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# PRESS RELEASE

To	Consumer press	From	Henman Communications Limited
Client	Profeet	Telephone	+44 20 7584 1180
Subject	New 2007 London Store Launch	Facsimile	+44 20 7584 7806
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## **Profeet raise funds for Asthma UK with a 'running shoe amnesty' at new London Balham shop**

Profeet, the UK's leading customised insole and sports footwear specialist, is launching a new running footwear shop in Balham, South West London, with a 'running shoe amnesty' raising funds for Asthma UK.

The new running footwear shop, due to open in mid June, is giving out £5.00 for each pair of old running shoes that is brought into the new shop. Customers will receive a £2.50 credit note for their next purchase for each pair of old running shoes that they bring in, and the remaining £2.50 will be donated to Asthma UK, to help raise vital funds to support the 5.2 million people with asthma in the UK. The 'running shoe amnesty' will last for 3 months over the summer, and there will be a maximum of 5 pairs of running shoes allowed per person!

As Hamish Wolfenden, Founder and Technical Director of Profeet says, "It's great to be able to support and raise funds for such a worth while charity, as well contribute to helping the environment by re-cycling people's old trainers and unwanted footwear. All old running shoes are collected every week by children's charity The Variety Club. The shoes are then re-cycled or given to the homeless and people less fortunate than us to wear. "

Profeet were the first high street shoe retailer to introduce a scientific approach to customizing footwear with insoles, offering an appointment based while-you-wait one hour service. The new Profeet Balham shop will utilize the latest video and pressure mapping technology and

33 Mossop Street, London, SW3 2N, UK

T +44 20 75841180, F +44 20 7484 7806, info@henmancom.com

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enable customers to interact with the uniquely designed *3D Fit System* to achieve the ultimate custom-fit shoe solution.

The new Profeet Balham shop, through the *3D Fit System*, will make sure the correct fit is obtained to provide more comfort. This will improve performance across a range of sports including: running, walking, cycling, tennis and golf, as well as many other team, individual and endurance sports.

Profeet footwear technicians will select the correct make of footwear for the individual, and the customized insole is then fitted to provide the correct level of support, protection and cushioning to stabilize your feet, minimize the risk of injury and increase comfort and performance.

Profeet also retail many of the leading running shoes brands as well as some running clothing and equipment. Please call 020 7736 0046 to make an appointment or visit [www.profeet.co.uk](http://www.profeet.co.uk) for further information.

**For further information on Profeet, or visuals please contact Richard Henman on 020 7584 1180 / [rph@henmancom.com](mailto:rph@henmancom.com). Profeet are always pleased to supply prizes for media competitions / reader offers. Contact Richard Henman for details.**

**For further information about Profeet please see [www.profeet.co.uk](http://www.profeet.co.uk)**

## NOTES TO EDITORS -

### **About Profeet:**

Profeet was launched in 2001 by Hamish Wolfenden and were one of first high street shoe retailers in the UK to introduce a scientific approach to customizing sports footwear for individual athletes.

Profeet's third London store is due to launch in August in Balham.

Initially starting in skiing, Profeet have now expanded into all individual and team sports.

Developments in sports science technology and in particular foot pressure scanning and video gait analysis, mean it was now possible to offer the customer the complete fitting process, from customized footbeds, body alignment and biomechanical analysis, through to the purchase of sports shoes and equipment. Profeet sell a range of high quality footwear for individual and team sports including the following brands:

**Ski Brands:** Nordica, Tecnica, Head, Salomon, Atomic, Rossignol, Fischer, Dalbello and Garmont.

**Running Brands:** Adidas, Asics, Mizuno, Saucony, New Balance, Brooks

**Tennis Brands:** K-Swiss, Asics, Wilson, Adidas

**Golf Brands:** Footjoy, Adidas, Ecco

All Profeet staff are experienced and professionally trained to provide a high quality service for individual athletes, what ever level of performance. It is an appointment based service. A full ski boot fitting may take up to 2 hours and may require 2 sessions.

### Profeet shops are situated:

**Chelsea:** The Ski Boot Lab: 347 New Kings Road, London, SW6 4RJ Tel: 020 7384 0603

**Fulham:** 592 Fulham Road, London, SW6 5NT Tel: 020 7736 0046

**Balham:** 8b Balham Hill, London, SW12 9EA, Tel: 020 7736 0046 (open date June 19<sup>th</sup>)

### Profeet clients include:

- London Saracens RFC
- London Wasps RFC
- Harlequins RFC
- Chelsea Ladies Football Team
- Bradley Wiggins – Olympic gold medal winning cyclist
- Paul Mc Ginley – Winning Ryder Cup Team players & PGA tour golfer
- HRH Prince Charles, Prince William and Prince Harry
- The Police Force
- The British Army

### The Profeet 3D Fit System

**1D: The Analysis** an image of you running on a treadmill is captured using specialized motion analysis software so your Profeet technician can observe, frame-by-frame, the unique way in which you move. Next, a 3D pressure map of the underneath of the feet is taken by running over a pressure sensitive mat. This information allows us to understand the way your body moves so we can establish potential 'weak links' in your biomechanics caused by imbalances in your feet. This is followed by a 'static' pressure scan that reveals the percentage distribution of body weight under your feet. With this information we can build up a picture of the appropriate fitting solutions.

**2D: The Footwear** Wearing the right footwear can be one of the best defences against injury plus adding another dimension to your comfort and performance. However, poor fitting and inappropriate shoes can lead to lack of comfort and performance and also injury. At Profeet we stock a range of top line specialized shoes to fit your unique feet while being suitable for your level of performance. From the 1D analysis we are able to select the best shoe for your individual requirements.

**3D: The custom Footbed** The custom footbeds are moulded and fitted inside your shoes while-you-wait. These are specially engineered to give your feet the optimum level of stability, guidance and cushioning through all ranges of movement. The end result being that you will feel more comfortable and confident with your footwork and help to achieve your sporting goals!

### Asthma UK:

1. Asthma UK is the charity dedicated to improving the health and well-being of the 5.2 million people in the UK whose lives are affected by asthma. For up-to-date news on asthma, information and publications, visit the Asthma UK website [asthma.org.uk](http://asthma.org.uk)
2. For independent and confidential advice on asthma, call the Asthma UK Advice line, which is staffed by asthma nurse specialists. It is open weekdays from 9am to 5pm on 08457 01 02 03. Or email an asthma nurse at [asthma.org.uk/advice](mailto:asthma.org.uk/advice)

