

Xtand Expands Global Partner Program for the Smart Knee-Support Market

Xtand invites distributors, sports retailers and fitness professionals to join its partner program for smart patella strap and dynamic knee-support solutions

SHENZHEN, GUANGDONG, CHINA, August 18, 2026 /EINPresswire.com/ -- Xtand today announced the expansion of its international B2B partner program for its AI-powered patella support device. The program is intended for regional distributors, sports retailers, fitness organizations, professional movement and fitness service providers and other commercial partners seeking differentiated products in the wearable-support category.



Xtand AI-powered patella strap presented as an innovative wearable technology solution with global partnership vision and international award recognition.

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For business partners, successful wearable tech needs clear customer benefit, product education and reliable support. Our AI knee support offers a differentiated approach.”

Xtand CEO

price competition and limited functional differentiation can make it difficult for retailers and distributors to build a distinctive portfolio. This creates room for responsive patella support options designed for active lifestyles.

Meanwhile, consumer expectations are changing. Lightweight construction, personalized performance and connected technology increasingly influence purchasing decisions across sports equipment and wearable electronics. This creates an opportunity for products that connect traditional joint support with practical motion-

responsive features---a gap that Xtand's smart knee support technology is designed to fill.

Xtand's intelligent patella strap is designed for this emerging segment. The 57-gram device uses

sensors and a motion-perception system to recognize activity changes and adjust its support response during running, hiking, squats, jumping and everyday movement. Its compact format allows partners to position it across several commercial categories, including running, basketball, hiking, training, active work and daily use.

"For business partners, successful wearable technology must deliver more than an impressive specification sheet. It needs a clear customer benefit, understandable product education and dependable support throughout the sales process. With our AI-powered knee support system, we offer partners a differentiated approach to movement-responsive support."

The partner program includes product training, demonstration guidance, approved marketing materials and market-specific launch planning. Depending on the region and partnership model, Xtand may also provide merchandising recommendations, after-sales procedures and campaign resources for retail or professional environments.

The product gives retailers an opportunity to develop a more differentiated knee-support category rather than competing only through lower prices. Its visible adaptive technology can support in-store demonstrations, educational content and consultations that explain the differences between passive compression and movement-responsive support, helping customers understand the product's features and intended sports-use scenarios.

For professional movement and fitness service providers, the device may be introduced as a complementary sports-support option for running, training and active daily movement. Partners should present it accurately as a smart sports wearable and communicate its motion-sensing, adaptive support and comfort-focused design features without making unsupported performance claims.

Xtand is evaluating partners based on regional experience, customer-service capability and alignment with responsible product communication. Distribution availability, minimum order requirements and territorial arrangements will vary by market. The company is particularly interested in partners who can effectively bring its adjustable knee support and patella knee strap products to athletes, outdoor enthusiasts and physically active consumers.

Interested organizations may request a product briefing, sample evaluation or partnership consultation through marketing@xtandtech.com.

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