

Footy-Boots Award 2009 goes to NOMIS

Date: 10.08.2009 - 18:44

Category: [Sports](#)

Press release from: [Nomis Sports AG](#)



Footy-Boots.com readers have voted NOMIS as the winner in the prestigious category „Outrageous football boot of the year 2009“. The limited edition Spark FG NXGEN has proven that the forward thinking boot with latest technology features is highly accepted by football players worldwide.

The Spark FG NXGEN is the most significant innovation in mass customised footwear production. NOMIS utilised a new innovative technology – small runs of customised designs direct onto the leather surface of the boot under the patented Dual Control grip enhancing treatment. In the past it has been fairly easy to manufacture designs onto synthetic leathers, but only to a screen-printing quality. Now a hi-resolution design can be incorporated onto the NOMIS leather upper, allowing freedom of creation on the best performing and sustainable material for performance football boots.

The technology was developed over the last few years and wear trialled extensively to ensure that the new technique could stand up to demands of competitive football. Naturally NOMIS are playing their cards close to their chest on this, but the process is said to be quite revolutionary in the way that it is incorporated into the tanning process, with concepts utilised from four different chemical industries to create the final product.

The NOMIS Spark FG NXGEN has raised the level of football boot customisation recognized by the footy-boots.com 2009 Awards. Highlighting that football players appreciate the NOMIS innovation.

About NOMIS

NOMIS Sports AG is an international sports article brand based in Zug (Switzerland). It was founded 2003 in Australia by Simon Skirrow with the goal to deliver the best football boots to elite and amateur players. Today NOMIS develops high quality football boots with the help of orthopedics. Using patented technologies and sophisticated materials the focus is purely on the optimum combination of performance, comfort and modern design. NOMIS is available in more than 25 countries worldwide and through the online shop www.shopnomis.com. The aim to talk to consumers directly to get their feedback immediately is supported in Germany, England, Denmark and Australia by a direct selling approach where Mercedes-Benz SPRINTER go directly to the pitch to give players the chance to test before buying. This mobile boot room is operated by a trained NOMIS partner who follows the claim ASK YOUR FEET to select the right boot for each player. For more information visit nomisfootball.com.

About Footy-Boots.com

Footy-Boots.com, which launched in 2006, is the world's leading football boot information source. Bringing its audience news and features including reviews, tips, professional player interviews, video and the annual industry awards, it now consistently reaches over 500,000 unique visitors every month. It's 1,000 articles and 3,000 visitor comments span subjects such as metatarsal injuries, football boot history, caring for your football boots and brand comment.

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