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## *Leather Bar Tape*

Brooks has reintroduced a classic product that may force many cyclists, more familiar with modern alternatives, to reassess the material they rely on for grip and comfort – Leather bar tape.

This naturally durable and breathable product has been overtaken by a plethora of man-made fibres and materials in recent years but could be on the verge of a comeback among cycling aficionados.

Andrea Meneghelli explains: “Some good things just never change. One of these is certainly leather, a material used since thousands of years for clothing, shoes, etc because of its unique properties.

“Sometimes Innovation for innovation’s sake sees traditional materials - which are still capable of outperforming newer ones - left behind as fashions change. Today most handlebar tapes for road bikes are made of plastic, synthetic cork or micro-fibres but Brooks believes that by reintroducing leather it could become the next big thing among discerning cyclists.”

Each package of Brooks Leather Bar Tape contains:

- 2 strips of adhesive leather bar tape
- 2 bar end plugs – featuring the Brooks logo
- 2 adhesive top wrap strips

The leather bar tape is available in all good bike shops priced from 39 € and is available in 3 colours: black, brown and honey.

Ends

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