

The image features a central logo for 'INSITE' with a registered trademark symbol. The logo is composed of the word 'INSITE' in a white, sans-serif font, with the 'I' and 'N' enclosed in a white square frame. Surrounding the logo are several 3D rendered components of a shoe, including insoles and outsoles, in various colors: blue, cyan, green, yellow, and grey. The components are arranged in a vertical, slightly curved line, suggesting a disassembly or assembly process. The background is a light grey gradient with soft shadows cast by the components onto the surface below.

INSITE®

**PRESS &
MEDIA KIT**

VERSION:1.0

LAST MODIFIED:03.24

INSITE PRESS & MEDIA KIT

TABLE OF CONTENTS

ABOUT INSITE	3
HISTORY	4
PROVEN COMFORT™	5
ECOCOMFORT®	6
CONTOURA®	7
ARCHRELIEF™	8
PHOTOS	9
LOGO USAGE	10
TRADEMARK USAGE	13
PRODUCT LANGUAGE	14
CONTACT	15



Insoles Built for Better Foot Health

INSITE® USES THE SCIENCE OF BIOMECHANICS, PODIATRY, AND SPORTS MEDICINE TO BUILD INNOVATIONS IN UNDERFOOT COMFORT AND CUSHIONING.

INSITE is an insole manufacturer that helps brands optimize the comfort, performance, and support of their footwear, using development tools like podiatrist-designed shapes, sustainable foam materials, and academic-grade biomechanics testing.

Founded in 2015, INSITE's first product offerings were a series of direct-to-consumer insoles tailored for the needs of professional and collegiate athletes. Since then, INSITE has used that data and expertise to build insoles for over a dozen major footwear brands and retailers, helping to bring the elite benefits of custom orthotics to the footwear worn by everyday consumers.

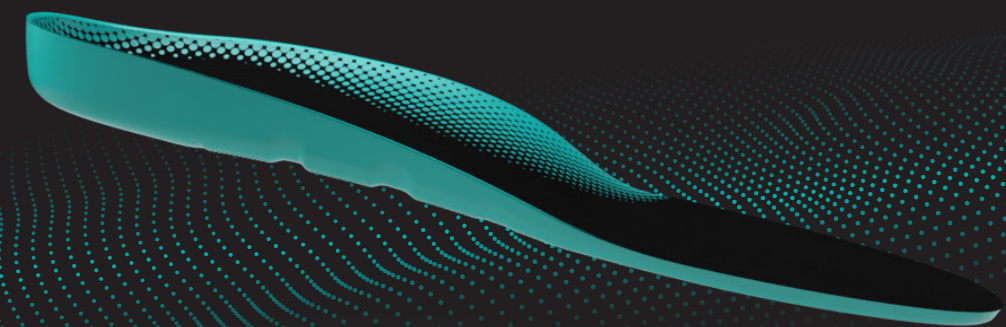
INSITE technologies include Contoura®, a patented podiatrist-designed insole shape based on 120,000 3D foot scans; ArchRelief™, a targeted arch comfort shape for lightweight footwear applications; and EcoComfort®, a range of poured and open cell polyurethane (PU) foams that use up to 70% plant-based compounds to reduce the use of fossil fuels.

INSITE is headquartered in Portsmouth, NH; Portland, OR; and Singapore with additional sales representation in Boston, MA; Los Angeles, CA; and Birmingham, UK. Manufacturing is located in China and Vietnam. Proven Comfort™ biomechanics testing is performed in Bend, OR and Los Angeles, CA.

In 2023, INSITE produced over 38 million pairs of insoles for a variety of footwear brands worldwide. Brand clients have included 5.11, adidas, Allbirds, Arc'teryx, Carhartt, Move, REI, Timberland PRO, Under Armour, and more.

INSITE insoles use the science of biomechanics to take you and your footwear

**ONE
STEP
FURTHER.™**



From Athletes to Everyone

INSITE®'S JOURNEY TO BRING BETTER FOOT HEALTH TO THE WORLD

1999

Matmarket LLC, INSITE's parent company, is founded to provide high-performance materials and components to the footwear and apparel industries.



2015

Matmarket founds INSITE as a branded insole supplier with manufacturing in China.

INSITE partners with Footcare Express (FCX), a renowned pedorthics clinic in Miami, FL, to supply their orthotics with optimized foam.

INSITE develops a line of direct-to-consumer insoles engineered for professional and collegiate athletes.

INSITE enters the OEM footwear market, supplying private label insoles to one of its foundational large-cap retail partners.

2018

INSITE expands manufacturing to Vietnam and continues to develop partnerships with major footwear brands.

2020

INSITE secures a patent for the Contoura® shape algorithm, based on 120,000 prescribed 3D foot scans from FCX.



2021

INSITE launches its partnership with Dr. Christine Pollard and the Functional Orthopedic Research Center of Excellence (FORCE) Lab at Oregon State University - Cascades.

INSITE partners with CovationBio® to begin developing EcoComfort® PU insole foams using plant-based Susterra® propanediol.



2022

INSITE launches EcoComfort™ 25 Stratus foam with 25% Susterra® propanediol, the most plant-based compounds in an open cell PU foam at the time.

INSITE partners with Ten Toes Down as they launch the Move aftermarket insole brand promoted by Damian Lillard.

INSITE opens its Innovation & Development Center (IDC) in Jinjiang, China as a lab for rapid insole sampling and advanced concepts.

2023

INSITE partners with Exponent Consulting for third-party validation of its biomechanics testing methods.

INSITE launches EcoComfort™ 70 poured PU with 60% Susterra® propanediol and 10% castor for 70% total plant-based content.

INSITE develops the Proven Comfort™ biomechanics testing method as its foundation for data-driven insole development.





How We Quantify Footwear Comfort

INSITE® develops insole products using a series of third-party validated biomechanics tests called the Proven Comfort™ method. These tests aim to improve the cushioning system of a shoe by quantifying how the human body interacts with—and how the human mind perceives—the benefits of both the insole and the overall footwear design.

INSITE Proven Comfort gives footwear developers the most relevant, up-to-date tools in the fields of biomechanics and sports medicine to perfect the comfort of their shoe designs. It takes the subjective experience of comfort and turns it into numerical data, so brands can better serve their customers' foot health and wellness needs.



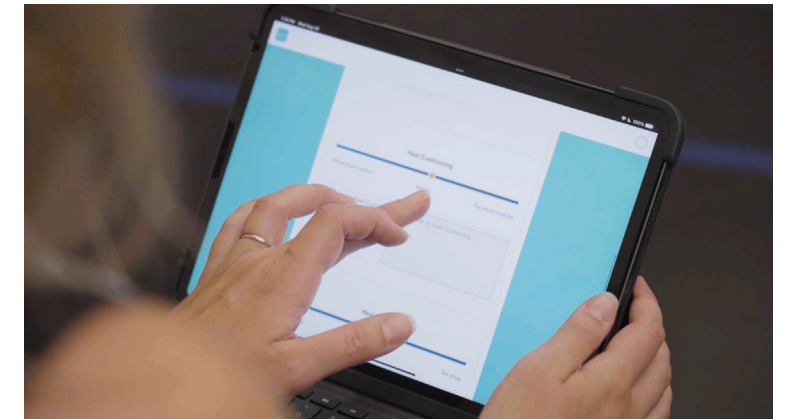
Comfort perception testing uses an in-depth psychometric survey to quantify the user's experience with key elements of footwear comfort, such as arch support placement and overall cushioning. Answers are submitted on a visual analog scale (VAS), helping to translate the subjective experience of comfort into quantifiable inputs.



Plantar pressure testing uses XSENSOR high-fidelity insole sensors to collect data on underfoot pressure during standing, walking, and running. Data from plantar pressure testing provides valuable information on how to reduce pressure "hot spots" and better support the gait cycle.



Material impact testing uses a computer-controlled machine to simulate the force of a heel and forefoot striking the shoe's cushioning system. Material impact testing demonstrates the shoe's capabilities for shock absorption and energy return.





Pioneering the Highest Levels of Bio Content in Insole Foam

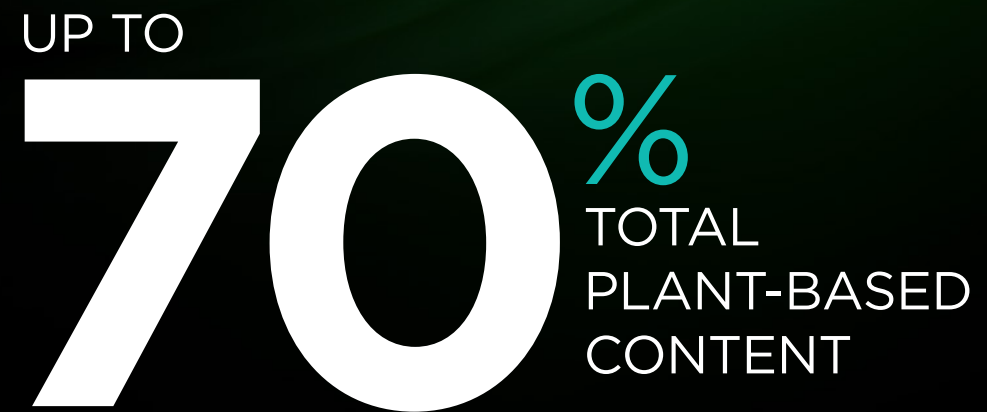
INSITE® EcoComfort® foams represent INSITE's commitment to reducing fossil fuel use, while still maintaining high standards for underfoot cushioning and performance.

INSITE EcoComfort poured and open cell polyurethane (PU) foams are made with a percentage of plant-based content. This includes Susterra® propanediol, made with U.S. dent corn to replace one of the main petrochemical ingredients in PU.

In 2022, INSITE pioneered the highest level of bio-content available in an open cell PU foam at 25%. The following year, INSITE engineered a poured PU blend using 60% Susterra and 10% castor for a total of 70% plant-based content.

CovationBio™ PDO, the producer of Susterra, is partnered with Truterra™ to support the adoption of conservation practices at scale in the U.S., on the amount of land equal to 100% of the dent corn sourced every year.

Truterra supports participating farmers in their adoption of regenerative practices, including practices that improve soil health, reduce erosion, and potentially sequester carbon.



ENVIRONMENTAL SAVINGS OF SUSTERRA® VS. BUTANEDIOL:



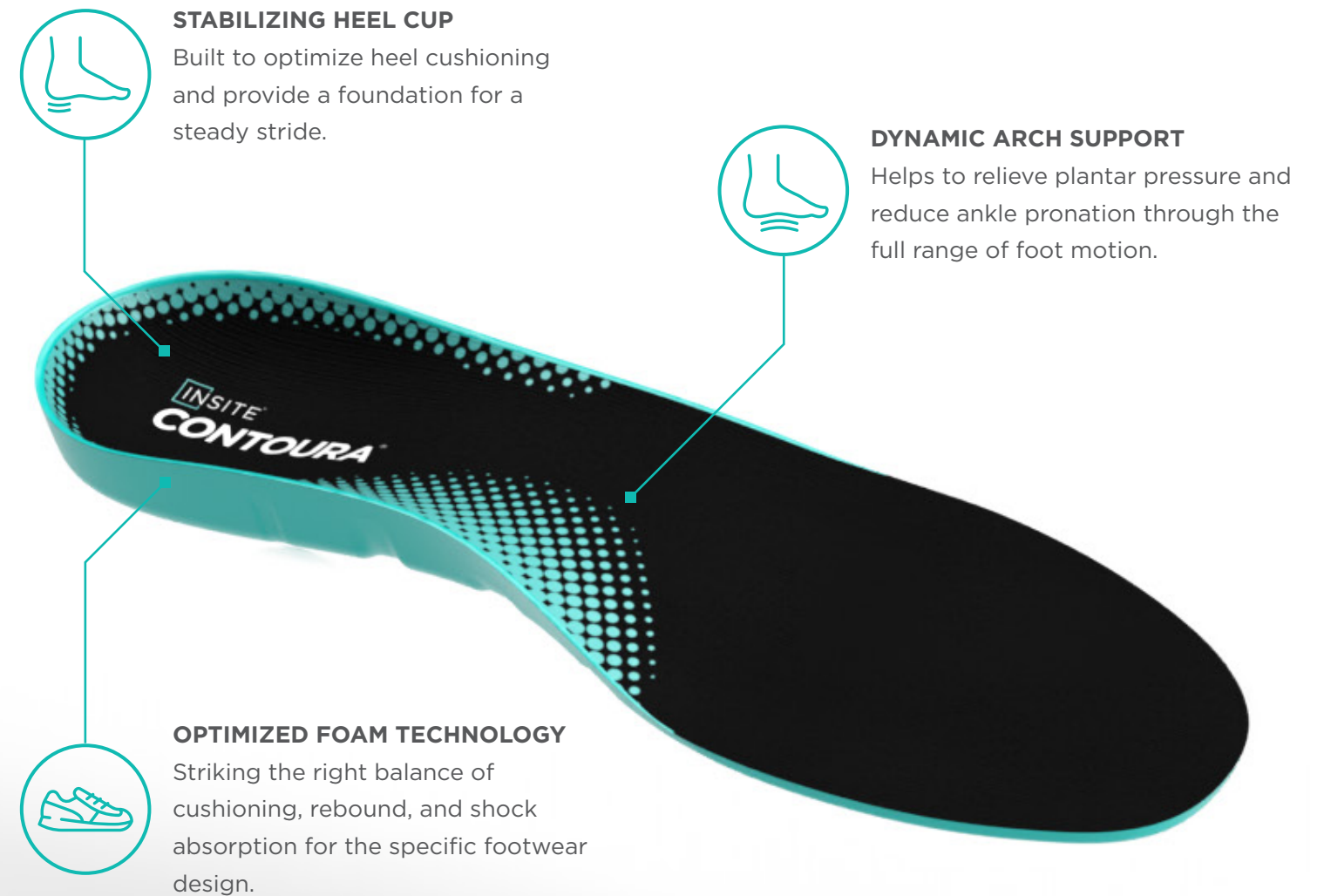
Based on the 2019 cradle-to-gate life cycle assessment compared with butanediol (BDO), Susterra® propanediol produces 48% less greenhouse gas emissions and uses 46% less nonrenewable energy from cradle to gate.

INSITE[®] CONTOURA[®]

The Anatomy of Comfort Elite Orthotic Benefits, Made for Everyone

INSITE[®] Contoura[®] insoles are made with a patented podiatrist-designed shape based on 120,000 3D foot scans. The shape was developed in partnership with Footcare Express (FCX) pedorthics clinic in Miami, FL, renowned for its service to professional athletes.

Contoura is designed to support the body's biomechanics, helping to reduce fatigue and relieve pressure during a wide range of physical activities.



INSITE[®] ARCHRELIEF[™]

All-Day Underfoot Comfort The Easy Upgrade from a Traditional Flat Insole

INSITE[®] ArchRelief[™] insoles combine a low-profile arch shape with plush foam technologies to provide targeted relief and comfort for any type of footwear. The shape is popular for a wide range of shoes from athletic sneakers to fashion boots.



SLIM PROFILE
Provides form-fitting comfort while maintaining a thin, lightweight shoe fit.



FORM-FITTING ARCH SHAPE
Relieves plantar pressure and eases ankle pronation..



OPTIMIZED FOAM TECHNOLOGY
Striking the right balance of cushioning, rebound, and shock absorption for the specific footwear design.



Editorial Photos

TOP LEFT: A 3D render of the INSITE Contoura insole design. INSITE Contoura insoles are designed with a patented shape based on 120,000 3D foot scans.



TOP RIGHT: A 3D render of INSITE ArchRelief insole design. INSITE ArchRelief insoles are designed with a targeted arch support shape.



MIDDLE LEFT: The INSITE offices in Portsmouth, New Hampshire with a sample series of INSITE insole products.



MIDDLE RIGHT: Justin Ter Har, MSc (left), INSITE Director of Research, applies sensors for 3D motion capture to a test participant for 3D motion capture at the FORCE Lab at Oregon State University - Cascades.



BOTTOM LEFT: Instruments for measuring material hardness and thickness with examples of INSITE insole products.



BOTTOM RIGHT: The INSITE mobile biomechanics lab.



Logo Usage

In most press applications, the primary corporate logo should be used. Never stretch or distort the logo, alter its colors, or place it on a busy background or a background without enough contrast. There should be adequate clear space around the logo to prevent it from becoming crowded or cluttered. Every INSITE® product or service logo currently contains the letter “E”. Therefore, this letter has been selected as a guide to establish clear space around the logo. Clarity and legibility is paramount.

Primary Logo Preferred Use: Black on White



Maintain Clear Space:



Minimum Size:

Min. Width - 1"



Use on Different Colored Backgrounds:



LOGO - WHAT NOT TO DO

Please avoid manipulating or changing the logo in any way. Here are a few examples of how not to use the INSITE® logo.

DO NOT
change the font within
the logo



DO NOT
recolor



DO NOT
rotate



DO NOT
remove the square
around the "IN"



DO NOT
change the text or
use the square "IN"
lockup to promote
other aspect of the
brand except for the
exception listed below



EXCEPTION
the box around "IN"
may be used to
reflect the color of
the product or service
line but ONLY when
directly associated
with that product.



COLOR PALETTES

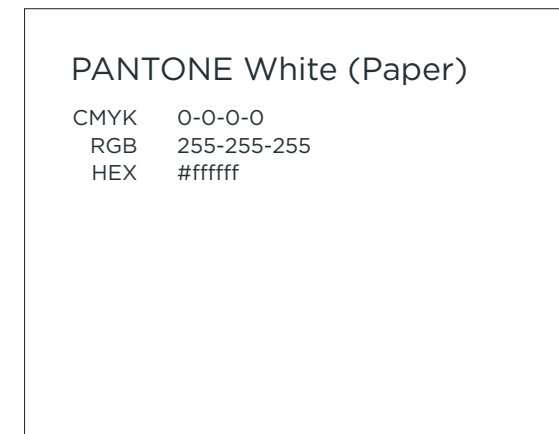
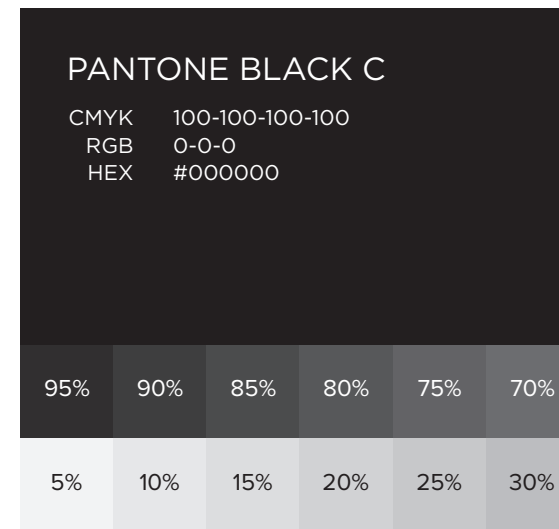
The INSITE® primary corporate color palette is composed of black and white and allows for the use of grays in certain applications. This limited, neutral color palette is designed to work as a foundation to support the various product line color palettes.

The secondary color teal is an important color that is unique to the INSITE corporate color palette and should be used sparingly for moments of interaction between a user and our brand. It is intended to accentuate and highlight key points of interest and action. It should never be used in conjunction with the Product color palettes.

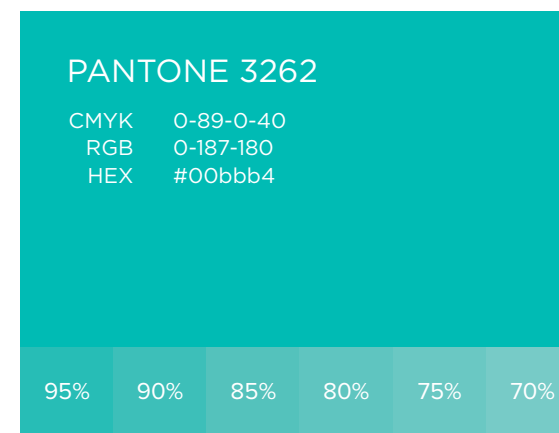
Color Format Usage

PMS:	Print-offset	(i.e.) Business Cards
CMYK:	Print-digital	(i.e.) Company Collateral
RGB:	Screen	(i.e.) PowerPoint
HEX:	Web	(i.e.) CSS Styling

Primary Colors



Secondary Color



Trademark Use

Proper Use of the INSITE® Insoles Product Trademarks

APPROVED BRAND NAMING

- INSITE®
- INSITE® Contoura®
- INSITE® EcoComfort®
- INSITE® Pulsion®
- INSITE® ArchRelief™
- INSITE® LuxComfort™
- INSITE® Proven Comfort™

RULE	CORRECT	INCORRECT
The ® symbol always follows a registered trademark. (INSITE®, Contoura®)	INSITE® Contoura® insoles	INSITE Contoura insoles
The ™ symbol always follows a trademark. (ArchRelief™, LuxComfort™, EcoComfort™)	INSITE® ArchRelief™ insoles	INSITE® ArchRelief insoles
“INSITE” must always accompany the trademark of a product.	INSITE® EcoComfort™ foams	EcoComfort™ foams
A trademark must always be used as an adjective, accompanied by a noun.	INSITE® EcoComfort™ foams	INSITE® EcoComfort™
Never pluralize a trademark.	INSITE® Contoura® insoles	INSITE® Contouras®
Never make a trademark possessive.	INSITE® Contoura® insoles	INSITE® Contouras®
Never join a trademark to other words, symbols, or numbers.	INSITE® Contoura® insoles	INSITE® Contoura insoles®
Never add spaces or hyphens to a trademark.	INSITE® ArchRelief™	INSITE® Arch Relief™ INSITE® Arch-Relief™
The first letter of a trademark must always be capitalized. Other capitalizations shown in this guide are preferred but not required.	<i>Preferred:</i> INSITE® ArchRelief™ <i>Permitted:</i> Insite® Archrelief™	insite® archrelief™

Product Language Guidelines

Proper References to INSITE® Products and Applications

SHAPE APPLICATIONS (CONTOURA®, ARCHRELIEF™)

- Insole (preferred)
- Footbed
- Shape technology
- Technology
- Innersole
- Sockliner

FOAMS & MATERIALS (LUXCOMFORT™, ECOCOMFORT™, PULSION®)

- Insole (preferred)
- Footbed
- Shape technology
- Technology
- Innersole
- Sockliner

INSITE® PROVEN COMFORT™

- Method (preferred)
- Process
- System

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