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## SWISS BRAND DEVELOPS NEW FOAM TECH FOR RUNNING SHOES

 SPORT & FITNESS

### The development of Helion Superfoam is promising to provide runners with softer landings and more explosive take-offs

**Spotted:** Swiss sports brand **On** has developed what it calls Helion Superfoam, which helps running shoes provide both softer landings and explosive take-offs. The company says the technology lets runners “transition naturally to the forefoot” before providing a stable foundation for push-off. This allows runners to run with their own individual stride.

In February, **On** released its new **CloudSwift** running shoes featuring the new foam cushioning, which is lightweight and temperature resistant. It acts to capture and then release energy, giving a “springy” feeling to the runner. The sole is also designed to provide both vertical and horizontal cushioning on landing, and then lock in place to provide firmer support on push-off. The company claims that its designs focus on cushioning the foot, rather than on correcting stride, as with other running shoes.

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Email: [eu\\_happinessdelivery@on-running.com](mailto:eu_happinessdelivery@on-running.com)

Website: [www.on-running.com](http://www.on-running.com)

Contact: [www.on-running.com/contact\\_us](http://www.on-running.com/contact_us)

**Takeaway:**

The athletic shoe industry has seen a host of new innovations in recent years. Springwise has spotted everything from **graphene coating** to keep feet cooler, to **self-balancing** shoes for the elderly and self-tightening **smart trainers**. However, On has used innovative technology to develop a shoe focused not around connectedness to the Internet, but around connectedness to the ground. This focus on performance, rather than gadgetry, is proving popular with runners.