

RUNNING
SHOES



ULYSSES



RUN

Do you run to get satisfaction from running around a local scenic route on a calm sunny day? or...

Do you run the same route with the ultimate goal of winning your age group in an upcoming local race?

Some of us feel a basic joy in the simple act of running. Running can invigorate us by being in the natural landscape, feeling the cool wind on our skin, hearing the rustle of the trees or feeling the contours of the changing terrain beneath our feet.

Some of us instead are drawn to the challenge of running and push our limits to prove ourselves we can do it!

Many of us are a combination of both, but we all run because we are inspired by something bigger than us!

At Ulysses Running Co. the inspiration came by looking at nature, looking at wolves. Wolves live and die running. This continuous movement that the wolves go through during their existence is what running is...it is what life is.

Like the wolves for us at Ulysses Running Co. ,running is life.

We run to escape the stress and frustrations of everyday life.

We run to calm our mind and space-out to allow new ideas to freely flow enhancing our mental alertness.

We run to look good and feel good about ourselves.

We run to stimulate our appetite justifying our consumption of great tasting foods.

We run to reach a higher metaphysical level, source of inner strength and immense spiritual power, self-discovery and inner growth.

We run to have a better social life, allowing us the chance to mix with like-minded individuals and meet new people.

We all find a wide range of reasoning and benefits for our involvement in running.

However, perhaps the greatest motivation is the personal growth and life changing experiences that running is giving us.

Whatever your reason is, do as the Wolves do... RUN WILD!

OUR STORY

We didn't need to do it, we just wanted to do it!

...For most people 2020 will be remembered as the year of the pandemic, timeless days spent at home wearing masks, with the uncertainty of what the future could bring.

For us, 2020 is the year Ulysses Running Co. was founded.

As always happens friends talking about their passion, a napkin sketch and an idea is born.

The timing wasn't exactly ideal. We endured many challenges, we never gave up, we have never stop!

After years of development and real life testing spent investigating the medical sector to recognize the mechanics of the most recurrent running injuries as Achilles Tendonitis and Plantar Fasciitis, we laid the basis for the functioning of our NARS patented midsole.

Now at Ulysses Running Co. we design, engineer, manufacture and sell high quality technical core running products as running shoes and running gear.

Our mission is simple:

... to inspire everyone to run, be active and have fun while proving that performance, comfort, and sustainability don't have to be mutually exclusive.

OUR PHILOSOPHY

We want to make every runner...

RUN WILD

Ask yourself why?

Every feature in our product has a reason to be. We engineer technical products with no room for "extra fluff". Every detail has a functional meaning, every piece is there to solve a problem in a better way, creating a superior product by design. Less is more!

Nature is Perfect

We are aware that nature cannot be "perfected" by human intervention. We do not share the message given in the last 30 years regarding the "correction of pronation". We approached the problem analyzing how most professional athletes run, and the surprising result was that most athletes "pronate". We also discovered that running with one type of stride or another does not have a complete correspondence with subject to injury. So run as your nature wants!

Do not reinvent the wheel!

When we started this project, we looked to ourselves and asked what were our strengths and what our weaknesses. We knew the best quality comes from overseas manufacturers. We asked ourselves what could we bring to the table that they didn't already have. So, we focused on our core competencies and looked for the best partners in the industry.

Nothing goes to waste!

In nature nothing goes to waste! We will use resources carefully to preserve the environment today and for future generations. We will do that by aligning the interests of our customers with the change we'd like to make in the world. We will assist our suppliers to improve their environmental performance further developing our material management, minimizing wastes and inspiring people to make a positive impact on the world.

OUR VALUES

Sustainability

We need to protect the earth, for us and future generations! Our resources are not infinite. Water is too often misused, paying little attention to its waste. In many countries energy is still used in irresponsible ways related to old manufacturing processes.

We pledge to save water, energy and reduce our carbon footprint. We will continuously investigate in new recycling techniques, and better processes to reduce use of fossil fuels.

Courage

For us, Courage means challenging the status quo, breaking the brand monopoly imposed by the monopoly of the multi billion-dollar global companies. Courage is taking radical choices, seeking new paths, and then taking responsibility for our actions, in every direction of our business, marketing, design and operations.

Passion

We want to take decisions that impact positively our community, to transmit the positive values and healthy benefits of running and having an active lifestyle.

Transparency

We want to be open, honest and straightforward about our company operations internal processes and sourcing. We have an open dialogue with our suppliers and are working together to improve their labor practices to comply with international labor standards rather than factory benefits.



GOLD LAST: Our last measured on USM sizes and C width, is based on scientific statistical studies using 3D foot scanning, aiming to better fit the ethnic groups of Europe and North America. Our last will ensure precise fit increased ground feeling and reduced chafing.



GOLD LAST+: Our last measured on USM sizes and D width, is generated increasing the volume of anatomical contours in the critical fit points between the 1st and 5th metatarsal.



NARS: Natural Adaptive Running System. Our patented design neutral midsole with its progressive compression produces the needed support for overpronating athletes, while maintaining the light weight and perfect fit of a neutral shoe for non pronating athletes.



ENSOLE: Our partially recycled EVA insole offers great compromise between cushioning and energy return.



NUNNEHI: The "Running Spirit" area, just under the foot ball, has been designed with the proper amount of flex, cushion and energy return to promote correct strides reducing foot fatigue.



FIS: First Impact Spoiler on the rear lateral portion of the heel corrects the stride landing, bringing the foot to its natural position sooner when contacting the ground, limiting shocks and relative plantar fasciitis traumas.



UNRHELL: Our internal heel shell counter shape offers lateral support and is scalloped on the calcaneus area, minimizing the contact area, which in conjunction with the extra soft lining helps preventing Achilles tendonitis.



DLT: Differentiated Lacing Tension uses the same functioning principle of the tent line strainers. The double eyelet on the second lace permits lower tension on the second metatarsal area promoting blood circulation even during the longest sessions.



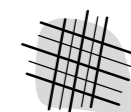
P-M1A1 Polyester Jacquard Mesh: Ulysses R&D team mapped the thermal images of hot feet while running and generated the position of the ventilation areas. Our optimized CAD design minimizes weight, maximize perspiration and maintains the proper strength in critical areas, ensuring the foot is anatomically contained and free of motion during the gait.



P4DH4 Polyester 4d Knitting: Light and stretchy promotes blood circulation and reduces overheating.



HS420D Nylon rip-stop: To ensure long durability during outdoor use, we selected a heavy-duty rip stop nylon fabric.



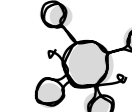
Claw Grip: This rubber compound material is specifically formulated to best work on loose terrain and in the typical temperature ranges of most outdoor environments returning a stable ground contact.



Paw Grip: Is soft and extremely resilient to abrasion. This is our answer to road running needs, a light NBR based formulation with the proper hardness to meet the expectation of top performance road runners.



Formula: Is the first outsole specifically designed for tread mill and running activity on rubberized surfaces. Our rubber is formulated to ensure proper grip and long-lasting performances.



G-FOAM: Our state-of-the-art Nitrogen infused Supercritical EVA offers the perfect combination of cushioning, support, stability and rebound while keeping weight to a minimum.



RUN WILD

WAYA



COLORS: WAYA MILITARY GREEN/PAPER
Model: WY-450000



Heel: 31 mm - Forefoot: 25 mm - Lug height: 1 mm

- Weight (size 10 1/2): 298 g ± 2 (10.5 oz ± 0.07)
- Unisex size: 4-14 USM +1/2 sizes
- Sole: Paw-Grip
- Drop: 6 mm



SUSTAINABILITY

- 100% recycled laces
- Ensole™ 6 mm Asker "C" 40" partially recycled EVA

WAYA UR1 is an overall performance engineered for distance, perfect fit and high breathability for long training days. With its light weight and Paw-Grip™ durable rubber sole is dedicated to the world marathon runners.

Upper: One piece vamp and quarter panel polyester Jacquard mesh with PU backing and protective TPU toecap.

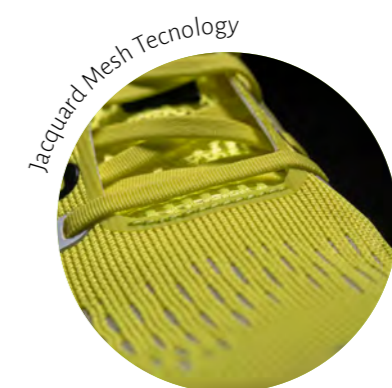
Lining: 1mm 80gsm stitched bond ultra soft polyester

Footbed: Ensole 6 mm Asker "C" 40" partially recycled EVA

Midsole: Patented design high rebound and shock adsorbing G-Foam Nitrogen injected Supercritical EVA

Sole: Full length Paw-Grip durable rubber with scalloped web for weight reduction

Last: 98 Gold Last



COLORS: WAYA PEARL WHITE/PUMPKIN
Model: WY-000150



COLORS: WAYA FLUO/WHITE
Model: WY-380000









HONI



COLORS:
HONI GOLDFISH/HEVEA
Model: HN-250000



Heel: 31 mm - Forefoot: 25 mm - Lug height: 2 mm

-  **Weight (size 10 1/2):** 288 g ± 2 (10.1 oz ± 0.07)
-  **Unisex size:** 4-14 USM +1/2 sizes
-  **Sole:** Formula
-  **Drop:** 6 mm

 **SUSTAINABILITY**

- 100% recycled laces
- Ensole™ 5 mm Asker "C" 40° partially recycled EVA

HONI has been designed to accommodate the needs of urban use and indoor training on typical rubberized surfaces. The soft 4 way stretch knitted upper, paired with its medium volume anatomical shape promotes blood circulation even during the longest sessions and can also be used as recovery shoe.

Upper: One piece vamp and quarter panel computer controlled 4D knit, 100% polyester with PU backing

Lining: Super light anatomic parches on heel and tongue

Footbed: Ensole 5 mm Asker "C" 40° partially recycled EVA

Midsole: Patented design high rebound and shock adsorbing G-Foam Nitrogen injected Supercritical EVA

Sole: Full length Formula trade mill rubberized surfaces specific rubber-based compound

Last: 102 Gold Last+



COLORS:
HONI DARKNESS BLACK/HEVEA
Model: HN-999000



COLORS:
HONI WHITE/HEVEA
Model: HN-010000



RUN WILD

MAIKOH



COLORS:
MAIKOH BLACK/FOREST
Model: MK-999450



Heel: 31 mm - Forefoot: 25 mm - Lug height: 3,5 mm



Weight (size 10 1/2): 318 g ± 2 (11.2 oz ± 0.07)



Unisex size: 4-14 USM +1/2 sizes



Sole: Claw-Grip



Drop: 6 mm



SUSTAINABILITY

- 100% recycled laces
- Ensole™ 6 mm Asker "C" 40° partially recycled EVA

MAIKOH is the perfect companion for your offroad running activities. Made with High resistance nylon rip stop vamp and a directional grip full length rubber sole prearranged for ice spikes, you can abuse them for long time to come in any weather condition.

Upper: One piece vamp and quarter panel 420D rip-stop nylon with all around protective TPU toecap

Lining: 80gsm stitched bond ultra soft polyester

Footbed: Ensole™ 6 mm Asker "C" 40° partially recycled EVA

Midsole: Patented design high rebound and shock adsorbing G-Foam Nitrogen injected Supercritical EVA

Sole: full length Claw-Grip nitrile rubber base directional traction sole prearranged for Ice spikes

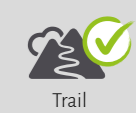
Last: 98 Gold Last



COLORS:
MAIKOH OCEAN/CARBON
Model: MK-650850



COLORS:
MAIKOH SLATE/TANGERINE
Model: MK-850200



Trail



Road



ULYSSES	M4/W5	M4½ W5½	M5/6	M5½ W6½	M6/W7	M6½ W7½	M7/W8	M7½ W8½	M8/W9	M8½ W9½	M9/W10	M9½ W10½	M10/W11	M10½ W11½	M11/W12	M11½ W12½	M12/W13	M12½ W13½	M13/W14	M14/W15
US Men						M6½	M7	M7½	M8	M8½	M9	M9½	M10	M10½	M11	M11½	M12	M12½	M13	M14
US Woman	W5	W5½	W6	W6½	W7	M6½/ W7½	W8	W8½	W9	W9½	W10	W10½	W11	W11½	W12					
UKM	3½	4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13½
Europe	36	36½	37½	38	38½	39½	40	40½	41½	42	42½	43½	44	44½	45½	46	46½	47½	48	49½
Japan/Mexico (cm)	22	22.5	23	23.5	24	24.5	25	25.5	26	26½	27	27½	28	28½	29	29½	30	30½	31	32
China (mm)	220	225	230	235	240	245	250	255	260	265	270	275	280	285	290	295	300	305	310	320

M 9
W 10





ULYSSES

info@ulyssesrunning.com - www.ulyssesrunning.com

