

UK Gear's battle plan set to revolutionize running shoe market

Written by

Monday, 07 February 2011 15:40

UK Gear announced the launch of its new PT-1000 ultra durable road and trail running shoe designed to last 1,000 miles, which the company says will redefine the athletic shoe market.

"The PT-1000 is the result of our long term strategy to build the world's most durable and sustainable running shoe—without compromising on biomechanical performance or comfort. Our unique and long lasting relationship with the British Army has been our inspiration, and has allowed us to test our products to withstand some of the harshest conditions in the world, by some of the most demanding athletes in the country," said David Hinde, Founder, and CEO UK Gear Limited.

According to information released to the media, the PT-1000 features UK Gear's classified Force Dynamic System technology which has taken over 8 years to develop with the Royal Army Physical Training Corps (RAPTC). This, combined with an extensive durability test programme at SATRA laboratories, underpins the company's confidence in its 1,000 mile claim.

The Head of the RAPTC, Senior Master at Arms Lt. Col. Nick Challinor said, "Our instructors are responsible for the physical development of all our soldiers so are serious about their fitness and uncompromising on the standard of equipment they use. The PT-1000 was rigorously tested by 40 of our instructors who ran thousands of miles in prototypes. The PT-1000 has earned the right to bear the British Army's famous crossed swords insignia."

UK Gear shoes are now being successfully distributed into the US Military through AAFES, NEXCOM and MCX as well as Roadrunnersports.com , Shoebuy.com and Amazon.com .