

u lace™

customizing lacing system





Introducing ulace™

The world's first and only modular
customizable lacing system.



Modular:

Each U-Lace segment is a distinct 2-3/8" length of patented lace made to span just 2 eyelets. With 250% stretch and engineered rebound they will expand and contract to fit most any sneaker with eyelets.

Customizable:

With 24 U-Lace colors each set of eyelets is an opportunity to choose both a color and a configuration. We've created over 2 trillion combinations and that's just the tip of the iceberg.

Interchangeable:

Because U-Lace segments lock into your sneakers and then pop back out with ease – change-ups are quick and easy. And since U-Lace is modular, you can change them all, a few of just one – *the choice is yours.*

Fast:

In the time it takes you to lace up a pair of sneakers in a standard pair of laces you can customize a pair of sneakers in U-Lace. But when doing more complicated designs U-Lace can cut lace up time by 50%, 60% or even 70%. *That's fast!*

Functional:

U-Lace was engineered with the perfect amount of stretch and rebound to give your sneakers the same snug fit as standard 36" laces. And with the top lace in place the secure fit is further enhanced. Go on and compete while showing your team colors with U-Lace.

Fashionable:

While U-Lace is functional, it's also fashionable. With a palette of 24 colors at your fingertips, U-Lace allows you to coordinate your sneakers with clothing and accessories. *Color is fashion.*



photo credits: Kristin C. Via kviaphoto@gmail.com



These sneakers aren't laced with standard 36" laces. They are laced with 12 individual U-Lace modular segments and 2 U-Lace Top Laces.

U-Laces are engineered to span one set of eyelets each - giving you the power to create an almost infinite combination of colors and configurations. Because they lock in and pop back out easily, you can use them on multiple sneakers and change them out as often as you like: quickly, easily, repeatedly.

With 24 colors available, you have over 110 billion color combinations at your fingertips. On top of that, when you consider all of the different and creative ways that you can configure U-Laces in your sneakers, the customization possibilities reach into the trillions.

U-Lace transforms you into a bon-a-fide sneaker designer, where the options are limitless. Go on, grab a few boxes of U-Lace and,

... transform your sneakers into a limited edition of one.™



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visit us at www.u-lace.com

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