

Gales® Is An Honoree in Fast Company's 2022 Innovation by Design Awards

The 2022 honorees include nearly 600 projects, products, and services from Nike, Verizon, Microsoft, and others.

MALIBU, CALIFORNIA, USA, September 15, 2022 /EINPresswire.com/ -- [Gales® shoes](#) for healthcare workers was honored in Fast Company's Innovation by Design Awards for 2022 in the Pandemic Response and Small Business category.

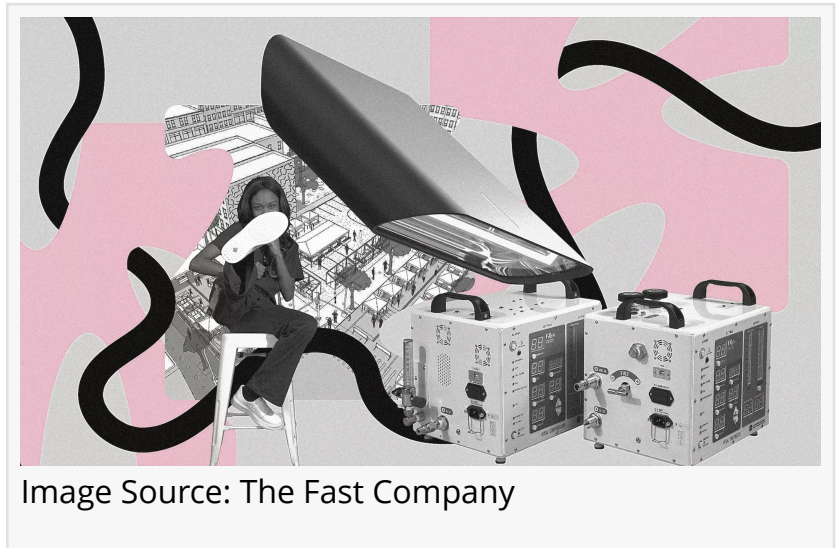


Image Source: The Fast Company

[The Innovation by Design Awards](#),

which can be found in the October 2022 issue of Fast Company, honor the designers and businesses solving the most crucial problems of today and anticipating the pressing issues of tomorrow. The competition, now in its 11th year, features a range of blue-chip companies, emerging startups, and hungry young talents. It is one of the most sought-after design awards in the industry.

Gales® was founded in March 2020 as a direct response to the global pandemic, after Founder & CEO Rob Gregg witnessed the next-level care and support frontline nurses had given to a family member who had fallen seriously ill with Covid-19. Gales® were designed for and in collaboration with healthcare workers to ensure every need was met; feedback from hundreds of RNs from over 89 medical facilities around the United States was instrumental in the development of their shoes.

Gales® set themselves apart from their competitors with a number of next-level features, including removable and washable Ortholite® insoles that bounce back and maintain their shape and performance benefits after every wash, slip-resistant technology and an antimicrobial barrier that stops dangerous liquids and infections from seeping in and spreading. The [low-maintenance shoes](#) can be wiped clean and dry almost instantly, a game-changer for busy healthcare workers. While many other leading healthcare shoe brands are charging hundreds of dollars, Gales® is committed to keep their shoes at the affordable price of \$89.95 per pair.

“The #1 unaddressed issue in healthcare in terms of protection and comfort, as communicated to us by Rebecca Love, RN, MSN, FIEL, was footwear, and when we learned about the need, we were happy to be the first to step up and create a solution. Our healthcare professionals give so much to everyone else, we thought it was time to give something back to them!” - Rob Gregg, Founder and CEO of Gales® Inc.

Honorees for the 2022 awards were selected in the following categories: Accessible Design; Apps and Games; Automotive; Branding; Circular Design; Data Design; Design Company of the Year; Enterprise; Experience Design; Experimental; Fashion and Beauty; Finance; General Excellence; Graphic Design; Health; Home; Hospitality; Impact; Learning; Marketing; Materials; Packaging; Pandemic Response; Products; Rapid Response; Retail; Social Justice; Spaces and Places; Sports and Recreation; Students; Sustainability; Transportation; Urban Design; User Experience; Wellness; Workplace; Best Design Asia-Pacific; Best Design Europe, Middle East, and Africa; Best Design Latin America; Best Design North America; Years in Business (On the Rise: 0–4 Years, Established Excellence: 5–19 Years, Enduring Impact: 20+ Years); and Size of Business (Small Business: Fewer Than 100 Employees, Midsize Business: 100–999 Employees, Large Business: 1,000+ Employees).

New categories included Accessible Design, Automotive, Circular Design, Enterprise, Experience Design, Hospitality, and Rapid Response. The judges include renowned designers from a variety of disciplines, business leaders from some of the most innovative companies in the world, and Fast Company’s own writers and editors. Entries are judged on the key ingredients of innovation: functionality, originality, beauty, sustainability, user insight, cultural impact, and business impact.

Winners, finalists, and honorable mentions are featured online and in the October issue of Fast Company magazine, on newsstands September 27, 2022.

To see the complete list, go to <https://www.fastcompany.com/innovation-by-design/list>

About Gales®

Founded in 2020, Gales® is a California-based footwear company committed to protecting nurses and other healthcare workers on the frontlines. Gales® Founder and CEO, Rob Gregg used his ten plus years in footwear design and enlisted feedback from hundreds of medical workers to design a lightweight, comfortable and protective shoe and an affordable price point. For more information, visit weargales.com

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