

WHERE
ART
MEETS
PASSION.

OUR STORY



HURLY[®]



Hurly is a company specialized in the design, production, and supply of customized gadgets for motorsports and beyond.

With a strong focus on detail and quality, Hurly offers tailor-made solutions that meet the specific needs of its clients, delivering unique products which combine style, functionality, and performance.

From creating accessories for motorcyclists to crafting customizations for any kinds of needs (cars, motorcycles, boats, events), Hurly stands out for its innovation and artisanal attention to every project.

In addition, a highly qualified team is always ready to respond to any request, ensuring prompt support and solutions to best meet the customers needs.

**Quality,
innovation**
and respect for the planet.



Before showcasing our products,
it's important for us to share that
our company is committed to
using only eco-friendly materials.



**WE BELIEVE THE FUTURE WE
SHAPE TODAY IS THE WORLD
WE'LL LIVE IN TOMORROW.**

NAUTICAL

We design and create custom solutions for boat coverings: carpets, flooring, and technical fabrics specifically developed to ensure style, comfort, and maximum durability in marine environments.

Every detail is carefully crafted, from the choice of materials to the custom printing, to offer exclusive products that are resistant to water, salt and UV rays.



COVERS

The covers we offer are made of high-quality polyester: a durable, long-lasting, and lightweight material that provides effective protection against weather elements, dust, and other external factors. Thanks to its composition, polyester is also easy to maintain and ensures long-term performance.

These covers are fully customizable, both in shape and design, offering endless opportunities of personalization. You can choose from a wide range of colors, patterns, logos, and graphics.



TEAK DECKING

The top surface of the carpet is digitally printed, ensuring impeccable visual quality and precise details, while the rubberized non-slip backing provides extra stability, preventing the carpet from shifting. With these carpets, practicality meets modern design.

Their absorbent quality makes them extremely practical and easy to maintain, providing effective protection against stains and moisture.

AVAILABLE COLORS



WELCOME MAT

The mats we offer are the perfect blend of functionality and design. Practicality combines with modern aesthetics, making them an ideal choice.

Thanks to their UV resistance, they are ideal for outdoor environments, as they do not easily deteriorate when exposed to sunlight.



AUTOMOTIVE

In the dynamic world of automotive, every detail matters. We combine advanced technology, durable materials and high aesthetic care to deliver long-lasting products, functional, and visually striking.

Designed to meet the needs of the automotive industry, our fabrics combine performance and design, offering versatile solutions for interiors and vehicle accessories.

MATS



We are able to engineer custom mats for any type of environment, shape, and design. Our experience allows us to create unique solutions that meet even the most specific requests.

Our mats add a unique touch of style, thanks to a wide range of colors and designs to choose from. The combination of functionality and visual impact makes them a highly valued and increasingly sought-after accessory in the automotive world.



FLOORING AND INTERIOR ACCESSORIES



We offer a wide range of finishes, colors, and textures to transform every cabin into a well-crafted, protected, and distinctive space.

We collaborate with car manufacturers, workshops, and industry professionals, offering flexible, reliable, and fully customizable solutions.



KART COVERS

STEERING WHEEL COVER

HELMET AREA

FLOOR RUNNERS



Our kart covers are designed to provide effective and long-lasting protection, both during transport and downtime on the track. Made from durable and lightweight fabrics, they ensure complete coverage of the vehicle, protecting it from dust, weather elements, and scratches.

Each cover is fully customizable with team or sponsor graphics, logos, and colors, thanks to a high-quality printing system that ensures sharp details and vibrant colors.

We design and print custom steering wheel covers, perfect for protecting the wheel from dust and dirt. Made from durable and flexible technical fabrics, our steering wheel covers provide effective protection and an optimal fit.

The printing is 100% customizable with high definition. This product is extremely easy to apply and remove, thanks also to the high-quality elastic that ensures a secure fit, making it versatile and comfortable in any situation.

The helmet area mat is the ideal accessory for those seeking order, style, and functionality in motorcycle garages or paddocks. Designed to hold and protect the helmet during rest or maintenance periods, it prevents direct contact with dirty or abrasive surfaces, preserving materials and finishes.

A well-crafted detail that makes a difference, both practically and visually. The non-slip backing ensures optimal stability, providing greater safety during use.

Our custom runners are designed to enhance garages, exhibition areas, trade shows, and events in the two-wheel world. Made from durable, non-slip materials, they provide a clean, organized, and safe surface, protecting the floor while guiding the path of motorcycles and operators.

Each runner can be fully customized, becoming an effective tool for visual communication and space enhancement.

ROAD MOTORBIKE

The passion for the two wheels is also reflected in the accessories that accompany every motorcyclist, not only on the road but during rest, maintenance, or display moments as well. In this section, we offer a product line designed for those who live motorcycling as an expression of their style and identity.

Through versatile and fully customizable solutions, we offer the possibility to transform any space into an organized, recognizable, and professional environment.



MOTORBIKE PIT MATS

One of the main reasons our mats are widely used in the motorcycle world is their ability to protect floors from scratches and damage caused by maintenance tools. They are easy to clean and suitable for both indoor and outdoor use.

Under-motorcycle mats not only enhance the riding experience but also help keep the workspace organized and protected.



MOTORBIKE COVERS

Polyester covers are especially popular in the motorcycle world for several reasons. They provide excellent protection against weather, dust, and pollution, preserving the bike from sun damage and corrosion.

They are lightweight and easy to handle, allowing motorcyclists to quickly cover their vehicle when not in use. They are 100% customizable with custom graphics.



DISC COVER

Our disc covers are designed to protect brake discs from dust, impacts, and external elements during transport or downtime in the paddocks. Ideal for teams, mechanics, and riders, they provide a practical solution to preserve delicate components while maintaining order and professionalism in the workspace.

Made from durable and flexible technical materials, the disc covers are fully customizable with team or sponsor graphics, logos, and colors.



TANK COVER

This product is designed to keep the fuel at a low temperature inside the tank, optimizing vehicle performance and improving fuel efficiency.

Made with a patented multilayer construction, it offers superior insulation and is able to minimize fuel heating, preserving its properties and promoting more consistent consumption.



MOTO CROSS



In motocross, every component is tested: from the rider to the bike, and even the accessories that accompany each session. That's why we have developed a product line designed for the off-road world, where functionality and style must go hand in hand.

Our products are designed to provide practicality, protection, and a recognizable style, even in the most extreme conditions.

MATS

These mats are designed to absorb liquids. They feature an absorbent layer on the top and a rubber non-slip backing on the bottom.

They are durable, non-slip, and 100% customizable in size, design, and colors.



MOTORBIKE COVERS

The covers are fully customizable, allowing you to add graphics, logos, and colors that reflect the unique style of the rider or brand. The polyester's resistance to UV rays and wear ensures the cover lasts over time, protecting the motorcycle without compromising its appearance.

They are easy to maintain, making motorcycle protection simple and long-lasting.



TIRE CHANGE TOOL MAT

The mats we offer are the perfect blend of functionality and design. Practicality meets modern style, making them an ideal choice.

The care in materials, graphic customization options, and attention to detail make each mat not only a practical accessory but also a distinctive element that communicates style and strengthens the visual identity of brands and spaces.



SHOPPERS AND DUFFLE BAGS

TIRE COVER

HANDLEBAR COVERS

RACING JERSEY



We produce and print custom duffel bags and shoppers designed to meet every need. From spacious and durable travel bags to practical everyday organizers, each item is crafted to combine functionality, material quality, and visual identity.

Whether for events, trade shows, sports teams, or corporate gifts, our duffel bags and shoppers become a true mobile communication tool. Fully customizable with logos, graphics, colors, and unique details.

100% polyester tire covers, fully customizable with digital printing, durable and perfect for protecting your tires with style.

Available in various designs, they offer high quality and durability.

100% polyester handlebar covers, fully customizable, ideal for protecting your handlebars from dust, mud, and wear. Equipped with convenient Velcro, they are easy to apply and remove, offering a secure and adjustable fit.

Customizable with digital printing, they allow you to add a unique touch to your gear. Durable and long-lasting, they combine functionality and style.

In motocross, the racing jersey is not just a technical garment: it's a symbol of belonging, style, and determination. We create custom jerseys designed to withstand the most extreme conditions, offering comfort, breathability, and maximum freedom of movement, without compromising on visual impact.

Each jersey is fully printable with high-definition graphics, team and sponsor logos, and custom colors and designs.

FORK COVER



An effective and smart accessory to protect UP-Side Down forks from dust, water, mud, sand and foreign bodies. They protect the fork stem from dirt, which in critical and severe conditions can compromise the functioning of the oil seal and generate oil leaks and fork efficiency.

Available in several models and customizable, they guarantee comfort, functionality and durability.

RADIATOR PROTECTION NETS



SAND

The "Sand" radiator guards are designed to offer optimum protection against sand and small particles when used on sandy terrain. Made from high-resistance materials, these guards prevent sand from entering the radiator, preventing damage and blockages, while ensuring adequate airflow to keep the engine at the ideal temperature.

RADIATOR PROTECTION NETS



MUD

The "Mud" radiator guards are ideal for muddy and wet conditions, designed to withstand the stress of mud and heavier debris. It has a specific texture that allows it not to retain mud. These guards effectively protect the radiator during races or off-road activities in wet and muddy environments.

TOOL MAT BENCH



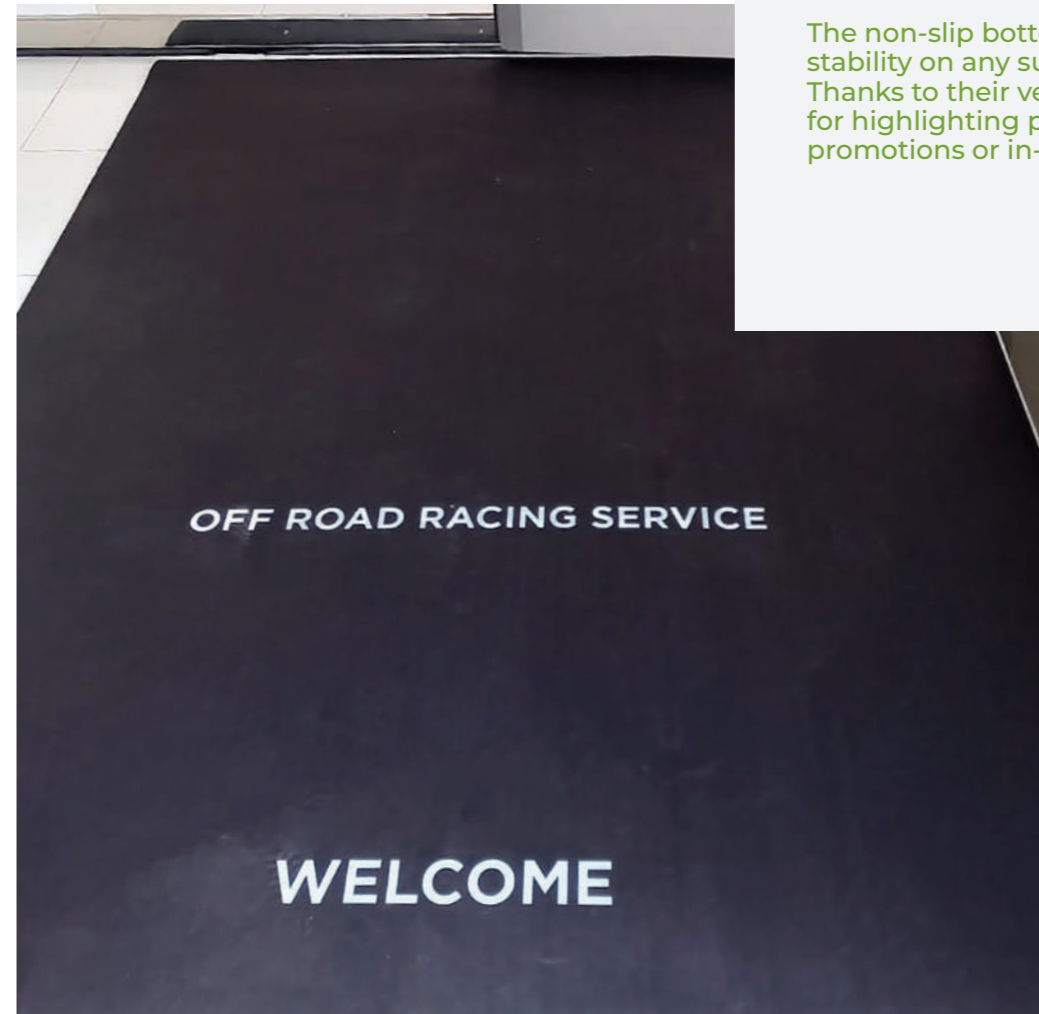
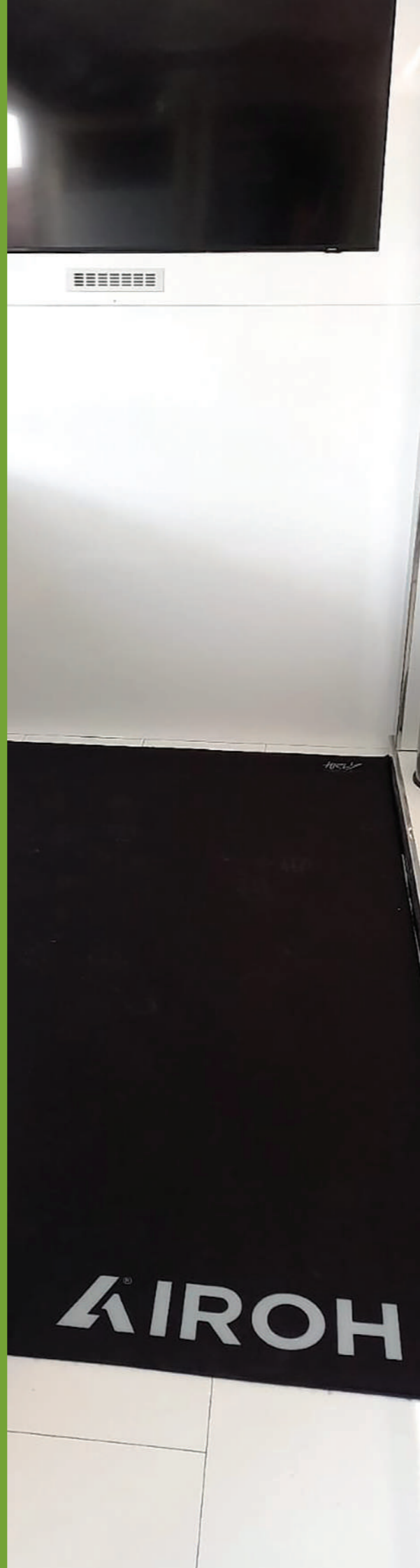
Benchtop tool mats are designed to offer maximum resistance and durability, ideal for supporting work environments that require high robustness. The non-slip surface ensures perfect adherence to the workbench, preventing the movement of tools

Furthermore, these rugs are completely customizable to suit any specific need. You can choose sizes, designs and colors to create a solution that perfectly reflects your needs.

RETAIL

In the retail's field, visual impact is everything. Our experience in designing and printing point-of-sale materials allows us to offer solutions which capture attention, guide the customer and strengthen the brand identity.

High quality materials, personalized printing and attention to detail allow us to respond to the needs of shops, showrooms, exhibition corners and promotional spaces, with tailor-made proposals that combine aesthetics and functionality.



MATS

Retail mats are effective tools for visual communication within the sales area. They combine functionality and branding in a single product. Printed on resistant and easy-to-clean materials, our rugs can be completely customized.

The non-slip bottom ensures safety and stability on any surface. Thanks to their versatility, they are perfect for highlighting product launches, seasonal promotions or in-store events.

CATERING AND HOTELERIE

In the field of catering and hospitality, every detail contributes to create a memorable experience. Our products dedicated to this sector are created to offer textile and printed solutions that combine functionality, refinement and customization.

Ideal for:

- ✓ Catering and banqueting services
- ✓ Corporate events, weddings, meetings and fairs
- ✓ Temporary or promotional catering
- ✓ Customised and brand-consistent setups

TABLECLOTHS



In the world of events and catering, the setting is an integral part of the experience. Our personalized tablecloths are designed to combine aesthetics and practicality, transforming each table into an element of style consistent with the image of the brand or the theme of the event.

Made with resistant, washable and pleasant to the touch fabrics, our tablecloths are perfect for banquets, fairs, ceremonies, show cooking or company presentations. High definition printing allows customers to insert their logos, graphics and coordinated colors, for a neat and professional result.

CHAIR COVERS



We design and create customizable chair covers, created with custom graphics, logos or coordinated color palettes, based on the theme of the event or the visual identity of the brand. The fabrics are resistant, washable, and available in different finishes to adapt to every type of chair and occasion.

Chair covers are not only a functional element, but a real touch of elegance that defines the style of an event.

CENTERPIECE



The centerpiece is the visual heart of every table setting, capable of capturing the eye and enhancing the overall atmosphere. We create custom centerpieces printed on high-quality fabrics, available in various sizes, finishes, and graphics coordinated with the event's visual identity.

Each piece can be adorned with logos, exclusive patterns, or chromatic details in line with the theme, guaranteeing a refined and impactful result.

MATS



In the hotel industry, every detail contributes to defining the guest's experience. Our custom hotel carpets combine aesthetics, functionality, and branding, becoming key elements to convey care, style, and professionalism right from the entrance.

Made with durable and high-quality materials, ideal for intensive use, the carpets are fully customizable with logos, graphics, corporate colors, or welcome messages. Perfect for lobbies, hallways, lounge areas, elevators, or rooms, they help create a coherent, elegant, and recognizable environment.

ARTWORKS



Custom paintings represent an essential furnishing element for creating welcoming, elegant, and consistent environments that match the hotel's style. We produce artistic and photographic prints on canvas, rigid panels, or innovative supports, with refined finishes and high-quality materials. Each painting can be adapted to the hotel's concept: modern, classic, urban, minimal or thematic.

From guest rooms to the lobby, from corridors to meeting rooms, every wall becomes an opportunity to communicate style and attention to detail.

FLOOR RUNNERS



Custom runners guide guests, direct their gaze, and help create an elegant and refined atmosphere in every detail. We print runners on durable, non-slip, and easily adaptable materials for indoor or outdoor spaces. Each product is entirely customizable with logos, graphic patterns, themed colors, or dedicated messages.

Available in various sizes and finishes, our custom runners combine aesthetics, functionality, and personality, transforming every pathway into a stylish walkway.

JOB

The job line is designed to offer products tailored for operational environments such as workshops, industrial settings, and technical areas. Mats, coverings, and functional materials that combine durability, safety, and attention to image.

Perfect for those looking for sturdy, practical, and coordinated solutions that enhance every workstation.

Ideal for:

- ✓ Mechanical workshops
- ✓ Service and maintenance centers.
- ✓ Exhibition stands and technical demonstrations.
- ✓ High-traffic industrial or production spaces.



MACHINE MATS

Machine mats are a practical and functional solution designed to improve organization and safety within workshops, mechanical areas, and industrial spaces. Placed under lifts, workbenches, or heavy machinery, they protect the floor from oil, scratches, debris, and wear, helping to maintain a clean and orderly environment.

Made from durable, non-slip, and washable materials, the mats can be fully customized with logos, technical graphics, or corporate colors, providing a cohesive and professional aesthetic impact.



EVENTS

From sports events to cultural exhibitions, from festivals to promotional initiatives, we offer a complete range of customizable printed products to set up, communicate, and enhance the visibility of your event.

Each product is designed to meet the practical needs of a dynamic event: easy to assemble, transport, and reuse, perfect for both outdoor and indoor environments.



BANNER

Our customizable banners are made of high-quality tear-resistant polyester, ideal for events, trade fairs, advertising, and promotions. With variable width and a maximum height of 160 cm, they are perfect for meeting any visibility needs.

Their lightweight design and ease of assembly make them practical and functional for both indoor and outdoor use.

GAZEBO BANNER

Gazebo banners are the ideal solution for communication during events, trade fairs, and exhibitions. Produced with high-quality materials, they are flexible, lightweight, and resistant to wear and tear. Suitable for very large surfaces, this product is 100% customizable, in terms of graphics and in the type of finish as well.

Thanks to their UV resistance, they are ideal for outdoor environments, as they do not easily deteriorate under sun exposure.



PODIUM MATS

Podium mats are designed to maximize visibility during award ceremonies, competitions, and sports events. Every detail is crafted to make your communication clear, recognizable, and impactful—right when all eyes are on the podium.

Fully customizable, they are made with durable, non-slip materials and are designed to easily adapt to both indoor and outdoor surfaces, ensuring an excellent aesthetic result.



BIBS



Race bibs are essential elements in every sporting event. We produce bibs printed on lightweight, durable, and breathable materials, ideal for cycling races, running events, motocross competitions, promotional events, and outdoor exhibitions.

Designed for comfort during performance, they offer a practical fit and a clear, professional visual impact.

BANNER ROLLS



Our banners are made from various types of polyester (windproof, tear-resistant, waterproof, and fire-retardant).

Fully customizable, they are ideal for any event. Perfect for trackside borders, gazebo walls, or enhancing the visibility of your events and sponsors. Add a professional touch to your competition or gathering, making every corner of your area unique and recognizable!

Thanks to their UV resistance, they are ideal for outdoor environments, as they do not easily deteriorate under sun exposure.

BARRIER COVERS



Barrier covers are an essential tool for transforming a simple boundary element into an effective communication instrument. Ideal for sports events, trade fairs, exhibitions, concerts, or construction sites, they provide brand visibility and help bring order and identity to the setup.

Easy to apply, reinforced, and featuring strong stitching, they ensure a professional result even in variable environmental conditions.

HAY BALE COVERS.



Safety covers are a creative and impactful solution for communication during outdoor events. They are perfect for enhancing natural spaces or off-road routes.

Printed in high quality on durable materials, they are designed to last and ensure maximum visibility even from a distance. Ideal for those who desire to communicate in an original, practical, and visually striking way.

BIKE

Cycling is passion, effort, and shared enthusiasm. Every two-wheeled event is a moment of connection between athletes, spectators, and the surrounding territory.

In this dynamic setting, our printed materials are not just organizational tools but visual elements that enhance the excitement of the race and convey the identity of the event.

Our products are not just customizable—they are designed to stand out, withstand intensive use, and contribute to the unique atmosphere of every cycling event, whether large or small.



BIKE COVER

Thanks to our ability to create custom templates in-house, we can produce tailor-made covers for every need. Each cover is designed to fit perfectly to the desired shape, providing optimal protection and allowing for 100% customization of the design.

With our covers, we can meet even the most specific needs, offering functional, durable, and uniquely designed products.



MATS

The top surface of the mat is digitally printed, ensuring impeccable visual quality and precise details, while the non-slip rubber backing provides extra stability, preventing the mat from shifting. With these mats, practicality meets modern design.

Their ability to absorb oil, dust, and water makes them extremely practical and easy to maintain, providing effective protection.



BACK GAZEBO BANNER

Our polyester banners are the perfect choice for showcasing your team, brand, or event in the cycling world. Ideal for races, trade fairs, paddock areas, and exhibition stands, they combine excellent print quality with outdoor durability.

They can be customized with logos, graphics, and team colors. They are weather-resistant, ensuring durability in various outdoor conditions.

OUR PARTNERS





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