TECHNOLOGIES

GORE-TEX

inov-8 has partnered with Gore to develop inov-8's most flexible athletic GORE-TEX® footwear ever. Leveraging innovative construction and material solutions, the roclite™ 282 GTX provides the optimal combination of natural movement and flexibility with climate comfort and protection, so you can keep running.

GORE-TEX® PRODUCT TECHNOLOGY

inov-8 GORE-TEX® footwear provides waterproof protection and optimum climate comfort for your feet.

BREATHABLE THEREFORE DRY

The pores of the membrane are about 700 times larger than a water vapour molecule, and this allows water vapour (perspiration) to escape.

- Cooler feet in warm conditions
- Dry rather than sweat soaked feet

WATERPROOF THEREFORE DRY

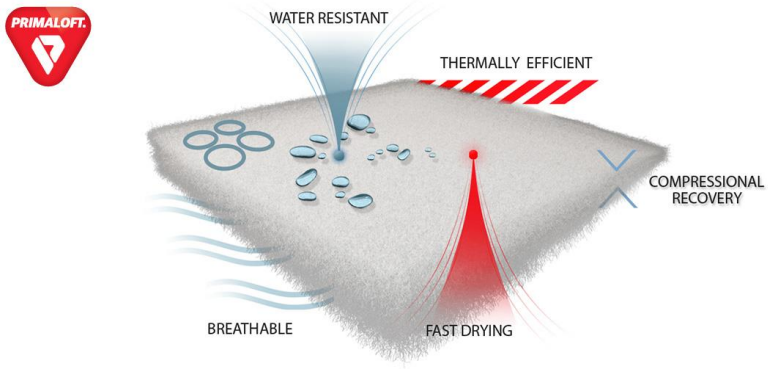
The microporous structure of the GORE-TEX® membrane consists of approximately 1.4 billion pores per square centimetre. Each pore is about 20,000 times smaller than a drop of water and therefore no moisture can penetrate from the outside.

- Fewer blisters from wet runs
- Reduced weight gain in wet conditions
- Warmer feet in cold, wet weather

PRIMALOFT

PRIMALOFT® SPORT IS A PREMIUM PERFORMANCE INSULATION ENGINEERED FOR SUPERIOR WARMTH, WATER RESISTANCE, LOFT, SOFTNESS AND COMPRESSIBILITY.

Fine fibres form tiny air pockets that trap body heat and keep the cold out. The result is immediate warmth without the bulk. Fine fibres are engineered for permanent water resistance and create tight surface tension that resists moisture penetration, resulting in an insulation that dries faster than goose down. Fine fibres mimic the compressibility of goose down and are breathable, allowing moisture vapour to be transported through the fibres and away from the skin.



POWERFLOW

RUN EFFORTLESSLY OVER ANY CONDITION WITH OUR UNIQUE POWERFLOW™ MIDSOLE TECHNOLOGY

POWERFLOW™ delivers 10% better shock absorption and 15% better energy return than standard midsoles.

SHANKS

META-SHANK™

META SHANK

META-SHANK™
GENERATION I

REGISTERED DESIGN NUMBER: 4013162

- MUDCLAW™ 300

3-finger polymer Meta-Shank™ aligns behind the metatarsals for greater forefoot flexibility and control when contouring, whilst retaining underfoot impact protection.

PROTEC-SHANK™

PROTEC SHANK

PROTEC-SHANK™

REGISTERED DESIGN NUMBER: 4013163

- ARCTICCLAW™
- ARCTICTALON™

4-finger polymer Protec-Shank™ provides the same great flexibility as the Meta-Shank™, but is specifically designed to protect the foot from the impact of the metal dobs in the OROC™ outsole.

SHOCK ZONE

IN 2003, YEARS BEFORE ANYONE ELSE, INOV-8 PIONEERED THE ARROW SYSTEM. THE NUMBER OF ARROWS SHOWN ON THE LOWER HEEL OF ANY INOV-8 SHOE SIGNIFIES THE DROP OF THAT SHOE. THE DROP IS THE HEEL-TO-FOREFOOT DIFFERENTIAL, MEASURED IN MM.

- More arrows = bigger drop, and increased underfoot cushioning.
- Fewer arrows = smaller drop, and increased underfoot responsiveness.
- Increase your speed by lowering the numbers of arrows.

MANUFACTURING ETHICS

WE PRIDE OURSELVES ON THE QUALITY OF ALL INOV-8 PRODUCTS AND WE HAVE AN ETHICAL APPROACH TO THEIR PRODUCTION AT EVERY STAGE.

We are a responsible trading partner and have invested significantly in supporting the factory in China with technical knowledge, manufacturing techniques and other support. The factory is one of the largest employers in the local area and contributes to developing the local economy. Using a highly skilled manufacturing process (whilst trying to minimize our impact on the environment), this factory prides themselves on offering:

- No employees under 18 years old Internal training and development opportunities
- Very low staff turnover
- Good working conditions in a safe working environment
- Excellent extraction facilities, "better than any factory we have seen in Europe"
- Above average salaries for the area
- Employee accommodation where possible
- Canteen with menu
- Some sports facilities
- Recycling of water, metal, rubber, paper and some upper materials where posible

INOV-8, THE ENVIRONMENT & CLIMATE CHANGE

THE ENVIRONMENT MATTERS TO US.

We recognise that in order to be a successful business, we have to be realistic in the steps that we take to make the best running shoes in the world. But that doesn't stop us finding practical and creative solutions to environmental protection issues wherever we can. Our first priority is to understand where we should focus our attention so the environmental impact of our products is as low as possible. We then find practical and creative solutions in our search for improvements, especially in those areas that we feel matter most. Our approach takes a lot of effort and incurs a financial cost, but, more often than not, we have found that having concern for the environment leads us to smarter ways of working that actually save money while reducing our environmental impact.

UNDERSTANDING OUR ‘ECOLOGICAL FOOTPRINT'

Inov-8 wanted to know where we could look for changes so our activities would have the lowest environmental impact possible. To do this we set up an environmental “audit system” to investigate every aspect of our business, using the technique of ecological foot printing. Ecological foot printing expresses the environmental impact of every aspect of our products and activity as an equivalent area of the earth's surface that would be required, in a sustainable world, to regenerate the resources that are used for our products and activities.

SUMMARY OF OUR ECOLOGICAL FOOTPRINT IMPACT

Overall, 65% of inov-8's carbon footprint resulted from staff travel. Overseas flights accounted for most of this. Car journeys were also significant.

- Freight is responsible for just 16% of our total carbon footprint.
- The shoe materials themselves and their manufacture account for only 14% of our total impact. They are lightweight shoes made from light weight materials that produce the minimum of waste.
- Careful shoe box design has meant that packaging only accounts for less than 3% of our total impact.
- Our lean offices and warehouse facilities account just 1.4% of the total.

CURRENT PRACTICAL STEPS

- Renewable Electricity: inov-8 will be investigating the possibility of using electricity that comes from 100% renewable sources for our office and warehouse facilities.
- Reduced impact freight: At inov-8, only urgent samples are transported by air. We have reduced road freight by shipping direct from the factories nearest local sea port. This has reduced over 1000 miles of road travel.
- Low use of cars: At inov-8 we keep car usage to a minimum. We avoid issuing personal company cars and encourage our staff to find alternative methods of travel and transportation.
- Lean, green packaging: We use lightweight shoe boxes made from recycled materials and are recyclable. The local school even uses some of them for storing craft materials. We keep print on the boxes to a minimum reducing the use of chemical inks. We are currently investigating improvements to our bulk boxes and exploring ways of cutting out the use of boxes altogether.
- Smart after-sales. Any shoes that are returned to shops (and we don't get many) are assessed using digital photography wherever possible. This saves, time, transportation and postage and reduces CO 2 emissions.
- Minimising materials wastage: We have cut rubber and plastic waste to an absolute minimum of our total usage. We have reduced our EVA wastage to a minimum which is then recycled and used in the manufacture of children's footwear.
- Recycling : In our office, paper and card are recycled along with the shoe boxes, of course.