SKATE** for the kids with a new patent.
- 2000. Roces introduces on the inline skate market the revolutionary concept of the **Roces-Biomex** with its new model **NYC**. Also gives new vibes to the grass roots of aggressive skating with the new and mysterious **KHUTI**.
- 2001/2002. Roces extends the Biomex concept to more inline skates in its collection such as the **STL**, the first size-adjustable Biomex skate for kids. It improves the top-of-the-line five wheels fitness skate, the **BOS**, with the **CFS** (Comfort Fit System) adding a soft look to a great Biomex skate. And finally introduces the first Biomex Ice Skate, the **RCF 1** and the first Biomex Aggressive Skate, the **GRAAL**.
- 2002/2003. Roces develops the **Airflow Cooling System**, an innovative mix of air intakes, openings, wide-knit mesh and Dri-Lex® fabric for masterful ventilation and comfort. With the new model **URBAN** a new segment is born and with the **Stealth Frame System**, three frames with different wheel size, the race segment reaches its highest evolution.
- 2003/2004. Roces introduces **RCF X**, an exciting product that finally unifies the skating seasons. RCF X appears to be an ice skate with an innovative look, but it can be easily transformed into an inline skate. You can have only one skate and use it all year long. In the winter with a blade and in summertime with wheels!
- 2006. Roces introduces **IDEA**, the first kids' size adjustable ski boot, a huge innovation both from the point of view of fitting and the one of family savings. IDEA is the revolution in ski world. In this way Roces strengthens its leadership in the kid segment of the market and prepares an important comeback in the world of ski. At the end of the year this product is the winner of an **important Italian design award**.
- 2007. Roces **inline skates** are selected as an example of excellent Italian design by an important publication distributed at **La Biennale di Venezia**.
- 2007 and 2008: the **Icelandamour** collection of ice skates is a big novelty already setting new style and fashion trends in the industry.