

August 19, 2010

Footbalance awarded Supplier of the Year by Intersport Finland

Intersport Finland has chosen Footbalance as the Supplier of the Year. Footbalance was praised especially for the development of the sales of its custom insoles, reliable delivery, and excellent cooperation.

Finnish based Footbalance started as a supplier with Intersport at the end of 2006, and since then rapidly grown through close cooperation with the chain. The unique Footbalance concept is based on conducting a personal foot analysis and custom-molding insoles on the spot at the store, all this in only 10 minutes. The close cooperation with Intersport has been integral to the development of the Footbalance system, resulting in a global concept, which today is sold in 12 countries.

"Footbalance, together with Intersport, have jointly developed a completely new business for sports retail. Footbalance also supports Intersport's service concept, sales process and the image", Intersport Finland's Managing Director Juha Nurminen sums up.

"The story of Footbalance began from the cooperation with Intersport Finland. Intersport management's support and trust in our product gave us a strong start, which has also helped us get into new markets. Since Intersport Finland is one of the most prestigious members of Intersport Group, and the clear market leader in Finland, it gives this honor a special emphasis", says Antti Pihlakoski, the CEO of Footbalance System.

Hilkka Koskenranta
Director, Brand and Marketing Communications
Partner