



EXOUS Bodygear Announce All New Design Performance Myofascial Grid Foam Roller

October 30, 2015

October 30, 2015 - PRESSADVANTAGE -

EXOUS Bodygear announced today they are to launch a brand new grid style foam roller to the US market in time for Christmas. The product is called the Performance myofascial roller and will be available exclusively on amazon.com. The new roller has been designed and engineered from the ground up with input from top fitness professionals, regeneration experts and Olympic athletes. The key features of the performance myofascial roller are a new high density EVA foam offering up to 3x more density than standard generic foam rollers on the market along with a more compact design saving 2 inches of the standard 13" models it gives a space saving of 15% and a weight saving of up to 20%. It is constructed from high strength ABS instead of cheaper and heavier PVC which many of the models on the market are made from. The most obvious difference is the Continuous Grid Matrix Pattern which gives 3 different massage intensity 'zones' to offer the individual a range of massage sensations and trigger point release effects.

Brand manager Mannie Kaur had the following to say "The Performance Myofascial Roller is another example of our brand ethos 'different by design' we really wanted to offer something better than what is currently a saturated foam roller market. The many models on the market are all 'me too' products you are simply choosing between colours and price. We brought in input from Professional massage therapists and

also 2 time Olympic athlete Nick Buckfield along with other top fitness professionals to make a foam roller that would offer something more than what is on the market. The 3 different zones have a continuous pattern all the way around the roller allowing the user to target muscles with the same intensity and massage effect which is the first in its class."

The Performance Myofascial Roller will also come with dedicated instructional videos to ensure all customers get the best use and correct technique in self-massage and trigger point release.

You can find out more about EXOUS Bodygear by visiting their website www.exousbodygear.com

###

For more information about EXOUS Bodygear, contact the company here: EXOUS Bodygear M Kaur +447766727740 admin@exousbodygear.com

EXOUS Bodygear

EXOUS Bodygear is a sports and outdoor brand who produce high quality consumer products in the health and fitness market

Website: <http://www.blog.exousbodygear.com>

Email: admin@exousbodygear.com

Phone: +447766727740



Powered by PressAdvantage.com