

## Find out how your business can benefit from NOENE® ...

NOENE® is a high-tech material designed specifically to absorb shock and vibrations while still remaining lightweight and unobtrusive.

The NOENE® material was first used in the heavy industry in an effort to reduce the wear and tear caused by vibrating machinery. It is currently being used in the Milan Subway to stop vibrations from damaging the structure of the Milan Cathedral "Duomo di Milano". The quality of the material is such that it is able to withstand repeated large pressures caused by trains, on a daily basis, without any performance loss.

The results were so successful the inventor of the material, William Piccione, knew the same qualities would be equally as effective on humans, particularly in chiropody. This assumption has been proven correct with over 4 million pairs of inner soles sold in Europe alone to date.

NOENE® stands for **NO** Energy **NE**gative, since the main characteristic of the material is preventing negative shock return energy from causing damage.

We are passionate about controlling unwanted shock and vibration and firmly believe NOENE® can be put to even greater use to prevent injuries in both human and industrial applications. The recently improved NOENE® formula meets the demands and requirements of a broader worldwide market.

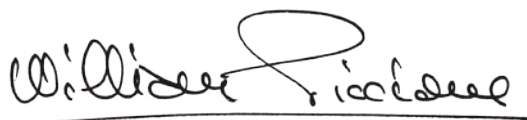
The NOENE® material can be supplied as cut parts, rolls or sheets ranging in thickness from 1 to 4mm. A new compact compound will soon be available for injection or extrusion, which will open the door to endless new applications.

NOENE® is made in Switzerland under strict ISO 9001 quality control criteria, which ensures the material consistently performs, as well as environmentally-friendly ISO 14001 standard.

If you have been impressed by our no energy return ball, and believe NOENE® can be used in your business, we would be very pleased to discuss with you the possibility of future cooperation. Integrating NOENE® in your product range will enhance the end-user experience, and lead to increased sales and profits.

Please feel free to contact me: [wp@noene.com](mailto:wp@noene.com)

Best regards,



Dott. A. William PICCIONE (CEO)  
Experts in Shock & Vibration Control



SWISS MADE  
UNDER ISO 9001 & 14001



EXPERTS IN SHOCK & VIBRATION CONTROL

**NOENE SHOCK TECHNOLOGY**  
is a brand & secret formula owned by:

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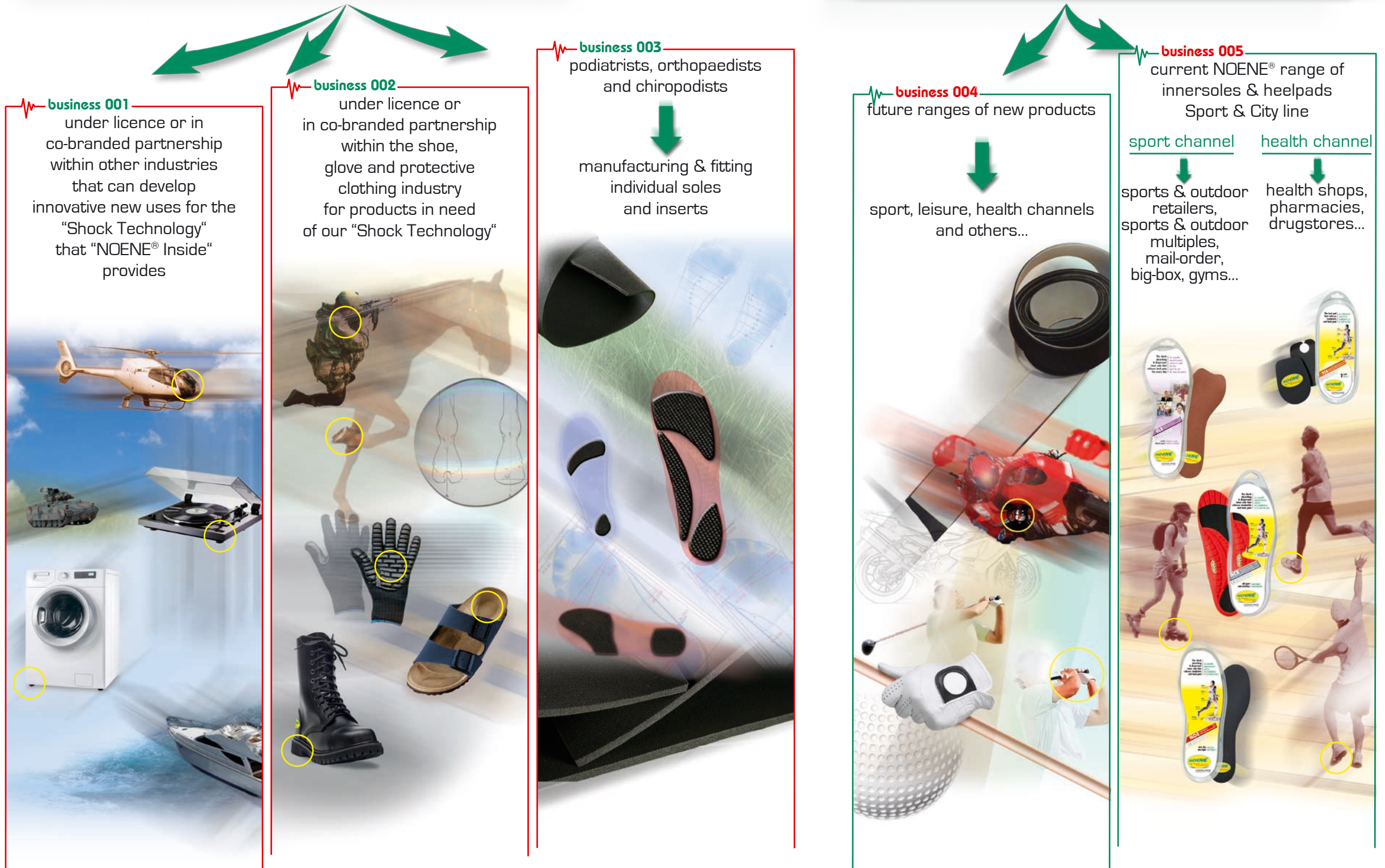
SHOCK TECHNOLOGY

EXPERTS IN  
SHOCK & VIBRATION  
CONTROL

**Supply of NOENE® - Shock technology raw material**



**Distribution of NOENE® finished products to different channels**



**business 001**  
 under licence or in co-branded partnership within other industries that can develop innovative new uses for the "Shock Technology" that "NOENE® Inside" provides



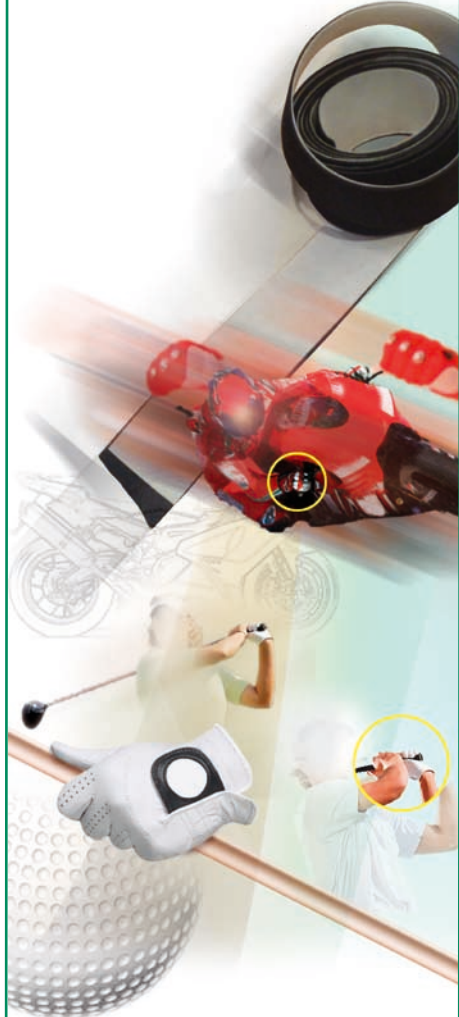
**business 002**  
 under licence or in co-branded partnership within the shoe, glove and protective clothing industry for products in need of our "Shock Technology"



**business 003**  
 podiatrists, orthopaedists and chiropodists  
 ↓  
 manufacturing & fitting individual soles and inserts



**business 004**  
 future ranges of new products  
 ↓  
 sport, leisure, health channels and others...



**business 005**  
 current NOENE® range of insoles & heel pads  
 Sport & City line

sport channel ↓ sports & outdoor retailers, sports & outdoor multiples, mail-order, big-box, gyms...  
health channel ↓ health shops, pharmacies, drugstores...

