TRIATHLON LAB

IT'S ALL ABOUT SWIM BIKE RUN

Company Profile
Brief Version 2021

Triathlon Lab Athens Greece
Contact Details
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Our History

In 1996 Giannis Psarelis has started a personal trade company with the aim to provide sport equipment and clothing to Hellenic Triathletes. At that time Triathletes had a great difficulty to find at the Greek market the high tech training and racing clothes and equipment that they needed.

Giannis Psarelis (BSc, MSc, MBA) who was always provided coaching services has decided to go to the next level. So, in 2019 Triathlon Lab was created in order to cover all the needs of Triathletes and to all endurance athletes and enthusiasts: premium services and products to cover holistically the needs of all our clients and to enhance their sports experiences.

Our Vision

To become a unique Sports Organisation worldwide and point of reference for the International Triathlon Family by offering any service or product that a Triathlete could ask.
To have a high impact at helping Triathlon become the most popular endurance sport in our country and in Europe.

Our Mission

To provide holistic premium services to swim bike run athletes/triathletes.
In order to fulfill the above we have a customer orientation, we continually conduct marketing research in order to understand the needs of market, to choose the right products and to design the right premium services.
We measure scientifically the satisfaction of our clients after the conclusion of the service offered.

Partners for 2021

Aquaman Wetsuits and accessories

Bioracer Cycling Clothing and accessories

Buddyswim open water safety and training equipment

Garmin GPS Technoligies

Tacx

Turbo Swimming Clothing and accessories

KEY GOALS

Philosophy & Orientation

Retain our "out of the window" philosophy and especially our customer orientation.

Customer Satisfaction

To retain high satisfaction rates in all of our services (more than 90% satisfied or very satisfied)

Procurement

To create successful long terms partnership with our products suppliers (We create contracts for at least 5 years, ideally 10 years)

Human Resources

To recruit and retain staff that share our passion for Sports and Especially about Triathlon. To help our workforce to develop as Humans and as Managers.

New Technologies

To implement new technologies and apps at our services offered and to train our customers at their use.

R&D

To design and redesign innovative premium services for our existing and prospects customers

Change Management

Retain our change management philosophy

SERVICES

We offer amongst others the following services :

Coaching Services to triathletes, open water swimmers, endurance runners and road cyclists.

Webinars for Training and Sports Science issues. During the first lockdown we have organized 25 webinars

Scientific Conference.
Once a year we organize a Triathlon &Science conference.

Training Camps in various places around Greece Membership to a triathlon Team . Our Team "Athens Triathlon Team" has been created back in 1993 and the last decade is the most successful with the most podium places in all age categories and general classification

Triathlonmag.gr – A triathlon magazine (digital and printed) in order to help triathletes to educate themselves about their training, nutrition, sports equipment e.tc.