

## **Ortho Movement Signs with Direct One Australia to Represent and Distribute their Activity Insoles in Oceania**

**Ortho Movement owned by The Active Brands Group Scandinavia and Direct One Australia have announced a partnership allowing Ortho Movement's activity insoles to be represented and distributed throughout the Australian and New Zealand markets.**

Stockholm, Sweden June 26, 2020 – Ortho Movement and the distribution company The Active Brands Group Scandinavia has officially announced a partnership with Direct One Australia that will allow Ortho Movement insoles and Wrap Tape to be distributed throughout Oceania. The move comes at a critical time, as the AFL, ARL, ARU, and FFA seasons recommence after COVID-19.

*"We are delighted to partner with Direct One Australia for the ANZ launch of our activity insoles and Wrap Tapes. They were a natural choice with their extensive experience and contacts for the Oceania region, partnering with mass and independent retailers both offline and online, and with athletes directly. We are excited to start looking forward to a long-term relationship in this category, and to see the evolution of player and runner comfort in footwear,"* says Matt Jenkins, VP of Sales at Ortho Movement.

The partnership not only allows Ortho Movement to enter a new market, but enables the company to deliver on its core mission – supporting active lifestyles and peak performance in sustainable, innovative ways. Of course, Direct One Australia is well positioned to help get these products into the hands of those who need them most.



*"Direct One Australia is very excited to have signed a distribution agreement to represent Ortho Movement insoles and their Wrap Tape within the Australian and New Zealand markets. Both countries have massive sports participation and we are delighted to have products that will assist participants across all sports and genders,"* says Brenton Hartfield, Managing Director at Direct One.

*"Part of our business philosophy is to assist individuals to be more comfortable, supported and protected by the products they use, and both these brands fit that space perfectly. The Ortho Movement's Football Insole is a timely go-to product that increases the comfort and support in football boots. We also have insoles for running, court and general sneaker wear with more insoles in the pipeline for other key sports,"* Brenton continued.

To learn more about Ortho Movement, visit <https://www.orthomovement.com/>

**Ortho Movement** - Ortho Movement is a Swedish brand with more than three decades of experience and knowledge in orthopedic technology. Ortho Movement create and develop activity insoles that are adapted to the activity's movement and pressure patterns.

**Direct One Australia** – Direct One Australia is the Western Australian agent for Puma, Cobra Puma Golf, Team Sports Australia (Nike Team wear), Skins Compression Garments, and is the Australian distributor for Swedish Active wear brand Casall, providing sportswear and accessories designed to support health and performance in a broad range of sports.