

New technology from Adidas boosts performance

Adidas introduced its revolutionary cushioning innovation, Boost, to the South African market last week.

"With the new product we are addressing a fundamental insight: everyone wants more energy. Whether you're running a marathon, training for an upcoming season or just trying to get back in shape, our Boost cushioning foam provides the highest energy return in any running products," says Eric Liedtke, head of Adidas global Sport Performance, "It will reset the running industry and pave the way for all future performance footwear."

It combines performance benefits that have been contradictory in the past: soft cushioning and responsiveness working together to give runners a running experience unlike any other.

"Energy is one of the most important elements for any athlete. Often people only think about speed, but energy is the secret weapon that can set you apart from the competition. An added boost of energy is what allows you to push yourself ahead of everyone else to cross that finish line first, especially in a sprint when every millisecond counts," says Yohan Blake, the current 100m World Champion who joined Adidas at the global launch in New York last week.

Energy Boost will be available worldwide at Adidas performance stores, selected retailers and through adidas.co.za from 27 February 2013. For more information, go to adidasrunning.co.za.

For more, visit: <https://www.bizcommunity.com>