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## Good Company

### ALINE: Saving the World One Foot at a Time

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Athletes from the X-Games, Olympics, PGA Tour, leading tri-athletes and marathoners share a secret weapon in their boots and shoes: "The World's Most Advanced Insole," a high-tech foot suspension system made by ALINE, a young start-up company based in Marblehead, MA.

ALINE was founded in 2006 by Derek Carroll, Keith Orr and Gordon Hay and has quickly become the choice insole of elite athletes and weekend warriors alike. ALINE's patented technologies were developed over the past twenty years and the BFAST insole was brought to life through an intense, yearlong R&D effort. The group is proud of creating a technology that can help millions reach their potential in sports and in life.

At this level, the athletes understand and appreciate the fact that ALINE's performance is really different from other products and do provide an advantage," says Derek Carroll, ALINE President. "ALINE lets the foot and leg align - in motion - by balancing the foot and allowing it to work properly inside the shoe or boot." In addition to improving performance, the insoles can also reduce pain. According to the company, ALINE technology has been effective in reducing complaints of plantar fasciitis, Achilles tendonitis, shin splints and a variety of lower body complaints. "ALINE really is an amazing product," says Seth Wescott, two time Olympic gold medalist, "From the first day, my foot pain just went away and has never returned."

"We are a relatively small company, and we don't pay athletes to wear ALINE," says Carroll, "They use the product because it works." ALINE athletes have won over a dozen X-Games medals in various sports, three PGA Tour events, several mountain biking national championships and much more. As important, are the average people who see significant improvement in their performance and enjoyment in their particular sports due to proper alignment and balancing.

Operating out of a corporate office and retail space in Marblehead, MA, the company has been growing steadily, particularly in the Northeast, and is now spreading fast across the US. According to Carroll, there is a near endless market for a product that does what ALINE can do for people. "It's amazing to me that we spend so many billions of dollars on sports equipment and footwear - and we remain ignorant of our own unique biomechanics, which are more important than any piece of gear," says Carroll, "A few millimeters of misalignment can lead to a huge loss of performance and a whole range of biomechanical problems...why not fix it at the source?"

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