



Teckell.®

## PRESS RELEASE

### **PIRELLI DESIGN AND TECKELL UNVEIL THE LUXURY FOOSBALL TABLE “TECKELL CRISTALLINO FOR PIRELLI” LIMITED EDITION**

**The model will debut at the Salone del Mobile 2025 in Milan**

*Milan, 7 April 2025* - The PIRELLI branded Limited-Edition foosball table produced by B.Lab Italia S.r.l., owner of the brand TECKELL - creator of luxury game tables -, will be launched during the Salone del Mobile 2025 in Milan. Made in a limited edition of 100 pieces, the TECKELL CRISTALLINO for Pirelli is characterised by elements inspired by motorsport and inaugurates the collaboration between two Italian companies that are emblem of excellence and share values combining tradition, technology, design and glamour.

#### **Elegance and high-performance Made in Italy**

The TECKELL CRISTALLINO for Pirelli is a statement piece that redefines elegance and performance. This limited-edition creation blends Teckell's artistry and Pirelli's innovation, offering a high-quality entertaining experience, and is crafted using avant-garde technology and the hands of Italian artisans who perfect every detail for an exclusive work of art.

The tempered glass structure reflects Teckell's signature style —sleek, modern and bold— while providing a sense of durability. The playing field, made with black Corian®, offers a luxurious aesthetic and an ultra-smooth surface designed for precision gameplay.

#### **The Pirelli's distinctive elements**

The PIRELLI branded foosball table stands out with colors and graphics, such as the end of the knob, that pays tribute to Pirelli's iconic tyres used in the world's most prestigious car competition of which Pirelli is the sole supplier. In addition to this, the distinctive graphic sign of the tread pattern of the new PIRELLI P ZERO tyre is engraved on the knob of the foosball table, while the rubber details on the players' feet and handles provide grip.

The TECKELL CRISTALLINO for Pirelli will be exhibited **from 8<sup>th</sup> to 13<sup>th</sup> April at TECKELL STAND A38, located at HALL 15, Rho Fiera Exhibition Centre.**

The model will be also displayed during the Fuori Salone-Milan Design Week at Palazzo Moroggia for the WT AltaQuota Event 2025 (Via Borgonuovo 23).

B.Lab Italia is licensee for the trademarks , , **P ZERO** and ( ) for foosball tables.

For information or purchase refer to [experience@teckell.com](mailto:experience@teckell.com)

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**Pirelli**, founded in 1872, is today one of the world's biggest tyre manufacturers, and the only one to be entirely focused on the Consumer market, with products and services for cars, motorcycles and bicycles. With a distinctive positioning at the top and very high end - the "High Value" segment – PIRELLI is a global brand with strong Italian roots, known for its cutting-edge technologies, manufacturing excellence and passion for innovation. To achieve the highest level of performance, safety and reduction of environmental impact, Pirelli has always been committed to research and development, in which it invested 5.3% of High Value revenues in 2024. Pirelli is also constantly engaged in sustainability initiatives that have earned it top positions in the major world rankings for years and inclusion in the most relevant indices, such as the Dow Jones Sustainability World and Europe. Present in the world of motorsports since 1907, it is now active in over 350 competitions and since 2011 has been the Global Tyre Partner of the Formula 1® World Championship, for which it has renewed the exclusive relationship until at least 2027. In line with the company's strategic focus on the Premium and Prestige segments, Pirelli Design creates targeted projects in collaboration with partners of excellence in their respective areas to provide products that are both unique and iconic.

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**Teckell** is the Italian luxury brand of B.lab Italia, founded by Gianfranco Barban in 2003 and mainly known for creating exclusive game tables.

In the first decade of the 2000s, thanks to the collaboration with successful designers such as Adriano Design and Marc Sadler, Teckell creates the first foosball tables and pool tables made of tempered glass: from this moment on, the use of this fine material will become the company's signature style, giving an unrivalled elegance to its pieces.

Blending cutting-edge technology with Italian artistry, Teckell distributes its masterpieces only to a selected luxury stores all around the world, from America to Asia, collaborating with the most prestigious brands.

Teckell's artworks are a testament to Italy's rich heritage of craftsmanship and its commitment to excellence and luxury.

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