

## **Nike Shox the World**



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In March of 2000, Nike rolled out with the new Nike Shox, the company's most significant product since they put air pockets within the sneakers. The new sneaker is the result of 16 years of research and development which represented a commitment to innovation. The new sneaker set up has a series of column springs built within the sneaker to give an athlete that upper advantage over his or her competitor.



The new Nike Shox is something that might seem unreal as if it were from a cartoon, but it was this type of creative thinking that had Nike thinking “What if I had springs on my shoes?” This sneaker has represented an entirely new technology that brings out the magic behind the sneaker (see Picture to left). The Nike Shox is for the athlete who wants to run faster, jump higher and for the one who just wants to “Just Do it” better.

The Nike Shox are columns that are made from material similar to that is used in the bounce bumpers of Formula One race cars in Europe (see Picture to right). This new technology provides an optimal environment for cushioning, a slower rate of impact which helps reduce the risk of impact-related injuries, and a unique response feel. The highly resilient columns are made of energy efficient material that enhances durability and spring. By using this type of suspension spring in the heel, it provides the shoe with a “spring-back” which allows the foot to act like a trampoline and propel the athlete into the next stride.



Nike's new “boing” buzz has captivated the world by using super star athletes such as Vince Carter to propel the sneaker to even higher heights while building the sneaker more credibility along with visibility to the market. Also proving more credibility was that Nike Shox was chosen for several science/design awards for its innovative technological design. The Nike Shox has also broaden its horizon by introducing sneakers for the cross training athlete as well as the casual walker.

## Appendix, References

[www.nike.com](http://www.nike.com)