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APRIL 2025, RED PLUS AND NICOLÒ COTTO ANNOUNCE THEIR PARTNERSHIP

Red Plus, a patented and ITF-approved brand suitable for wheelchair tennis, which identifies the new generation of hybrid natural clay tennis courts. A high-quality solution, capable of significantly reducing installation and maintenance costs and guaranteeing performance and long-lasting durability with a ten-year guarantee.

The result of years of experience and experimentation, Red Plus can be laid on any existing surface, combining quality with speed of construction.

A presence on the international market for over 15 years with more than nine hundred courts, many of the most important tennis centres have joined this new technology by replacing the classic clay court with the new Red Plus.

Red Plus has chosen to associate its brand with a well-known face from the tennis world as brand ambassador, Nicolò Cotto.

Originally from Biella, Nicolò approached tennis at the age of 4 and then, at 14, surprisingly received his first call-up to the Italian National Team and from there more and more came.

At 18 he won the Italian Junior Championships and from there he began his international career, climbing the ATP rankings.

Since 2021 he has been a talent for Sky Sport, both as a sports commentator and commentator for tennis and padel.

The bond between Nicolò and Red Plus is long-lasting: the quality of the court and the perfect performance of the game have always been his prerogatives before starting a match or training and Red Plus has thus always met his expectations.

The perfect bounce of the ball, the slides, the condition of the clay after any atmospheric phenomenon, these among many other factors mean that Red Plus tennis courts are the primary choice of the athlete.

Among other things, Nicolò has approached the digital world to bring those who follow him into his life, between work and passions, where tennis arguably takes first place.

It is precisely through his social channels that Nicolò will promote the collaboration with Red Plus, crossing fields in Italy and abroad and highlighting the excellent qualities of the product.

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