

Urban Poles Justification Letter

To: _____ Re: _____

Date: _____

Dear Sir/Madam:

Urban poling, also known as Nordic walking, has benefits (over 300 research studies) for improving walking tolerance, increasing core strength, reducing impact off painful lower extremity joints, improving posture, gait patterns and weigh management.

The Urban poles are designed specifically to **target major core muscles**. One mile of walking equals 1800 abdominal muscles contractions. The ergonomic handles absorb shock and vibration when poling on city surfaces, drastically **reducing lower joint impact**. The unique CoreGrip® transfer energy directly to your core muscles.



Features of the Urban Poling Poles:

1. SAFETY – left and right hand for maximum comfort. This unique design allows the hand and wrist to be maintained in a neutral and wide grip position. Weight bearing occurs via downward pressure on the wide base of the handle vs. regular poles which require a tight hand grip and the wrist in an extended position to weight bear on a strap. Straps are also reported to be related to the most common injury to the hand during the event of a fall (*K. Knobloch, 2006*).

2. ANTI-VIBRATION – the poles are carefully engineered to be quiet, durable, and vibration-free. The **patented ferrule design** reduces vibration in the poles. This results in less stress through the wrist joints and arms, and a more comfortable walk. **Telescoping** poles adjust depending on preference and the terrain, with **premium locking system** designed for improved walking safety. The ultra high quality **Urban traction tips** are designed to absorb shock, create resistance and propel the user forward faster to improve gait speed.



3. ADJUSTABLE LENGTH – the poles weigh ~280 g (0.6 lbs) and are **fully adjustable**; 128cm to 188cm (4'2" to 6'2") to the user's height (one size fits all). **Travel Clip** is included for temporarily securing Urban poles for traveling.

4. ALL-YEAR USE - the poles are suitable to walk or hike anywhere and in any weather condition. Removable **snow & trekking baskets** are available. Durable carbide metal tip (for snow, ice, beach + trail).

5. EVIDENCE BASED - there are more than 300 studies describing the health benefits of walking with poles vs. walking without them; including **cardiovascular, metabolic, psychological benefits**, as well as enhanced quality of life (*M. Tschentscher, 2013*). Walking with poles **uses 90% muscles, burns 20-46% more calories** compared to walking without poles. It also increases **core strength, improves overall fitness, posture, decreases anxiety and stress**.

*The poles come with a **1-year warranty** against manufacturing defects.
For more details, please visit www.urbanpoling.com*

Sincerely,
