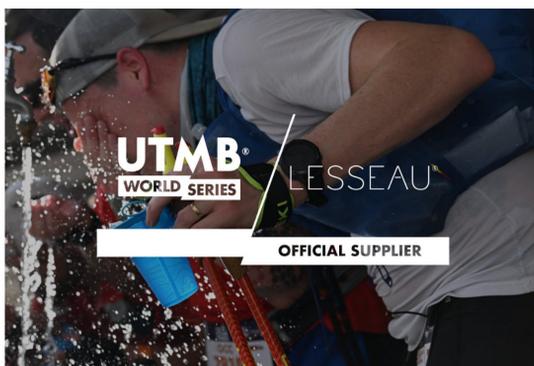


Press release - Chamonix (France), Thursday 20 March 2025

UTMB WORLD SERIES PARTNERS WITH LESSEAU TO ENHANCE RUNNERS' HYGIENE EXPERIENCE AT AID STATIONS AND MINIMISE ENVIRONMENTAL IMPACT

UTMB® World Series is proud to announce an exclusive three-year partnership with **LESSEAU®**, a Dutch company dedicated to enhancing hygiene standards with **plastic-free packaging and innovative block soap dispenser systems**. As the official soap dispenser supplier, LESSEAU will **provide runners with a clean, convenient hygiene solution at key locations** — including aid stations and finish areas — across **12 UTMB World Series European events in 2025**, with a full rollout planned for all events by 2027.



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A practical partnership, tailored to runners' needs

The partnership between LESSEAU and the UTMB World Series is rooted in shared values — a **passion for nature, adventure, and performance**, paired with a **strong commitment to reducing their environmental impact**. For UTMB World Series participants, cleanliness is a key concern during races — something Marcel Magermans, CEO of LESSEAU and an avid ultra-trail runner, experienced firsthand during the Trail Alsace Grand Est by UTMB 100M. After more than 170km of muddy terrain, a refreshing wash, wellness treatment, and well-earned rest were essential — all without compromising the natural environment.

LESSEAU provides a natural, **practical solution with solid, hygienic, and biodegradable soaps** — perfectly designed to meet runners' needs after hours of exertion in the mountains.

Innovation for hygiene and the environment

Innovation has always been a driving force for UTMB Group. The partnership with LESSEAU — a brand recognised with two major awards at Interclean 2024, alongside the Red Dot Design Award and IF Design Award — reflects this commitment. Together, they're introducing **practical, sustainable solutions to enhance the experience of runners and volunteers**, while **supporting UTMB Group's core 2025 goal of reducing environmental impact**.

Founded in 2016, LESSEAU (short for 'less water') developed an innovative bar soap dispensing system that cuts water use by over 98% compared to liquid soap and eliminates plastic packaging — a significant step toward eco-friendly hygiene.

As part of this collaboration, UTMB Group and LESSEAU will **launch special editions of the affordable, efficient soap dispensers, available on both websites**. UTMB World Series participants will also **experience the system firsthand at key aid stations** — especially on long-distance routes where hygiene is essential.



The dispenser releases soap shavings directly into the hands, needing only water to lather and cleanse.

No waste, no plastic, just clean, practical convenience.

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"UTMB World Series and LESSEAU quickly realised they have a perfect fit, said Marcel Magermans, CEO of LESSEAU. We both are concerned about our planet, but also deeply love nature and this wonderful world of surprises and beauty."

Céline Prevost, UTMB Group Sales Director, said: *"This partnership is, above all, answering a mutual need to improve on sustainability and hygiene — the ability to wash our hands during races — with an innovative solution. Whether for hygiene or well-being after hours of running, the presence of LESSEAU dispensers at the UTMB World Series will be a valuable addition to our events. In addition to testing the solution at our events, runners will also have access to purchase these dispensers."*

Which UTMB World Series events will feature LESSEAU solutions in 2025?

- **Chianti Ultra trail by UTMB®** (March 20-23)
- **Grand Raid Ventoux by UTMB®** (April 25-27)
- **Trail Alsace Grand Est by UTMB®** (May 15-18)
- **Ultra-Trail Snowdonia Eryri by UTMB®** (May 16-18)
- **Trail du Saint-Jacques by UTMB®** (June 13-15)
- **HOKA Val d'Aran by UTMB®** (July 2-6)
- **Trail Verbier Saint-Bernard by UTMB®** (July 11-13)
- **Monte Rosa Walserswaeg by UTMB®** (July 18-20)
- **HOKA UTMB Mont-Blanc** (August 25-31)
- **Wildstrubel by UTMB®** (September 18-21)
- **Nice Côte d'Azur by UTMB®** (September 25-28)
- **Mallorca by UTMB®** (October 31 - November 2)

Note to editors

About UTMB® World Series

The UTMB® World Series is the trail running circuit that brings together the best athletes in the sport and amateur runners in top international events held in some of the most beautiful places on the planet. The UTMB® World Series is rooted in a passion for the mountains and respect for the environment and offers trail running enthusiasts the chance to experience the UTMB® adventure across the globe, with events taking place in Asia, Oceania, Europe, Africa and the Americas. This is the way for everyone to start their quest towards the HOKA UTMB® Mont-Blanc, where the UTMB® World Series finals take place. Launched in May 2021 with the collaboration of UTMB Group and The IRONMAN Group, the UTMB® World Series circuit brings together 50 events in 28 countries. For more information, visit <https://utmb.world>.

About UTMB Group

Since the creation of HOKA UTMB® Mont-Blanc in 2003 by a group of passionate friends, UTMB Group has been the driving force behind the development of trail running. The HOKA UTMB® Mont-Blanc is the sports pinnacle event, and every year, 10,000 runners earn their place on the start line. UTMB Group also pioneered the LiveTrail® technology, an innovative digital service that supports the management of endurance races. Revered by hundreds of thousands of athletes, UTMB® has become a global, premium, and leading brand. In May 2021, UTMB Group partnered with The IRONMAN Group to launch the UTMB® World Series, which brings together many of the best international events on the planet to provide exclusive access to the sport's pinnacle event, HOKA UTMB® Mont-Blanc. The UTMB® World Series is built on the founding principles of HOKA UTMB® Mont-Blanc: surpassing oneself; fair-play; respect for people and the environment; and solidarity. Find out more at <https://utmb.world>.

About LESSEAU®

LESSEAU is owned by Slimstones BV, a Dutch company founded in 2009. With a mission to revolutionise the soap industry, LESSEAU is collaborating with leading global companies to achieve this ambitious goal.

The LESSEAU brand and its products are developed by MMID, a renowned international product development company known for creating benchmark products worldwide. LESSEAU's innovative block soap dispenser systems are the first of their kind, setting a new standard in soap dispensing — "next level hygiene!"

If you're not yet familiar with our products, explore and order at lesseausoap.com

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