



Riri Group unveils its newborn novelty made by Cobrax, its button division: b.Lock, the traction-proof snap.

At the next Première Vision Paris, Riri is challenging you all: open a b.Lock, if you dare!

September 15 – 17 – **Riri Group**, the world renown supplier of zippers and fasteners, point of reference for a number of industrial fields (from haute couture to leather goods, through skiwear and tech), and **Cobrax**, its button division and undisputed leader for quality, design and functionality, take part in the next **Première Vision Paris** (Accessories sector) with a stunning ace in the hole: **b.Lock**, the one and only **traction-proof snap**. For sure, snap buttons are comfortable and easy to use but, some times, they can lose their grip when more resistance is needed. Consider a pair of rigid denim jeans, a trekking backpack or boats equipment: what may happen if a simple snap button opens? It is matter of elegance, of functionality and even safety.

Designed to **resist the strongest tractive forces**, b.Lock is a concentrate of pure resistance born from the engineering innovation applied to small components by Riri. It looks just like any other Cobrax's snap and it can be customized to produce **the perfect snap for any need** but, in the inside, b.Lock hides a **futuristic core**: thanks to its one-of-a-kind design it can be applied to any field where the need for resistance and functionality meets aesthetic requirements.

Application fields:

APPAREL

Ski and outdoor
Beachwear and underwear
Motorbike clothes and accessories
Workwear

ACCESSORIES

Bags
Luggage
Technical and mountain backpack
Briefcases

TECHNICAL APPLICATION

Covers for vans and trucks
Boat equipments
Tents

It's time to work hard and play hard with Cobrax's b.Lock!

Come and visit us at **Première Vision Paris, Accessories sector, Hall 4 Stand G35 H36.**

You are all challenged: open a b.Lock, if you dare.

Riri Group

Born as a merge of three companies operating in the zippers and buttons business, with its productive centers in Mendrisio (Switzerland), Padua and Tirano (Italy), Riri Group aims to create a "one-stop shop" for customers involved in the luxury and fashion segments (mainly clothing and leather goods). Riri Group is nowadays the reference point for the production of zippers and luxury buttons, thanks to the enlargement of its range of zippers with the acquisition of Meras and the established brand of Cobrax jeans buttons, press snaps and rivets.

More info:

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b.Lock
THE TRACTION-PROOF SNAP

buttons division **COBRAX**