

“The Lace Down Insole”

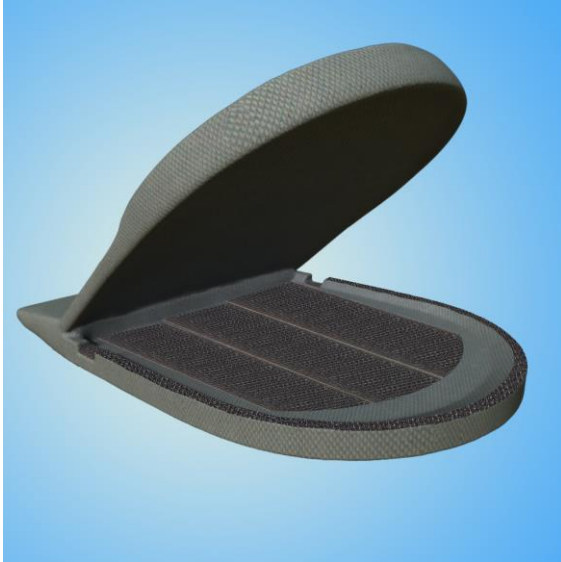


**The Lace Down Insole is a one of a kind insole that hides your laces
Hide Ugly Laces – Keep Laces Secure – For Adults OR Kids - Comfortable**

The Lace Down Insole is something which can help a style trend that has been around for many years. It is meant for people of any age who would like to have that clean look for their shoe laces. Anyone who has done the straight crossover on their laces knows it's a pain to push them into the shoe and keep them there without falling out over time. They also know it makes your shoe uncomfortable. The idea with the Lace Down Insole is to make the laces comfortable in the shoe while hiding them and keeping them nice and tight at all times. The insole is comfortable and opens on one end.

Inside are Velcro strips that allow the laces to be stuck in place. It will be very difficult to pull the laces out over time since the entrance areas because they are also lined with Velcro to ensure extra stability. The insole will stay closed by small strips of Velcro as well. This will ensure the two halves are not slipping and deforming on each other. This will also be great for kids so people no longer have to buy Velcro shoes and have ugly Velcro straps on them. It also keeps parents from having to tie the laces every five seconds.

Overall the Lace Down Insole is a great, simple and cost efficient, product that will solve a few issues people have had for a long time when trying to conceal laces. It's a product that will be most popular amongst all age groups and would work with any shoe or boot. This product would be low cost on the retail shelf and could sell in any big box, and specialty, stores making it a high volume sales product.



The inventor, Jonathan Berry, lives in Aurora Colorado and had an idea for a better way to hide your laces inside your insole. Jonathan contacted the Mars Rising Network and had a provisional and design patent application filed and had the invention designed properly so that he may see success with this great idea and turn it into a real product. He is actively seeking a company that would have an interest in licensing the product for a royalty.



Patent Ability & Engineering

A provisional and design patent application has been filed as of February 2017. The Patent Search was performed by The Mars Rising Network and revealed nothing similar and that a granted patent could be obtained because of the unique design and functionality of the device as compared to other known devices.

The Market

The Domestic Market is very large to say the least. This product would sell in approximately 150,000 retail stores in the USA and throughout the international market.

The retail price would be from \$9.99 to \$49.99. The wholesale amount would be from \$4.00 to \$24.00 and the cost to manufacture would be from \$2.00 to \$12.00. The costs are an estimate of course ranging from USA or overseas manufacturing and distribution.



KIDS!!

If you have an interest in more information regarding the Lace Down Insole and are a serious company that would be interested in a licensing agreement or distribution please contact me directly.

Sincerely;

Jonathan Berry / Inventor / Patent Holder

To Contact me for more information:

Jonathan Berry
2797 S. Waco Way
Aurora, CO. 80013
PH: 720-300-9384
Email: Info@Lacesole.com