

AXIS DISPLAY GROUP

TREK & BONTRAGER

When Trek/Bontrager asked Axis Display Group to develop a simple tool for helping cyclists identify and select proper insoles, naturally our gears started turning. As cyclists ourselves, a few on the AXIS team understood exactly why proper foot support is essential for optimal on-bike comfort and performance. Bontrager designed the inForm BioDynamic Insoles exactly for this reason, and Trek retailers needed a way to precisely measure shoppers' arch shape so associates could match them to the perfectly-sized insole.
See more on Trek & Bontrager on our Website.

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