**Press release. March 24th, 2021. For immediate use.**

**inov-8 bucks the carbon plate trend with Graphene-enhanced foam running shoes that go the distance**

inov-8 has unveiled the world’s first-ever running shoes to utilise a Graphene-enhanced foam, bucking the carbon plate trend and doubling the industry standard for longevity.

Collaborating with Graphene experts at The University of Manchester, the trailblazing brand has sped its way to landing the biggest sports footwear innovation of 2021.

The Graphene-enhanced cushioned foam, called G-FLY™, features as part of inov-8’s revolutionary new trail shoe, the TRAILFLY™ ULTRA G 300 MAX, which is designed for ultramarathon and long-distance runners.

Scientific tests prove that the foam infused with Graphene, the world’s strongest material, delivers 25% greater energy return and is far more resistant to compressive wear. It therefore maintains optimum levels of underfoot bounce and comfort for much longer.

This helps runners maintain a faster speed over greater distances, aid their feet in feeling fresher for longer, and prolong the life of their footwear.

Not only that, the TRAILFLY ULTRA G 300 MAX is also the first deeply cushioned trail shoe that, thanks to new ADAPTER-FLEX™ technology, adapts and reacts to uneven terrain. The clever 10mm underfoot groove frees up the midsole and works in harmony with the foot, so runners feel connected to the trail.

Michael Price, COO of British-born inov-8, said: “In an industry where running shoe manufacturers seem hung up on underfoot carbon plates, we’ve delivered an innovative proposition. G-FLY cushioned foam not only gives runners incredible, long-lasting energy return but an underfoot feel free of rigidity and full of agility.

“We’ve worked incredibly hard for the past two years with the university and leading footwear industry veteran Doug Sheridan in developing this innovation. A team of 40 athletes from across the world tested prototype shoes and more than 50 mixes of Graphene-enhanced foam. Trail test reports show G-FLY foam still performing well after 1,200km – double the industry standard.”

inov-8 first used Graphene in 2018 when launching GRAPHENE-GRIP™ rubber on the outsoles of its running, hiking and fitness shoes. Sales of its footwear featuring the wonder-rubber have surged globally over the last three years.

The TRAILFLY ULTRA G 300 MAX features Graphene-Grip which, along with G-FLY and ADAPTER-FLEX, are all patent-pending. inov-8 proudly remain the only one in the world to use Graphene in sports shoes.

Wayne Edy, who founded Lake District based inov-8 in 2003, said: “We continue to carve our own trail, with innovation at the forefront of everything we do. It would be easy to follow others, but that is not in our DNA. Our revolutionary use of Graphene, first in rubber and now in foam, proves that we dare to be different.”

As well as being 200 times stronger than steel, Graphene is also the world’s thinnest material and boasts astonishing flexibility. Its 2004 discovery as an almost invisible single layer of graphite earned scientists at The University of Manchester the Nobel Prize in Physics.

Since then, a team of over 300 staff at the University has pioneered a diverse range of projects and contributed to Graphene-enhanced sports cars, medical devices, aerospace developments, improving infrastructure and, of course, sports footwear.

Dr Aravind Vijayaraghavan, Reader in Nanomaterials at The University of Manchester, home to both the National Graphene Institute and Graphene Engineering Innovation Centre, said: “As well as on the trail, we also tested extensively in the laboratory, including subjecting the foam to aggressive ageing tests that mimic extensive use. Despite being significantly aged, the G-FLY foam still delivered more energy return than some unaged foams.

“We are proud of G-FLY foam, the TRAILFLY ULTRA G 300 MAX and all we have achieved in our highly-successful partnership with inov-8. We look forward to the next phase and further expanding the use of Graphene, a material that has limitless potential.”

The TRAILFLY ULTRA G 300 MAX, which weighs 300g and has a 6mm drop (heel to toe differential), is available to pre-order now ahead of going on sale on April 8th. It’s priced at £170 / $190 / €195. Learn more at [www.inov-8.com](http://www.inov-8.com)

**-ENDS-**

**PHOTOS:**

* All product & lifestyle photography to accompany this press release can be found [VIA THIS LINK](https://www.dropbox.com/sh/0krg0fmijj8sxge/AAAodQP9ZIcX_5tuhcb0pjmYa?dl=0).
The athletes in the lifestyle photos are Paul Tierney and Alison Walker.

**MORE PRODUCT DETAILS:**

* Separate documents highlighting the key details, features, benefits and technologies of the TRAILFLY ULTRA G 300 MAX, as well as athlete & tester quotes, are included in the press pack.

**FOR PRESS ENQUIRES PLEASE CONTACT:**

* Vitamina C Press Office, Claudia Vianino / Arianna Busin – press@vitaminac.net – T. +393472680427

**FOR COMPANY ENQUIRES PLEASE CONTACT:**

* inov-8: Lee Procter, Communications Manager, leeprocter@inov-8.com
* The University of Manchester: Ben Robinson, News & Media Relations Officer, ben.robinson@manchester.ac.uk +44 (0)7920 750602

**INTERVIEW OPPORTUNITIES & TEST SHOE DETAILS**

* Interviews are available with inov-8 founder Wayne Edy, inov-8 COO Michael Price and Dr Aravind Vijayaraghavan from The University of Manchester. Contact press@vitaminac.net to arrange.
* The request a potential test & review of the new shoe, please contact press@vitaminac.net

**FURTHER INFORMATION**

* *inov-8 is the only brand in the world to use Graphene in sports footwear. Graphite, which Graphene is produced from, was first mined in the Lake District fells and mountains over 450 years ago. inov-8 too was forged in the same fells and mountains, in 2003. All products/technologies with ™ written next to them in the first instance are trademarks of inov-8.* [*www.inov-8.com*](http://www.inov-8.com)
* *The University of Manchester is the Home of Graphene. It is where the scientists – Andre Geim and Konstantin Novoselov – who first discovered the wonder-material in 2004 are based. Both were awarded the Nobel Prize in Physics in 2010.* [*www.graphene.manchester.ac.uk*](http://www.graphene.manchester.ac.uk)