Insoles for Football
Who we are
Welcome to ENERTOR

- ENERTOR™ is a global specialist in orthotics and underfoot technology and has been operating through its parent business – RSScan Lab Ltd. – for over 18 years.

- It’s award-winning technology has been tested and endorsed by some of the world’s most demanding clients and is proving to be a ‘must have’ gain in competition football. ENERTOR™ supports many professional football clubs including West Ham United, AFC Bournemouth, Norwich City, and Ipswich Town.

- ENERTOR™ is the only insole worn and endorsed by multi-Olympic champion and World Record holder Usain Bolt.

- RSScan Lab Ltd is registered with the UK’s Medical and Healthcare Products Agency as a designer and manufacturer placing medical devices on the UK Market and specifically G2 Orthoses for lower limbs. ENERTOR insoles are described as a Class 1 medical device.

- Via patented D3O® technology, ENERTOR™ has developed a revolutionary new insole, available to the mass market for the first time which is ideally suited to football players.
Why we exist
Why **ENERTOR** insoles are beneficial

When something is wrong your body will tell you!

The cause of pain from your back to your lower limbs often stems from your feet. Our insoles support, or correct, abnormal, or irregular, walking patterns by changing the angle at which your foot strikes the floor while walking. They assist the limb to restore the alignment and positioning of the foot.

Multiple studies indicate over **70%** of people would benefit from an insole protecting, supporting or controlling their feet when walking, running or standing all day *

**ENERTOR™** insoles are unique because of the material used in them and are approved by clinicians. They are suitable for any body weight or age.

*Source: UK military independent test 2015*
Why ENERTOR insoles are made for FOOTBALL

- Our insoles are clinically proven to **reduce lower limb injury by up to 66%**. So, whether you’re a professional player at West Ham United, a semi-pro for Arsenal Ladies, an amateur adult or youth player or just playing 5-a-side or even walking football with your mates, ENERTOR insoles should be as much a part of your kit as a pair of shin guards.

- Our insoles **reduce shock impact by 44%** so, whether you’re jumping for a header or jumping to catch a cross, landing on one or both feet puts a tremendous strain on your back and lower limbs.

- The shock impact property of our insoles transfers to a proven **36% energy return** for improved performance offering the player an initial burst of foot energy when running or jumping for the ball.

- Our ¾ insole is designed to fit any type of football boot, giving the upmost protection whilst freeing up the toes, allowing players to have a total feel of the ball.

  In professional football the margin between winning and losing is approximately 4%.
  Any small gain can make a big difference.
Common FOOTBALL injuries - ENERTOR making a difference

Achilles Tendonitis – Tendon located at the back of the ankle just above the heel. Pains in this area can either be acute or chronic which can be as a result of heavy landing, wear & tear, over-pronation, inadequate stretching, overuse and lack of flexibility in the calf muscles.

How ENERTOR prevents - D3O performance improves rear foot alignment and limits Achilles torsion. Natural heel lift reduces tension placed on the tendon to reduce the risk of injury.

How ENERTOR aids – Natural heel lift will redistribute pressure away from the affected Achilles tendon while reducing repeated irritation through shock absorption which will allow soft tissue to settle.

Shin Splints – These are common in youth football and are a variety of pains that affect the front of the lower leg along the shin bone. The most common pain cause is inflammation of the periostium of the tibia and abnormal movement pattern including several errors in training like wrong footwear, running on hard surfaces and increasing training too quickly.

How ENERTOR prevents - D30 performance decelerates forefoot contact at heel strike through its ability to absorb shock at heel strike thus reducing muscular activity creating shin splints.

How ENERTOR aids - Repeated absorption at foot contact will lower the cumulative activation of the muscle. The less volume the muscles have to work the less likely shin splints will re-occur.

Ankle Sprains – Ankle injury can happen to any age group, the most common are sprains. A sprain is damage to the ligaments sustained during over stretching that can cause a rupture of ligament or tear in the fibres. The causes of these types of injuries could range from sudden impact, landing awkwardly after an aerial challenge for the ball, twisting the ankle, tripping, walking to running on uneven surfaces.

How ENERTOR prevents - D30 performance will improve lower limb alignment and function with repeated use. This will strengthen the ankles and reduce the risk of this injury.
Our unique technology
ENERTOR insoles contain D3O® technology

- ENERTOR™ has exclusive global rights to the patented D3O® technology
- D3O® is a smart material that cushions the foot when moved slowly but locks together on impact to absorb and disperse energy, before instantly returning to its flexible state
- This unique characteristic reduces shock impact by 44%*
- Clinically proven to reduce lower limb injuries by 66%**
- Proven to heal plantar fasciitis in over 75% of sufferers***
- D3O® is a closed cell material that lasts 6 times longer than EVA. The soles of shoes are made of EVA which compresses with time.

As tested by *SATRA Kettering UK 2015 ** British Army & Melbourne University 2010 *** CMR Plantar Trial 2017
ENERTOR insoles offer

**Game-changing performance and protection**

1. A special heel lift to improve the dynamics of foot and arch support. Designed to fit any type of foot arch.

2. Flanges (the sides) to improve the direction of the foot and foot stability.

3. A dome in the middle of the insole to reduce pressure on the forefoot.

4. the 1\textsuperscript{st} and 5\textsuperscript{th} met cut out to improve toe movement and foot balance.
   - They are 60\% thinner than premium foam insoles but offer 61\% more protection.
   - They last up to **7 times** longer than premium foam insoles.
   - They are light weight and washable.

Source: SATRA tests Kettering UK 2014, Enertor D30\textsuperscript{®} insoles tests vs. leading competitor
Our product
**ENERTOR™ Sports Performance**

**Full Length**
- Ideal for sports shoes with removable insoles

**Benefits**
- Orthotic structures help to control and stabilise the foot
- Improved pronation (foot going inwards) control helps to combat lower limb overuse injuries, including knee pain, heel & forefoot discomfort
- Shock absorption technology provides best in class impact protection, further reducing injury

**Variants:** Full length
**Sizes:** 3-14 (UK) – 12 sku range
**RRP:** £29.99
ENERTOR™ Comfort

Features
• ENERTOR™ Comfort is designed for everyone - not just athletes.
• Highly versatile with two variants to ensure that the insoles can fit into everyday shoes as well as sports shoes.

Benefits
• Proven to help heal plantar Plantar Fasciitis
• Proven to reduce heel & foot pain from Plantar Fasciitis. (The number 1 UK foot condition suffered by 10% of the population)
• Market leading impact protection – effectiveness proven by UK Department of Defence who now mandate its use for British forces due to injury reduction.

• Variants: ¾ Length, Heel cup
• Sizes: S, M, L
• RRP: £19.99 (¾ Length) £14.99 (Heel cup)
Why ENERTOR

Retailer

• Added extra incremental sales
• Minimal service, easy to fit
• Fantastic POS, great visibility
• Fantastic opportunity to offer something new
• Staff training & incentives are offered to every store
• The chance to work with the latest technology
• Peace of mind with consumer Satisfaction 95% star rating

Consumer

• Best in class shock absorption & protection
• Reduced chance of lower limb injury by up to 66%
• Helps prevent and aid recovery from common football injuries such as Achilles Tendonitis, Shin Splints and Ankle Sprains together with Plantar Fasciitis
• Lasts up to 7 times longer than any other insole
• Only insole on the market to have a true performance benefit
• The chance to use the same product as the world’s elite athletes
The ENERTOR Mission statement

To bring breakthrough foot orthotic technology to the mass market offering proven foot and lower limb protection and pain relief to footballers worldwide.

Improving performance, reducing injuries and bringing out the best in people.
Thank You!