

KIPSTA'S "INCREDIBLE" FOOTBALL BOOT⁹: BREAKING WITH CONVENTION THANKS TO A BREAKTHROUGH INNOVATION

In response to a need for strong and long-lasting football boots for the 11-a-side game¹⁰, the Kipsta Signed Sport put forward a breakthrough innovation with a manufacturing process that has been patented. This process consists in assembling several knitted textile layers using a thermocompression process: a TPU polyester sock¹¹ is bonded to the sole using heat that melts the thread, fusing the two pieces together.

This perfect chemical bond transforms the assembly into an ultra-durable composite material that does not require any additional adhesives, while remaining flexible and resistant.

In addition to its technological aspect, the Incredible boot is innovative because it was co-created by its stakeholders in just 18 months, from start to finish¹².

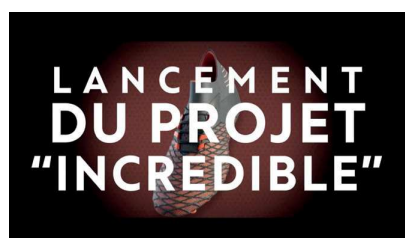


Throughout the exploratory design process, the suppliers, partners and sports users were able to express their opinions and suggest improvements for the product.

As a result, the French company Dedienne Atlantique, which is responsible for the industrial manufacturing process, met up with Turkish textile supplier Alpin Socks, after which users took part in a

number of field tests and the decision to get the product on the shelves was co-opted with the offer managers in the countries and the Kipsta ambassadors¹³.

Thanks to this agile ecosystem, Kipsta also received the "Innovation Team Best Practices" trophy from the "Club de Paris Directeurs de l'Innovation" on 12 December 2019¹⁴.



INTERVIEW

MATTHIEU CRÉPIN DEPUTY MANAGING DIRECTOR, DEDIENNE ATLANTIQUE



WHAT ROLE DID YOUR COMPANY PLAY IN THIS PROJECT?

We provided our expertise in transforming and hybridising high-performance polymers and composites. This is our USP: we make complex projects happen.

HOW DO YOU FEEL ABOUT THIS COLLABORATION WITH DECATHLON?

It has been of the greatest benefit. We discovered a new field; namely, mass distribution directed towards the user, which brought new challenges for us: developing a breakthrough innovation within a highly competitive environment with large production volumes. All this resulted in an explosive mix. Decathlon, acting as a great team captain, was the driving force behind this collaboration!

WHAT WAS THE BENEFIT OF WORKING IN AN AGILE ECOSYSTEM?

Close collaboration with all the stakeholders resulted in rapid development, both in terms of creativity and implementation. We started from scratch and managed to industrialise an incredible product in a particularly short time. We had to show resolve and be adaptable. If it hadn't been for this agile mindset, we could never have moved the mountains needed to complete the project.



9. Kipsta: Signed Sport for 11-a-side football. - 10. This product will be on the Decathlon shelves in the autumn of 2020. - 11. TPUs (thermoplastic polyurethanes) are a category of plastics.

12. <https://youtu.be/UHxx5c0sqUg> - 13. Ambassadors: members of a community to promote and co-create the products of a Signed Sport.

https://www.kipsta.fr/ambassadeurs/les-ambassadeurs-football-tp_2546 - 14. <https://www.kipsta.fr/marque/communiqué-de-presse-chaussure-football-incredible>