

The Freq Reflex, Toes Up for Speed

LONDON, UNITED KINGDOM, March 23, 2015 /EINPresswire.com/ -- The Freq Reflex from Speed Freq is a device designed to help runners and athletes to keep their toes up and to strengthen muscles in the ankle and calf area. It is intended to improve athletic movement and help prevent shin splints and hamstring injuries.

The Freq Reflex has been in the design phase for the last five years. The project began in 2010, and the first production run was conducted in 2014. The first products were sold primarily to athletic clubs and trainers. The goal now is to produce more Freq Reflex kits and make them [available to the general public](#). To



do this Speed Freq needs to set up a team of Middle Men to oversee the production system.

So what exactly is the Freq Reflex? It is a system that uses a resistance band between a shoe cover and a strap about the upper calf. This flexible strap provides added resistance to the athletes foot. It trains the athlete to keep toes up in the appropriate position when running and jumping. The company has test results that indicate that using the Freq Flex helps runners to run faster and to jump higher. When the device is removed, muscle memory helps the runner keep their feet in the improved position and feel lighter.

Dan came up with the idea for the product design when he was working with a group of sprinters. He noticed that they had a common problem with dorsiflexion – a fancy way of saying keep your toes up. He had one athlete who was having more trouble than most. He gave to him an elastic band, and a set of exercises – and the fellow improved almost right away!

The challenge was to make the device into something that could be easily used by everyone. This meant developing a sort of overshoe for the foot, and a way to fasten the top of the band to the leg – all while keeping the athlete using it comfortably. Once the initial prototype was designed, there began a five year journey toward creating a viable product.

The Freq Flex is well into its general production plan. The 2014 release to British markets was well received. The [Kickstarter Crowdfunding campaign](#) is underway, and ends April 13, 2015. In April, Speed Freq will start talking to British Rugby clubs, and the overseas manufacturing process will begin. May and June will see a variety of promotional endeavors. In July, pilot studies at universities on effectiveness of the Freq Flex will begin, and pledges will receive their rewards.

You can learn more about the Freq Flex and how it works by visiting the Speed Freq Facebook and Twitter pages, as well as the Speed Freq website. You can also see demonstrations and testimonials on YouTube. Daniel McKeown and Stephen Aish have extensive experience training professional athletes. The training included general athletics, Tai Kwan Do, Olympic weight lifting and more. Their first design for the Freq Flex has been streamlined into an easy-to-use appliance.

Daniel and Stephen are the managing directors for Speed Freq. Daniel has a BSc in Sports Performance from the University of Bath. He was a lead Strength and Conditioning coach at the University of East London. Stephen has a Master's Degree in Strength and Conditioning, and has held two British weightlifting titles. He has seven years' experience with the business end of running a sports lifting establishment, including PR. He is a qualified 3rd Dan Taekwondo instructor, who has designed his own black belt curriculum – and trained thousands of students.

As you can see, these two are highly qualified to understand the needs of athletes in training. Their device is intended to promote greater speed, greater height in jumps, with fewer injuries.

You can pledge your support of their endeavor at the [crowdfunding campaign website](#). Rewards include a full year of recorded Plyometric and speed training, as well as a t-shirt that shows your support. You can also get a Freq Reflex kit, plus extra training bands. With a sufficient pledge level, you can even kit out your whole team!

About: Daniel McKeown and Stephen Aish are the managing directors of Speed Freq (www.speedfreq.co.uk). Both are former athletes and athlete trainers, with the college degrees to back up their expertise. Dan came up with the idea for Freq Flex while working with a group of sprinters. The product design helps with dorsiflexion and athletic performance.

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