

# CONCAVE SIGN WALES' EURO 2016 HERO

*WELSH INTERNATIONAL HAL ROBSON-KANU SIGNS WITH CONCAVE FOOTBALL*

MANCHESTER, UNITED KINGDOM, November 17, 2016 /EINPresswire.com/ -- MANCHESTER, UK, NOV 16, 2016 - West Bromwich Albion and Welsh International winger, Hal Robson-Kanu, will wear the lightweight [Concave Volt+ football boots](#) during the 2016/17 campaign.

The endorsement signifies a clear statement of intent for Concave and represents the next phase of the brand's evolution as it looks to increase its presence in top flight football.

Hal Robson-Kanu became the story of the summer during Wales' incredible run at Euro 2016 in France. After coming off the bench to score the winner in their



opening match against Slovakia, his wonder strike against Belgium in the quarter final earned goal of the tournament honours by the BBC, chosen by Thierry Henry and Rio Ferdinand.

As a global football brand Concave prides itself on evolving the game. Concave's unique patented Power Strike Technology is proven to increase the sweet spot by up to four times, creating a larger strike zone, an increase of 8% to 10% in power, and increased accuracy.

Consisting of a flexible 'concave' layer of thermoplastic polyurethane (TPU), which sits on the upper part of the boots' tongue, the technology grips the convex shape of the ball, and also provides protection to the metatarsal bones.

Hal Robson Kanu says: "Concave is an up and coming brand that has great ideas and good people working on their products. The brand fits well with my game and story.

Concave's technology works well when striking the ball and helps with accuracy and power. The Volt + is a lightweight and powerful boot. I'm looking forward to growing with a brand that is authentic."

Andrew Theoklitos, Co-Founder and Director of Concave, says: "Our technology is real, and to have a Premier League player like Robson-Kanu attached to the Concave brand will ultimately give us more exposure on-pitch at the top level. We're excited to see him do well for Wales and at West Brom in the Volt+!"

Visit the Concave Football official web site at [www.concave.com](http://www.concave.com)

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