



H O R S E N A

PRODUCT CATALOG

2023 EDITION



H O R S E N A

HORSENA, THE REAL EVOLUTION IN THE HORSE-RIDING MARKET.

Horsena is an Italian brand of horse-riding equipment, distinguished by a profound willpower of innovation and versatility. The brand belongs to Benetti Hub Ltd, a society which is involved in the design, engineering and production of horse-riding products. Though the company is a “start up” of 2021, it boasts a deep knowledge in the equestrian market, and this is because the person who leads it has always worked closely with horses, both on horse-back and industrial level.

Born and raised in the family business, Chief Executive Officer of the society is Vittoria Benetti, who has learnt the values and necessary skills to achieve products that contribute to the well-being and improvement of the horse and rider’s athletic performance.

Horsena represents the evolution necessary in an ever growing market such as horse-riding.

Today the rider finds himself facing a vast range of products, often non-performing, finding difficulties in the choice of the product that truly benefits the horse. Horsena aims to fill this gap, as a matter of fact the evolution consists in finding authentic and concrete answers to the needs of the horse and rider, and aims to improve the well-being and performance of them both.

Horsena points towards the B2B international market that understands both the wholesalers and the retailers.

VISION

Horsena wants to contribute in bringing new knowledge to the riding industry, in this way able to empower the riders and supply them with the necessary awareness to know how to choose the products that are more suitable to their needs.

MISSION

To offer a line of original and functional products, characterised by a captivating and modern design regardless as to whether the rider performs a professional or amateur level of riding.

VALUES

Made in Italy: Horsena products are produced in Italy, and are therefore a guarantee of quality, authenticity, style and care in detail.

The well-being of the horse: in agreement with the theory of respect for the horse, Horsena products are devised to generate a true benefit to the horse, improving its well-being, safety and comfort.

Environmental respect: Horsena products and their packaging are entirely recyclable, the brand is committed in the use of certified materials and a low impact production to the ecosystem.

Listening: we work with riders of all disciplines and we listen to their needs, the further we manage to reach the needs of the horse, the more effective our products will be. Patient listening is fundamental.

Pragmatism: in Horsena the ideas and needs become a reality; we have the correct capacities and the right dose of folie to create new solutions to support the horse and rider.



SWAP STIRRUP

FEATURES

Made with high quality materials, the Horsena Swap Stirrups are designed to ensure comfort and safety. The lateral arm with an opening of 90° is meant to release the foot in the event of a fall. The slightly oriented hook allows a natural leg position. The slightly oriented hook allows a natural leg position. The anatomic tread pad with an inclination of 5° helps to keep the heels down and its ergonomic shape encourages the correct position of the foot at the center of the stirrup. The network of holes, combined with the 3D structure, guarantees a optimal grip and a rapid expulsion of dirt.



PRODUCT CODE / HR1011101201

SWAP STIRRUP



FEATURES

COVER EXTRA COLORS

The Horsena Swap Stirrups are easy to customize thanks to the two interchangeable side covers. Discover all the available colors!



PRODUCT CODE / HR1011101201

ONE SIZE 120 MM / 4,7"

WEIGHT: 450 GR (SINGLE)

COLOR: BLACK / DEEP BLACK

NO IMPACT GEL PAD COLLECTION

MAIN FEATURES

THERMOPLASTIC GEL

- MADE IN ITALY
- USED IN THE MEDICAL FIELD IT IS HYPOALLERGENIC, NON-TOXIC, ANTIBACTERIAL, EASILY WASHABLE.
- SHOCK ABSORBING: HIGH CAPACITY TO ABSORB AND CUSHION IMPACTS
- PRESSURE RELIEF AND DISTRIBUTION: THE GEL RELIEVES AND DISTRIBUTES PRESSURE OPTIMALLY
- ELASTIC: IT ADAPTS TO THE PRESSURE EXERTED, AND THEN ALWAYS RESUMES ITS ORIGINAL SHAPE
- NON-SLIP: IT ADHERES TO THE HORSE'S BACK PREVENTING SLIPPING AND RISKY ROTATIONS
- 100% RECYCLABLE

INNOVATIVE THREE-DIMENSIONAL STRUCTURE

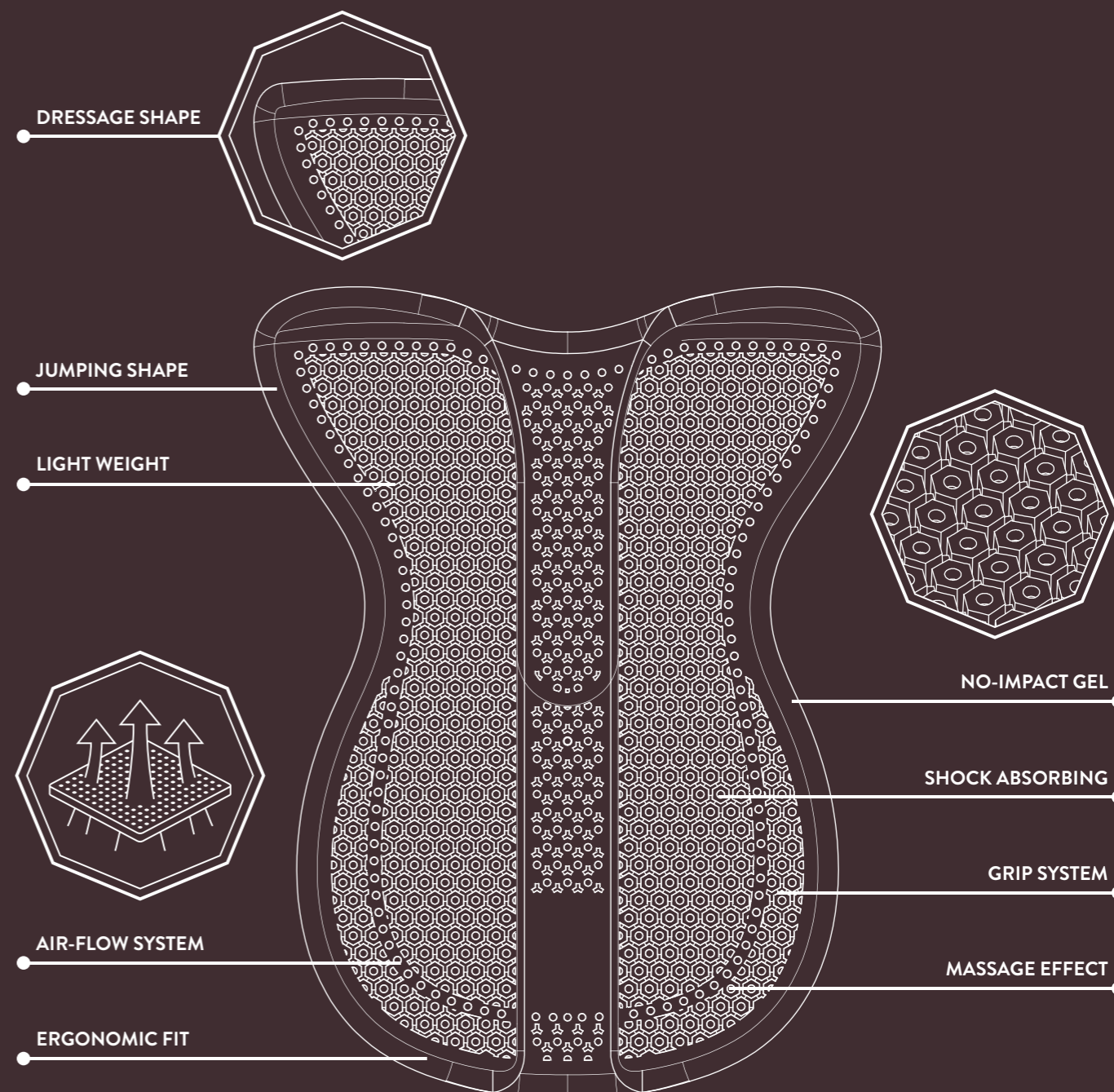
THE GREAT PROPERTIES OF HORSENA THERMOPLASTIC GEL ARE AMPLIFIED BY THE INNOVATIVE THREE-DIMENSIONAL DESIGN. THE NEW SPECIAL 3D STRUCTURE PROVIDES A BETTER ABILITY TO ABSORB SHOCKS AND AT THE SAME TIME ALLOWS IT TO DECREASE THE WEIGHT AND THE THICKNESS. THIS SPECIAL STRUCTURE, IN ADDITION TO ENSURING HIGH STANDARDS OF COMFORT, REDUCES THE DISTANCE BETWEEN HORSE AND RIDER, GUARANTEEING AN OPTIMAL FEELING. THE STRUCTURE IS CHARACTERIZED BY A CROSS-LINK OF SEPARATE HEXAGONS DESIGNED TO MOVE INDEPENDENTLY, FOLLOWING THE NATURAL MOVEMENTS OF HORSE AND RIDER, AND THE OSTEO-ARTICULAR APPARATUS, DISCHARGING AND DISTRIBUTE PRESSURE IN A SYNERGISTIC AND FUNCTIONAL WAY.

BREATHABLE

TO ENSURE GOOD LEVELS OF AIR RECIRCULATION, THE COLLECTION IS EQUIPPED WITH TWO AIR-FLOW SYSTEMS: THE FIRST HAS THE TRANSVERSAL ELEMENTS TO EXPAND THE HEAT DISPERSION, THE SECOND HAS A TOOTHED SYSTEM COMPOSED OF SMALL PROJECTIONS PLACED IN THE UNDERLYING PART, WITH MASSAGING EFFECT, TO IMPROVE AIR CIRCULATION AND ACTIVATE THE CIRCULATORY AND LYMPHATIC SYSTEM.

ERGONOMIC DESIGN

ALL MODELS ARE DESIGNED TO ADAPT AND FOLLOW THE NATURAL SHAPES OF THE WITHERS AND BACK OF THE HORSE. THE GEL PAD IS DESIGNED TO DISAPPEAR ALMOST COMPLETELY UNDER THE SADDLE (THE HIDDEN SECRET OF EVERY RIDER). HENCE THE NEED TO CREATE TWO DIFFERENT MODELS DESIGNED TO FIT PERFECTLY TO THE DIFFERENT TYPES OF SADDLES.





SLIM GEL PAD

REGULAR GEL PAD



FEATURES

Ideal for all types of saddle, horse and rider. Light and extra-thin, nearly invisible, it offers the horse freedom in movement and at the same time gives an excellent grip on the saddle. The constant thickness of 4mm and its anatomical shape makes it perfect for the rider who needs to prevent the saddle from rolling side to side and slipping forward and backward, without altering the anatomy of the horse, the position of the saddle and the rider. It also has fairly good capacity to absorb the impacts and to relieve the pressure. The gel used is reversible, non toxic and hypoallergenic for this reason it can also be used in direct contact with the skin of the horse, or between numnah and saddle.

Perfect for all types of saddles, horse and rider. The special hexagonal no-impact 3D structure of separate open cells, the thickness of 8mm and the anatomical shape makes it perfect for the rider who needs an indiscreet shock absorber, slip resistance with a good capacity to absorb the impacts, to relieve and distribute the pressure without altering the anatomy of the horse, the position of the saddle and the rider. Nearly invisible, it offers freedom of movement to the horse and at the same time an excellent grip on the saddle. The reduced thickness in the central part allows it to adapt to the withers and to the horse's back, thus creating a correct space between the saddle and gel allowing a continuous air-recirculation. The gel used is reversible, non toxic and hypoallergenic, for this reason it can also be used directly in contact with the horse's skin.

FEATURES

JUMPING / HR101000101



JUMPING / HR101000102

THICKNESS: 4 MM / 0.15"

LENGTH: 565 MM / 22.25"

COLOUR: BLACK / TRANSPARENT

THICKNESS: 8 MM / 0.32"

LENGTH: 565 MM / 22.25"

COLOUR: BLACK / TRANSPARENT

WEIGHT: 0.4 KG / 0.88 LB

WIDTH 440 MM / 17.30"

SIZE: ONE SIZE

WEIGHT: 0.8 KG / 1.76 LB

WIDTH 440 MM / 17.30"

SIZE: ONE SIZE

DRESSAGE / HR101000201



DRESSAGE / HR101000202

THICKNESS: 4 MM / 0.15"

LENGTH: 550 MM / 21.65"

COLOUR: BLACK / TRANSPARENT

THICKNESS: 8 MM / 0.32"

LENGTH: 550 MM / 21.65"

COLOUR: BLACK / TRANSPARENT

WEIGHT: 0.4 KG / 0.88 LB

WIDTH 440 MM / 17.30"

SIZE: ONE SIZE

WEIGHT: 0.8 KG / 1.76 LB

WIDTH 440 MM / 17.30"

SIZE: ONE SIZE



BACK BALANCE GEL PAD

FRONT BALANCE GEL PAD



FEATURES

The anatomical design and gradual thickness with rear increase makes the Back Balance Gel Pad perfect when a support in the rear part is needed, raising the cantle area and balancing the saddle. To guarantee the maximum level of comfort and perfect fit, the Back Balance Gel Pad has been designed to integrate perfectly with the saddle. The special hexagonal no-impact 3D structure of separate open cells, makes it perfect for the rider who needs an indiscreet shock absorber, slip resistance with an excellent capacity to absorb the impacts, to relieve and distribute the pressure. The reduced thickness of the central part allows it to adapt to the withers and the horse's back, thus creating a correct space between the saddle and gel allowing a continuous air-recirculation.

The anatomical design and gradual thickness with front increase makes the Front Balance Gel Pad perfect to give support to the saddle with a low profile in the front, or to intervene when a lift is required over the height of the withers. To guarantee a maximum level of comfort and perfect fit, the Front Balance Gel Pad has been designed to integrate perfectly with the saddle. The special hexagonal no-impact 3D structure of separate open cells makes it perfect for the rider who is looking for an indiscreet shock absorber, slip resistance with an excellent capacity to support the height of the withers, absorb the impacts, relieve and distribute the pressure. The reduced thickness of the central part allows the saddle to adapt to the withers and the horse's back, creating the correct space between the saddle and gel to allow a continuous recirculation of air. The gel used is non toxic and hypoallergic, for this reason it can also be used directly in contact with the horse's skin.

FEATURES

JUMPING / HR101000103



JUMPING / HR101000104

THICKNESS: 8 - 23 MM / 0.32 - 0.90"

LENGTH: 565 MM / 22.25"

COLOUR: BLACK / TRANSPARENT

THICKNESS: 23 - 8 MM / 0.90 - 0.32"

LENGTH: 565 MM / 22.25"

COLOUR: BLACK / TRANSPARENT

WEIGHT: 1.5 KG / 3.30 LB

WIDTH 440 MM / 17.30"

SIZE: ONE SIZE

WEIGHT: 1.4 KG / 3.1 LB

WIDTH 440 MM / 17.30"

SIZE: ONE SIZE

DRESSAGE / HR101000203



DRESSAGE / HR101000204

THICKNESS: 8 - 23 MM / 0.32 - 0.90"

LENGTH: 550 MM / 21.65"

COLOUR: BLACK / TRANSPARENT

THICKNESS: 23 - 8 MM / 0.90 - 0.32"

LENGTH: 550 MM / 21.65"

COLOUR: BLACK / TRANSPARENT

WEIGHT: 1.5 KG / 3.30 LB

WIDTH 440 MM / 17.30"

SIZE: ONE SIZE

WEIGHT: 1.4 KG / 3.1 LB

WIDTH 440 MM / 17.30"

SIZE: ONE SIZE



EASY-FIT GEL BIT GUARD

COMFORT GEL CHAIN GUARD



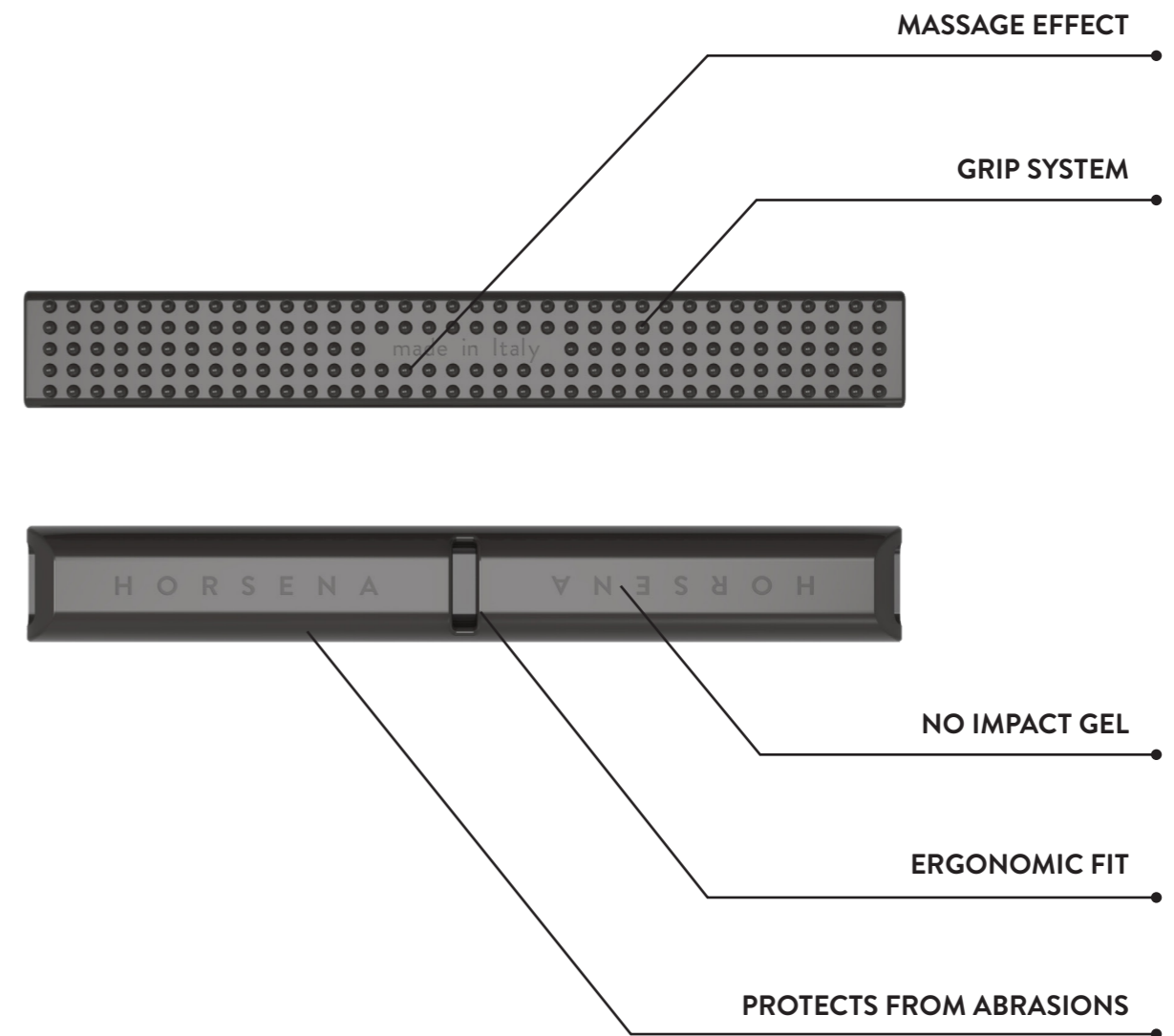
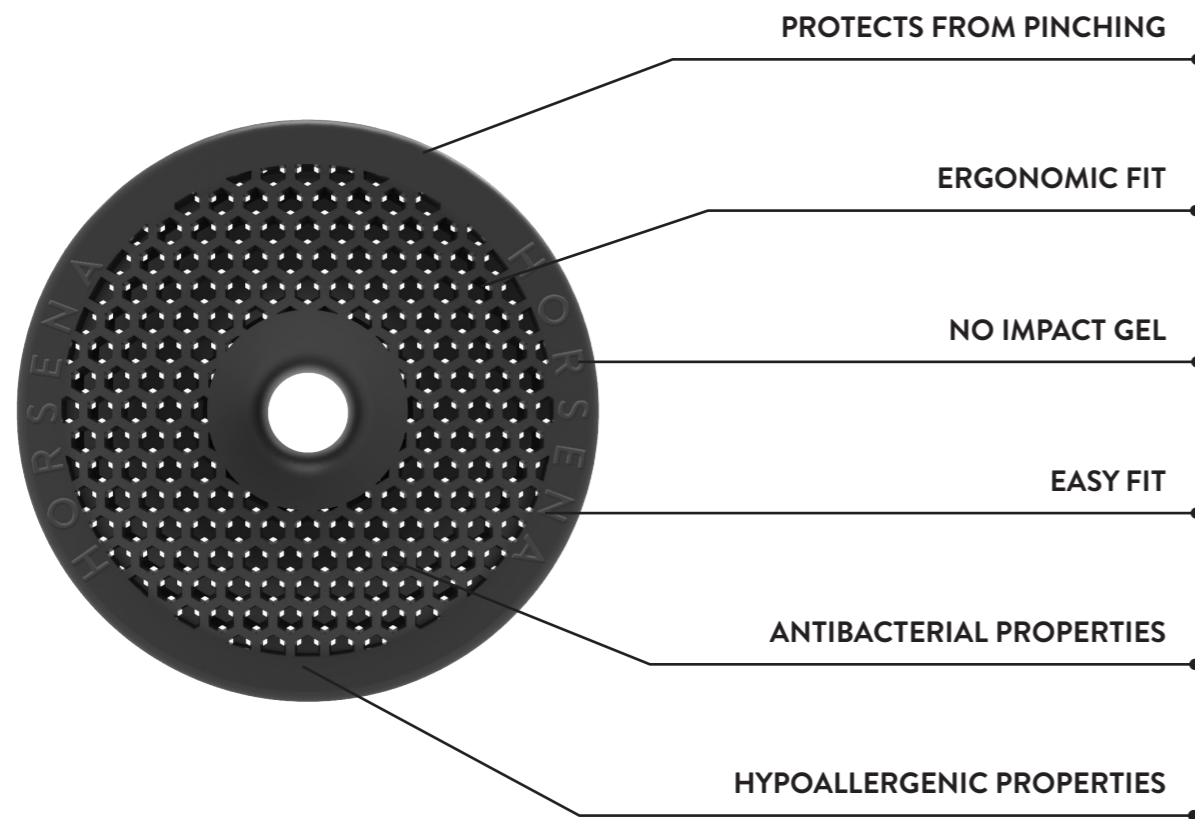
FEATURES

The Horsena Easy Fit Gel Bit Guard is the best solution to protect the mouth from pinching and gain more bit control. It's space-saving design leaves free mobility to the mouthpiece and the rings, encouraging the natural horse's chewing. The ultra-thin design provides optimal protection without altering the size of the bit. It also provides adequate support to the bit, keeping it straight and balanced in the mouth, allowing better control and responsiveness. The innovative design made of a network of through holes ensures that the foam generated during the horse's exercise can escape smoothly, allowing good air circulation and liquids drainage. The anti-slip properties of the gel keeps the Bit Guard in the correct position, avoiding rotations or other unwanted movements. Made of hypoallergenic and antibacterial gel, it eliminates the risk of allergic reactions and irritations. Extremely elastic, it's easy to fit and adapts to any type of bit. Suited for all equestrian disciplines. Easy to clean under running water. Store it in a dry place. Do not expose to direct heat sources. Made in Italy.

The Horsena Comfort Gel Chain Guard offers a quick and effective protection against chafing caused by the chain, preventing irritation and injury. The special polka dot protrusions, placed in contact with the horse's skin, allow a better adherence, increase blood circulation and give a pleasant massaging effect. The elastic and shock-absorbing gel helps to reduce curb chain shocks by distributing pressure evenly. It is designed to keep the chain in the correct position, avoiding the twisting and overlapping of the rings. Ideal for horses with sensitive jaws. Easy to clean under running water. Store it in a dry place, do not expose to direct heat sources. For correct assembly, please follow the instructions inside the package. Made in Italy.

FEATURES

PRODUCT CODE / HR101271201



PRODUCT CODE / HR101271202

SMALL / MEDIUM: 80 MM / 3"

MEDIUM / LARGE: 90 MM / 3,5"

COLOUR: BLACK

ONE SIZE: 185 MM / 7"

COLOUR: BLACK



PRO-LIGHT BELL BOOTS

FEATURES

Horsena Pro-Light Bell Boots combine an extremely low weight with a high degree of shock absorption.

The deep surface ribbing on the outside part resists against brushing or banging. The boots are designed with a soft eco-sheepskin edge to prevent rubbing in the fetlock area. The lower part of the boots present an extra thickness to protect the hooves of the horse. Equipped with double velcro fastening for an easy and perfect fit. Waterproof and easy care product, washable under running water. Resistant also to high temperature fluctuations.

CODE HR101150001



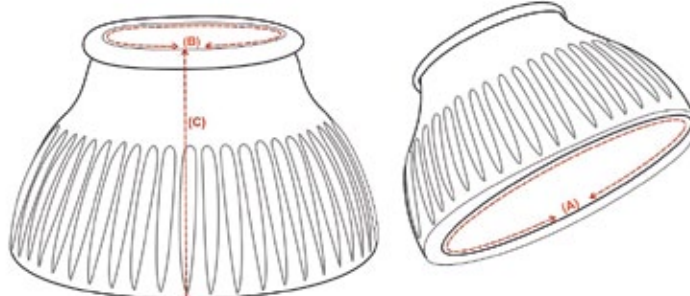
SIZE CHART & COLORS

Sizes		Small	Medium	Large	XLarge
A	Bottom Circumference - Inside	15.75"	16.75"	17.75"	18.75"
B	Top Circumference - Inside	8"	9.25"	10.5"	10.75"
C	Height	3.5"	3.75"	4"	4.25"



WEIGHT: \approx 100 g

COLOR: black/black



HORSENA
Never stop riding

Via Ponzella 37
20025 Legnano MI, Italy
+39 349 7274123
info@horsena.com
horsena.com

HORSENA®

© 2022 BENETTI HUB SRL. Tutti i diritti riservati.

Il logo HORSENA® è un marchio depositato in ambito nazionale ed internazionale di esclusiva titolarità e proprietà di BENETTI HUB SRL. Non può essere riprodotto né utilizzato, per scopi commerciali o altro, senza il precedente consenso scritto di BENETTI HUB SRL. Il presente catalogo annulla e sostituisce tutte le edizioni precedenti. BENETTI HUB SRL si è impegnata affinché le informazioni in esso contenute fossero il più possibile precise, tuttavia declina ogni responsabilità per eventuali errori di stampa e si riserva comunque la facoltà di introdurre, in qualsiasi momento e senza obbligo di preavviso, modifiche tecniche e formali dei propri prodotti. Senza il precedente consenso scritto di BENETTI HUB SRL è vietata la riproduzione, anche parziale e con qualsiasi mezzo, di tutti i contenuti del presente catalogo.