**Case Study: Tricorp Workwear x MoneyGram Haas F1 Team – Developing Sustainable Teamwear**

**Introduction**

In 2020, the American MoneyGram Haas F1 Team approached us, a European workwear brand, with the request to become the Official Team Kit Supplier. We embraced this unique opportunity with both hands. The challenge lay in developing high-quality and sustainable teamwear that would meet the stricter sustainability goals imposed by motorsport organizations. Haas F1 Team needed a partner who could not only meet these demands but also deliver on time and according to their strict specifications. This was our chance to show the world what we are capable of.

**Problem Statement**

The Haas F1 Team faced the challenge that their current teamwear supplier could no longer meet the requirements for sustainability and quality. Given the increasing pressure to comply with sustainability objectives in motorsport, this was a problem that needed to be addressed quickly and effectively. Haas was looking for a partner who could deliver not only high-quality clothing but also ensure a sustainable approach.

**Objectives**

The key objectives of this project were:

- Develop a customized teamwear package within 6 months

- Further develop and enhance the sustainability of this clothing each season

- Comply with the organization’s sustainability standards

**Approach**

To tackle this challenge, Tricorp Workwear brought together the expertise of all involved departments: R&D, Specials, Purchasing, Marketing, BI, and IT. The entire company went all out to develop a complete and sustainable team kit within a four-month timeframe. This was a significant achievement, given the complexity and strict demands of motorsport.

**Results**

Thanks to the efforts of #teamTRICORP, the new team kit was ready on time and fully met Haas’s requirements. This led to a high level of satisfaction within the team. Additionally, the team now wears the most sustainable teamwear in the competition, which not only meets the set standards but also has a positive impact on the perception of sustainability in motorsport.

***Ayao Komatsu – Team Principal MoneyGram Haas F1 Team***

*Thanks to Tricorp’s sustainable workwear, we are committed to reducing our team’s ecological footprint with the aim to have the most sustainable teamwear in the competition. As a team, we are happy with the performance of the sustainable and durable workwear.*

**Success Factor**

The key to the success of this project was the strong collaboration between the various departments within Tricorp Workwear. The dedication to going the extra mile for the customer was crucial in meeting tight deadlines and delivering a high-quality product.

**Conclusion**

Tricorp Workwear is proud of its role as the Official Team Kit Supplier for the MoneyGram Haas F1 Team. What began as a challenge has grown into a long-term collaboration that now spans three seasons. Haas’s sustainable teamwear is now a benchmark within motorsport, encouraging other teams to make their own clothing more sustainable as well.

**Let’s Connect**

Do you also want to contribute? Or are you already well on your way and ready for the next step? We get it. At Tricorp, we highly value personal connections and are happy to share the story behind our products—from the origin of the materials to the people who make them. Moreover, we believe in transparency. We invite you to learn more about our company and our mission. Visit our website or contact our team for more information and personalized advice.

**Contact**

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