

## **ITRA renews partnership with Maurten**



### **Continued collaboration to support performance, health, and innovation in trail running**

#### **Key points**

- ITRA and Maurten extend their official partnership for a further two years
- Renewal effective from January 2026
- Shared commitment to science-led performance and athlete well-being
- Ongoing collaboration for the benefit of the global trail running community

#### **Driven by shared values: science, performance, and athlete well-being`**

ITRA and Maurten are pleased to announce the renewal of their partnership, which will see Maurten continue as ITRA's Official Partner for a further two years, from January 2026.

First launched in July 2024, the partnership brings together ITRA's mission to develop and nurture trail running worldwide with Maurten's science-driven approach to sports nutrition. The renewed agreement reflects a shared ambition to support athletes' performance, health, and well-being across all levels of the sport.

Maurten is recognised for revolutionising endurance nutrition through its patented Hydrogel Technology, which encapsulates carbohydrates to enable efficient absorption of fuel while

training and racing. This innovation allows athletes to consume higher amounts of carbohydrates per hour with reduced gastrointestinal stress.

Maurten's product range includes Gels, Drink Mixes, Solids, and the Maurten Bicarb System, all developed through close collaboration with elite athletes, record-breakers, and world champions, and grounded in scientific research.

As trail running continues to grow globally, ITRA and Maurten will build on the foundations of our collaboration to have a positive impact on the trail running community, reinforcing a shared commitment to innovation, education and supporting athletes in making informed, performance-oriented nutrition choices.

**Janet Ng, ITRA President, said:**

*"Renewing our partnership with Maurten reflects our shared values and long-term vision. Maurten's science-based approach and commitment to athlete well-being align closely with ITRA's mission. We are delighted to continue working together for the benefit of our members and the wider trail running community."*

**Olof Sköld, CEO of Maurten, added:**

*"We're excited to keep working with ITRA to help runners push the limits by fueling right," said Olof Sköld, Maurten CEO. "Our research and products will enable trail runners to break records - both personal and world bests."*

For more information, visit [www.maurten.com](http://www.maurten.com) , [www.itra.run](http://www.itra.run), or follow Maurten and ITRA on social media to stay up to date on this exciting collaboration.

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## **Notes to Editors**

### **About ITRA**

The International Trail Running Association (ITRA) is a non-profit organisation dedicated to the development, promotion, and ethical governance of trail running worldwide. ITRA works to support athletes, races, and associations while safeguarding the values and spirit of the sport.

### **About Maurten**

Since its inception in Gothenburg, Sweden in 2015, Maurten has been athlete-first — its patented Hydrogel Technology has fundamentally changed how athletes fuel. Maurten Gel and Drink Mix use hydrogel to encapsulate carbohydrates, carrying them through the stomach to be absorbed and used as fuel. Maurten Bicarb System uses the same technology to upend decades-old dogma about sodium bicarbonate. No guts, no glory.

### **Media enquiries**

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**ITRA Website**

<https://itra.run/>

**ITRA Instagram**

[https://www.instagram.com/itra\\_trail/](https://www.instagram.com/itra_trail/)

**ITRA Facebook**

<https://www.facebook.com/InternationalTrailRunningAssociation/>

**Maurten Website**

<https://www.maurten.com/>

**Maurten Instagram**

[https://www.instagram.com/maurten\\_official/](https://www.instagram.com/maurten_official/)

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