

ENKO Running Shoes – Masters in Innovation

There is a revolutionary new running shoe on the market! The ENKO running shoe made its debut in January 2015. Since its launch the shoe has been awarded several times over. It has received the Coup de Pousse Award as early as November 2015 and the "Etoiles de l'Observateur du Design" (translated: Stars of the Design Observer) the very next month, December 2015. That's not all, in December 2017 this groundbreaking running shoe received the coveted "French Fab" label and the ENKO shoe was one of the 200 best innovations of the year in 2016. Why all the excitement? What makes this running shoe so different and innovative?



Necessity is the Mother of Invention

The ENKO running shoe was designed by Christian Freschi, a leading precision mechanical engineer for a French aeronautical firm. A running enthusiast, he was forced to stop running after being diagnosed with degenerative disk disease that caused severe back pain when jogging in traditional running shoes. He was unable to find a shoe that provided the cushioning needed to reduce his pain and decided to use his engineering expertise to create a shoe that would enable him to begin running again.

He started working on the development of his shoe in the barn, located on his farm in the South of France. He dedicated all his spare time to the project. He was challenged to identify the mechanical elements needed in the sole of the shoe that would ensure it was comfortable to wear and respected the runners instinctive gait or stride.

After approximately 12 years of testing and research, he developed a running shoe that provided the needed support and delivered on the promises given to potential users.

Th ENKO Running Shoe Evolves

In 2008, after working with various professionals in the medical field and trying out his cushioning system on people other than himself, he filed his first patent. In 2014, he filed for an international patent. Freschi, perfected his shoe, continuing in his research until he succeeded where other manufacturers had failed. The fourth-generation ENKO G4.1 burst on the scene. This fourth-generation invention allowed the creator/designer of this shoe to run again without pain.

Additional Awards

As noted above, the ENKO running shoe has been awarded several times over since its debut. In January 2016, ENKO received an award at the Las Vegas Consumer Electronic Show, in the "Fitness, Sports and Biotech" category. This event is the world's most popular exhibition for technological advances in consumer electronics.

A Shoe for Men and Women of All Ages and Size

The ENKO running shoe was developed for men and women of all ages. It was not intended as a competitive running shoe but was designed for those who run for pleasure and are looking to remain fit and maintain a healthy body weight.

The shoe will allow the running enthusiast to easily transition back into running after surgery or a pregnancy, prevent back, knee and ankle pain and make it more comfortable for those who are overweight to enjoy the sport.

How does the ENKO Running Shoe Work?

The ENKO running shoe is a real engineering marvel, containing over 50 different parts. Its patented double soles, the result of 12 years of research, testing and development.

Other running shoes have incorporated shock absorbing cushion in the soles, but the ENKO running shoe has taken that concept a step further. Two coil spring shocks are incorporated into each shoe, along with a hinged second sole.

When the runner steps down onto their heel, the shocks are compressed and the rear section of the sole folds up against the underside of their foot. As they step forward and transfer their weight up to the ball of their foot, the shocks expand again. Since the ground blocks the rear of the sole from moving down, all the energy that's released by the coils goes into pushing the foot up and forward. The ENKO cushioning system helps to absorb potentially injury-causing impact each time the user's feet hit the pavement. Custom Running Shoes Match your Bodyweight

The ENKO running shoe is the only running shoe designed to fit your individual body weight. When providing details of your choice in shoe size and color, the user will also select the desired cushioning level based on their bodyweight. ENKO offers seven distinct levels of cushioning, with an equivalent of seven weight ranges from 99 to 253 lbs. Every runner can be assured they are receiving a fully customized running shoe.

Check out these testimonials of satisfied customers. The ENKO running shoe really does deliver!

<https://enکو-running-shoes.com/en/temoignages/index.php>

Kathy Washington

Link to Article: <https://sneakerswarm.net/enکو-running-shoes-masters-in-innova/>

Sources: ENKO, Indiegogo, New Atlas